

Shopping habits 2022

-2%



Products per purchase

Overall, the number of items per receipt has decreased by 2%. In the health and beauty industry, men aged 18-25 and 65+ (where the number usually increases) bought fewer items per purchase.

Abandoned cart click rate

The click rates for emails sent to re-engage shoppers increased by 3% across all ages and genders, except for women aged 46-65.

+3%



Purchase frequency

The purchase frequency has increased across all industries, meaning people shop more often these days. The highest increase of 16% is in the DIY and home improvement category.



+11%

Click rate

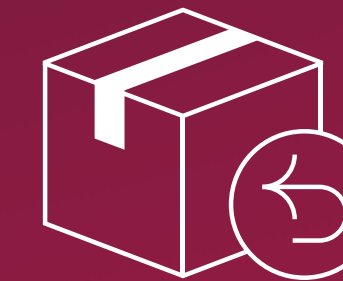
Email click rates have decreased across all ages, genders, and industries.



-27%

Return rate

Some industries drive more returns than others. The DIY and home improvement category have the highest return rate of 20%, while electronics has an average rate of 11%.



+13%

-4%



Average receipt value

The average receipt value has decreased by a total of 4%. The only increase is among men aged 18-25 in the health and beauty category.