

# GET THE SCOOP ON COUPONS

GOOD NEWS: PEOPLE WANT 'EM!

**60%**  
OF CONSUMERS SAY



COUPONS + DISCOUNTS ARE MORE IMPORTANT THAN EVER!

But there's a disconnect ...



DISTRIBUTION + REDEMPTION ARE DOWN  
(JAN - JUN)

	2021	2022	
COUPON DISTRIBUTION	95B	79B	DOWN 17% IN 2022
COUPON REDEMPTION	465M	375M	DOWN 19% IN 2022

COUPON FACE VALUE HASN'T KEPT PACE WITH INFLATION



There are opportunities for marketers who adapt to consumer demands, like paperless + direct mail coupons

PAPERLESS COUPONS ARE INCREASING IN POPULARITY

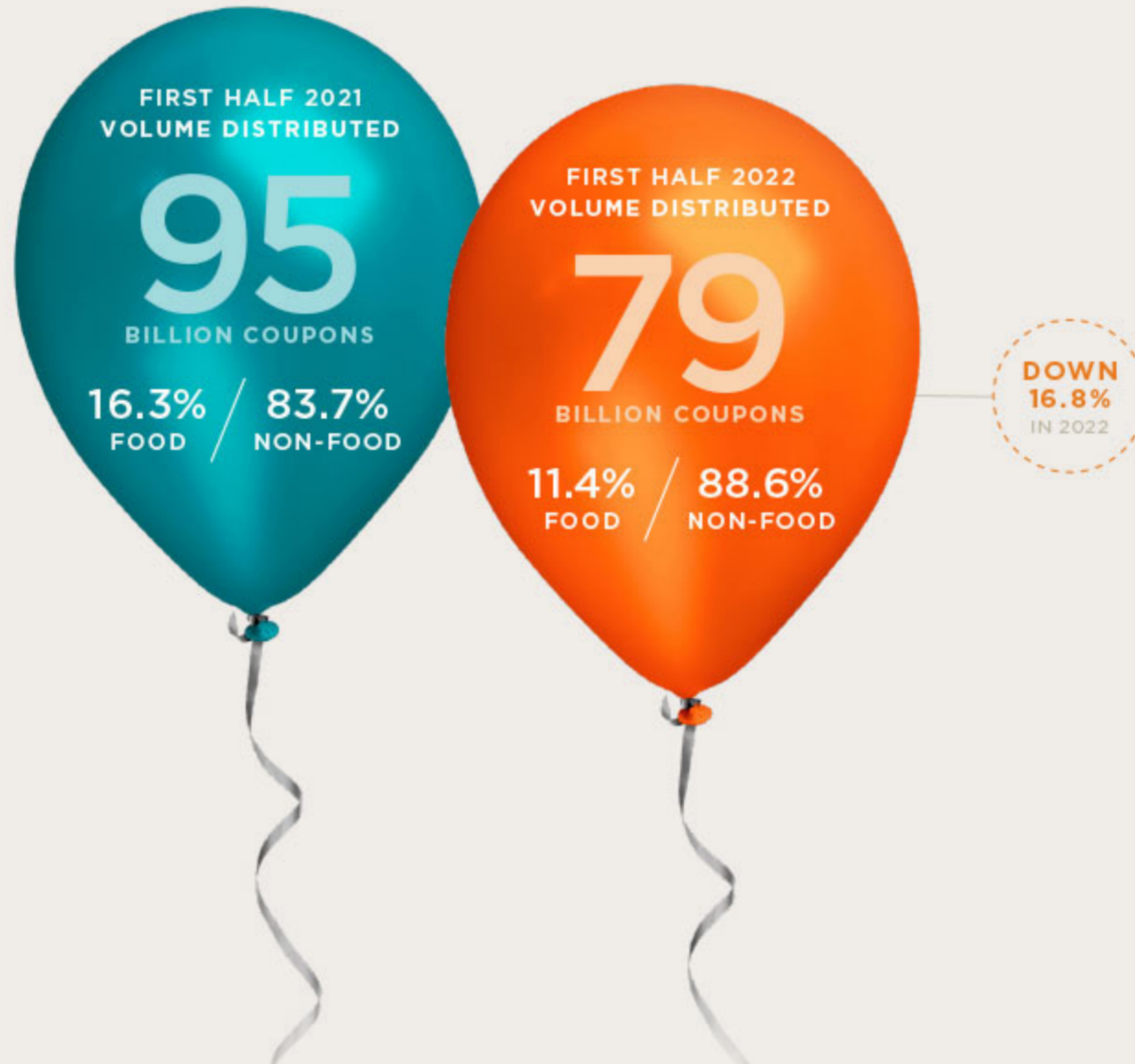
PAPERLESS represents the only distribution method that has increased in overall distribution

UP 5% FROM 2021



PAPERLESS SHARE OF DISTRIBUTION

- 32.8% FOOD
- 46.7% NON-FOOD
- 41.7% ALL CPG



DIRECT MAIL COUPONS ARE GAINING

FOOD PRODUCT CATEGORY

DIRECT MAIL

**18%**

OF COUPON REDEMPTIONS

SHARE OF MEDIA GREW 10%

LEARN MORE

about what grocery shoppers are thinking — check out our 2022 CPG + Grocery TrendWatch report

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