



2026 Consumer Workplace Survey

THE VALUE SHIFT: HOW TODAY'S CONSUMERS ARE REDEFINING PURCHASE DECISIONS

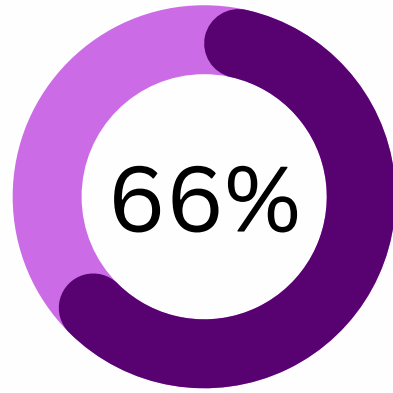
66% of Consumers *Actively* Look for Deals

Value Is Now the #1 Purchase Driver

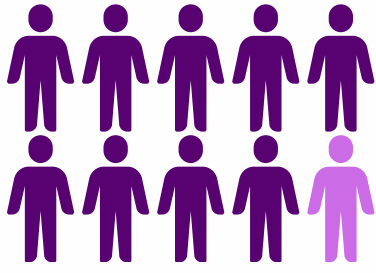
- 66% *actively* look for deals and promotions - up from 59% in 2025
- Only 0.7% say they rarely think about price

Insight: Consumers today are extremely deal-driven. Discounts, coupons, and promotions are now the most powerful purchase trigger.

Value isn't optional—it's expected.



Promotions Drive Unplanned Purchases



Nearly 9 in 10 consumers will make an **unplanned** purchase with the right incentive.

Top triggers for impulse purchases:

- 46% discount or coupon
- 23% free item with purchase
- 12% limited-time offer

Only 11% say *nothing* influences them.

Insight: Promotions don't just convert—they create demand.



Price Is the #1 Reason Consumers Switch Brands

46%



would switch brands for better pricing

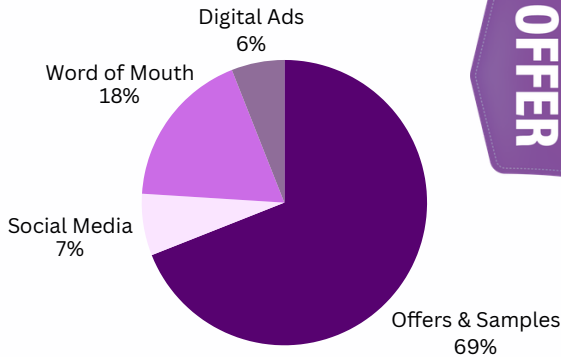
- 46% would switch brands for better pricing
- 19% for better product quality
- 15% for limited-time offers

Insight: Brand loyalty is fragile in today's market.

Competitive pricing and strong offers can pull customers away from competitors quickly.



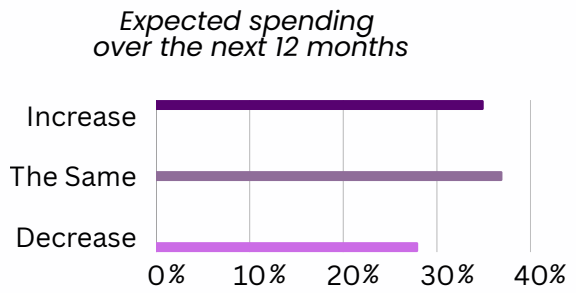
Special Offers Influence Purchases More Than Advertising



Insight: Special offers have more impact than traditional advertising.



Consumers Are More Cautious But Still Spending



Insight: The market is shifting to careful spending. *Value, savings, and added benefits now drive decisions.*



The Workplace: A Powerful Channel Hiding in Plain Sight

Today's consumers are driven by deals, and promotions influence purchases more than traditional ads - *especially during the workweek.*

- Daily purchase decisions happen at work
- Perfect moment for influence
- Shared experiences amplify awareness

The workplace puts your brand at the center of daily decision-making, driving trial and immediate purchases.

For brands looking to grow, it's not just an opportunity—it's an advantage.

