

Millennials May Do More With Less, But Not When It Comes To Online Shopping

Millennials in the U.S. are known to be frugal — they're careful about where and how they spend their limited income. And while they shop more frequently at brick-and-mortar retailers, they spend more when they shop online. **See what we're seeing . . .**

Millennials spend more than twice as much per receipt as when shopping online in 3 categories: **clothing, electronics, and home/kitchen.**

2X

3 factors seem to drive this higher online spending:

↑\$

1. Minimum order requirements for free shipping
2. The ease of comparing prices for higher-ticket items online
3. Easy return policies for items that often require returns, such as clothing.

“Millennials are learning to do more with less. And spending has become an art form,” said NPD Chief Industry Analyst Marshal Cohen. “Understanding what is most likely to influence that spend is critical for success today.” ”

Do you know what you need to know about the coveted Millennials and how to capture more of their spending? Checkout TrackingSM can tell you.



When shopping online, Younger Millennials (18-24) spend an average of **\$56.88** per receipt on apparel and accessories. Older Millennials (25-34) average **\$70.58**.

At brick-and-mortar, the average spend on apparel and accessories is **\$23.98** for Younger Millennials and **\$24.19** for Older Millennials.



There's a similar pattern for electronics — Younger Millennials spend **\$53.45** online, and Older Millennials spend **\$66.10**. At brick-and-mortar, it's **\$23.96** and **\$24.83**.



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