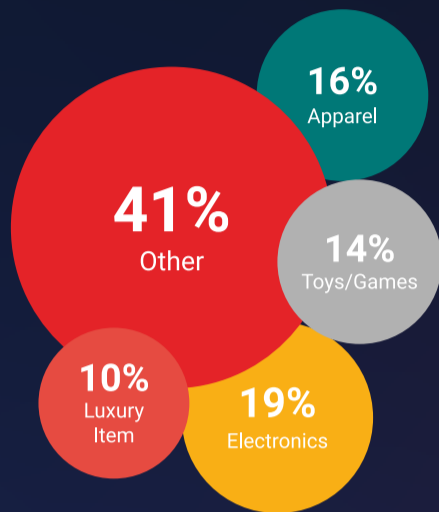


LoopMe Consumer Snapshot: Gifting

In this week's consumer behavior study, LoopMe surveyed 6,040 US consumers on May 8-10, 2020 to understand consumer gifting intent during COVID-19. With celebrations such as Mother's Day and birthdays taking place during lockdown, we also analyzed where consumers intend to make their next gift purchases and how much they plan to spend.

What type of gift do you intend to buy next?



19%

of consumers intend to buy electronics for their next gift purchase.

1 in 10

consumers plan to buy a luxury item for their next gift.

49% of consumers intend to purchase electronics (19%), apparel (16%) or toys (14%) for their next gift item.

How do you intend to make your next gift purchase?



Buy Online



Buy In-Store



45%

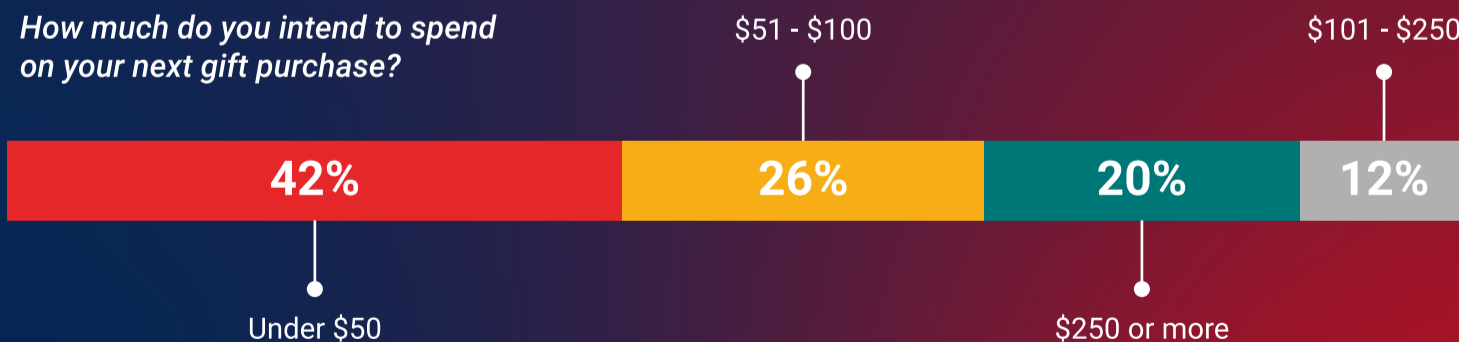
of consumers still intend to shop in-store for their next gift purchase during COVID-19.



42% of consumers plan to spend under \$50 on their next gift purchase.

Consumers are 2X more likely to spend between \$51-\$100 than \$101-\$250 when purchasing their next gift.

How much do you intend to spend on your next gift purchase?



1 in 5

consumers intend to spend more than \$250 on their next gift purchase.