

# Couponsing:

Trends – Development – Consumer View

Whitepaper 2017

# Clip that coupon: benefits for consumers and brands alike

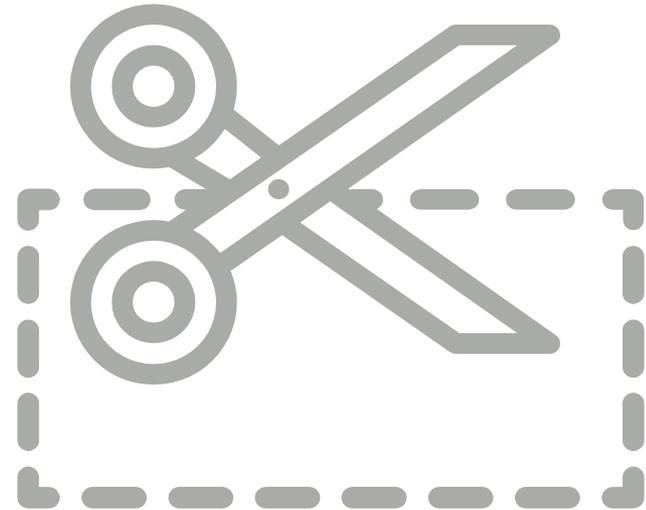
## *Background*

Great coupons have two features: they provide a discount, and that discount is for a product you would be buying anyway. From the brand perspective, a good coupon has another feature: it provides a discount on a product a consumer may buy at the competition, or not at all, if there was no coupon.

All in all, consumers and brands should be thrilled that the TV show “Extreme Couponing” helped boost couponing’s reputation. Candidates in the TV show, aired for the first time in 2010, faced each other with the aim of saving as much as possible by using coupons. Coupons became fun and a trend.

This, as well as growing numbers of smartphone users, has resulted in more and more couponing apps being developed. These apps aggregate coupons and simplify their use. Despite the advantages of apps such as Checkout 51, SavingStar and Ibotta, not all users are yet willing to use them.

**Our Whitepaper on the topic provides insights on consumer perception of coupons, their use and reasons why some consumers do not want to use their cell phones to use coupons.**



[More at Statista.com](#)

# The majority of consumers sees only benefits in coupons, and brands can benefit from this

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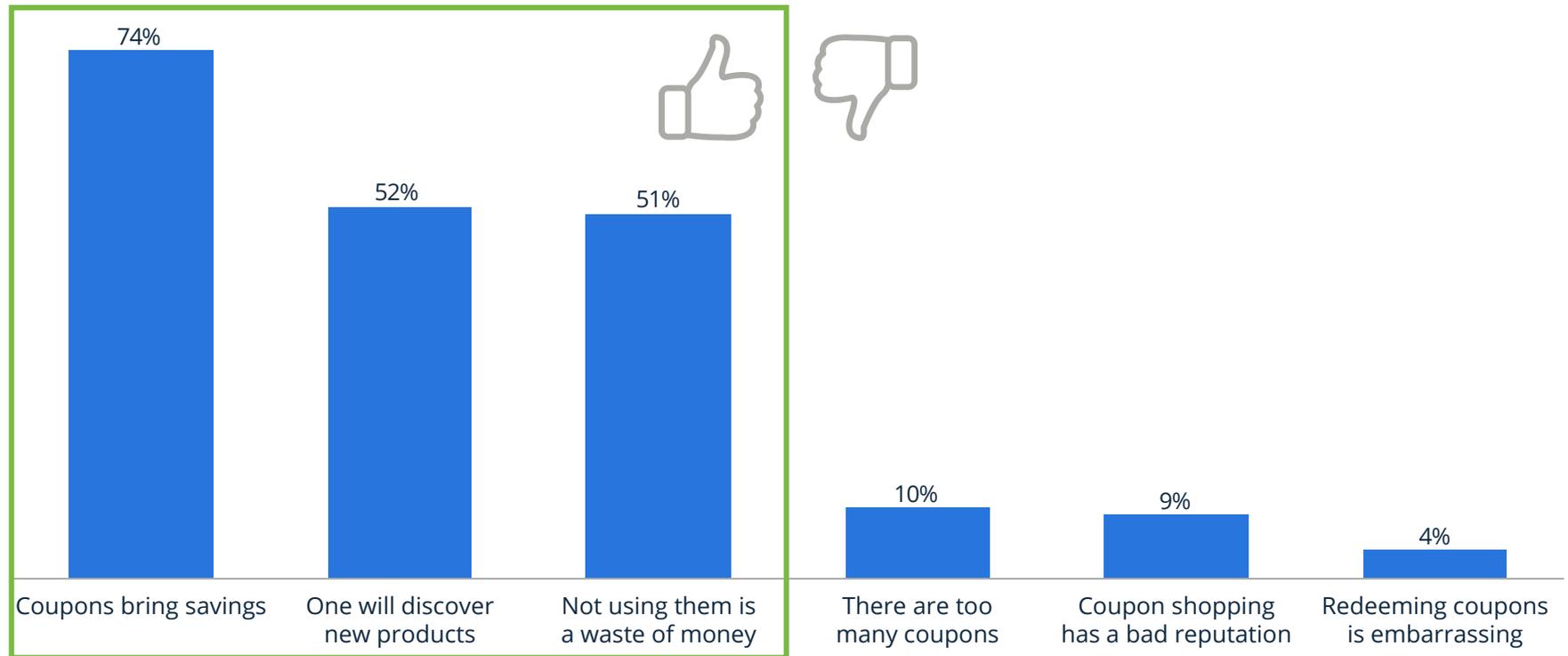
## *Key Takeaways*

1. **Coupons** are largely seen in a **good light** – key benefit is the **potential to save money**
2. **Offline coupons** continue to **dominate** – especially **coupons** for **food** and **FMCG**
3. The freedom of choice **aggregator sites** offer is **preferred** to **direct deals sent to smartphone**
4. **Communicating** the **advantages** of **mobile coupons better** may increase their uptake
5. **Revenue booster** coupon: willingness to **buy more** with **coupons** is huge

# Coupons are largely seen in a positive light – key benefit is the potential to save money

## Consumer View

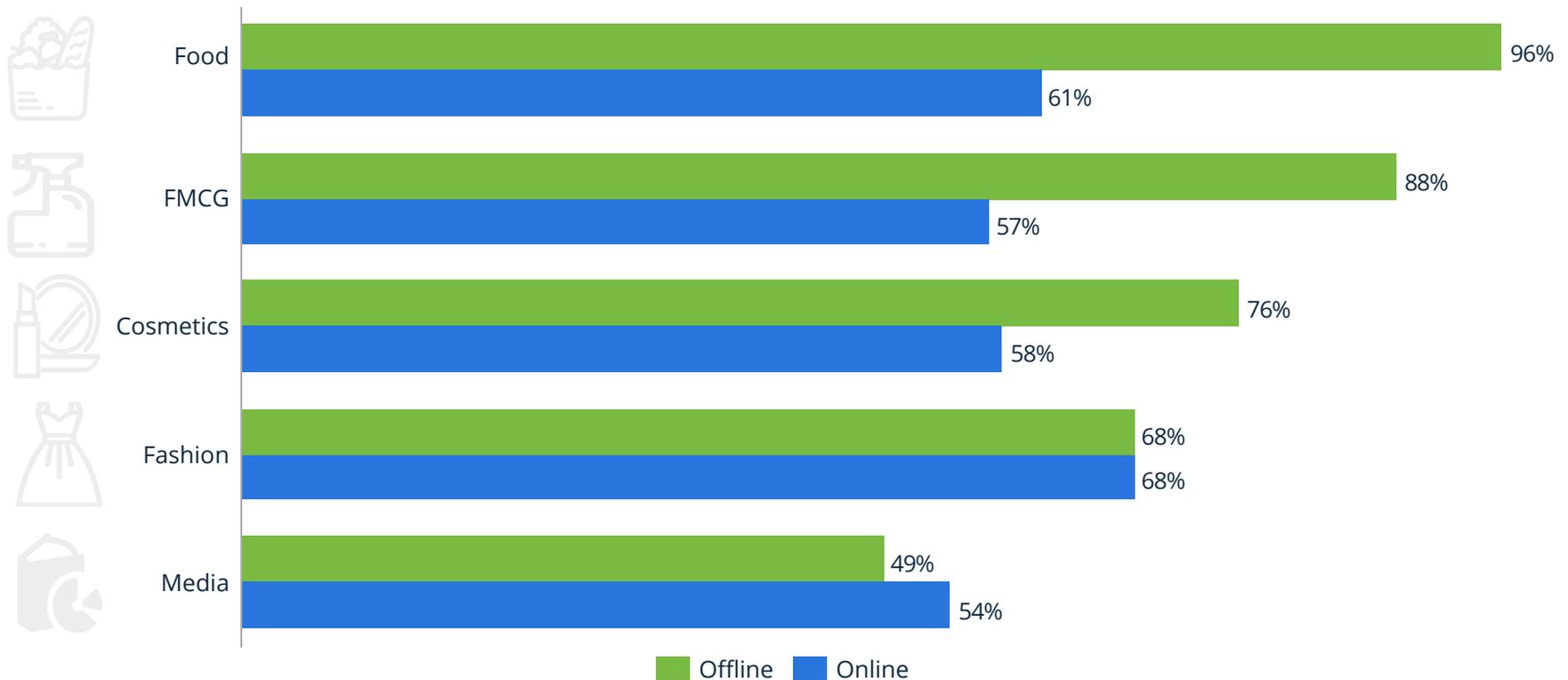
Which statements would you agree with?<sup>1</sup> The top 3 most popular/unpopular answers



# Offline coupons continue to dominate – especially coupons for food and FMCG

## Consumer View: Online vs. Offline

Which products do you buy at least occasionally, using coupons?<sup>1</sup>

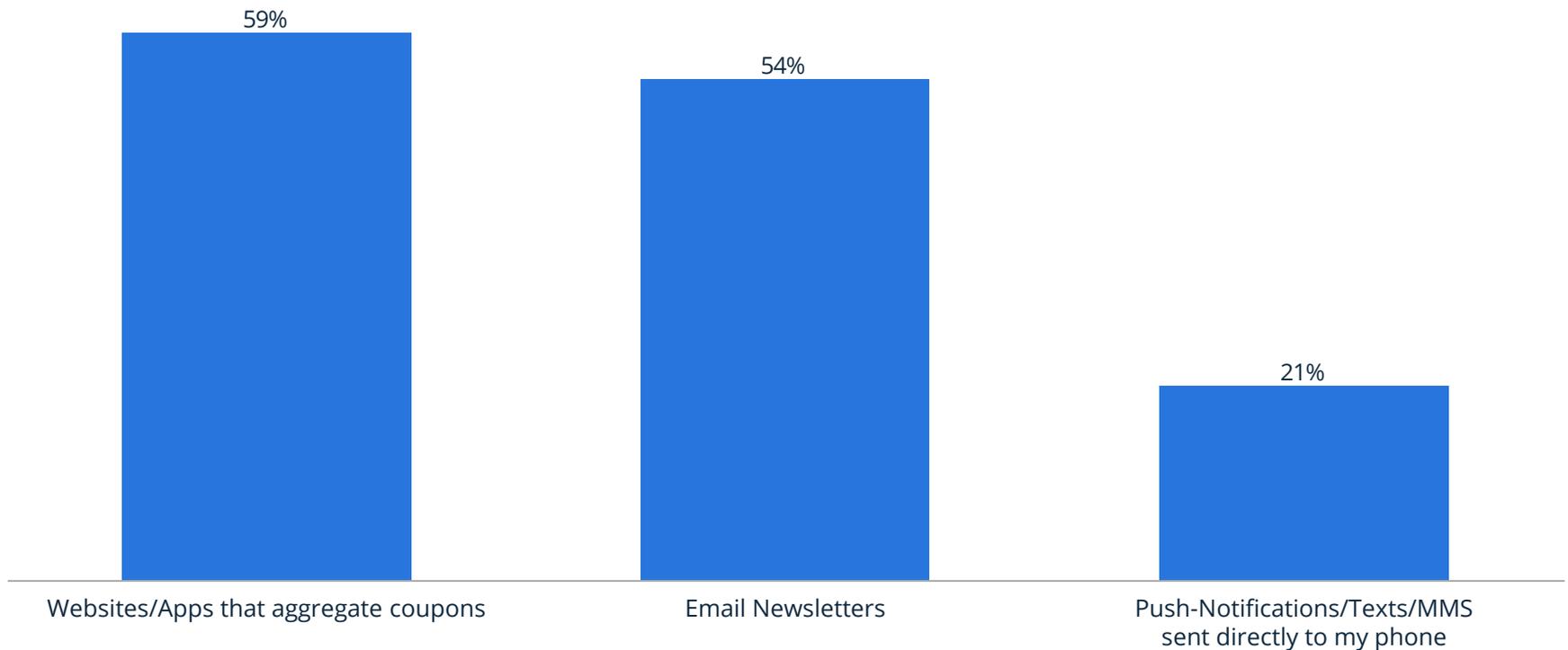


1: N=927 users of coupons that use them offline; N=777 users of coupons that use them online  
Source: Statista survey 2016

# The freedom of choice aggregator sites offer is preferred to direct deals sent to phone

## Consumer View

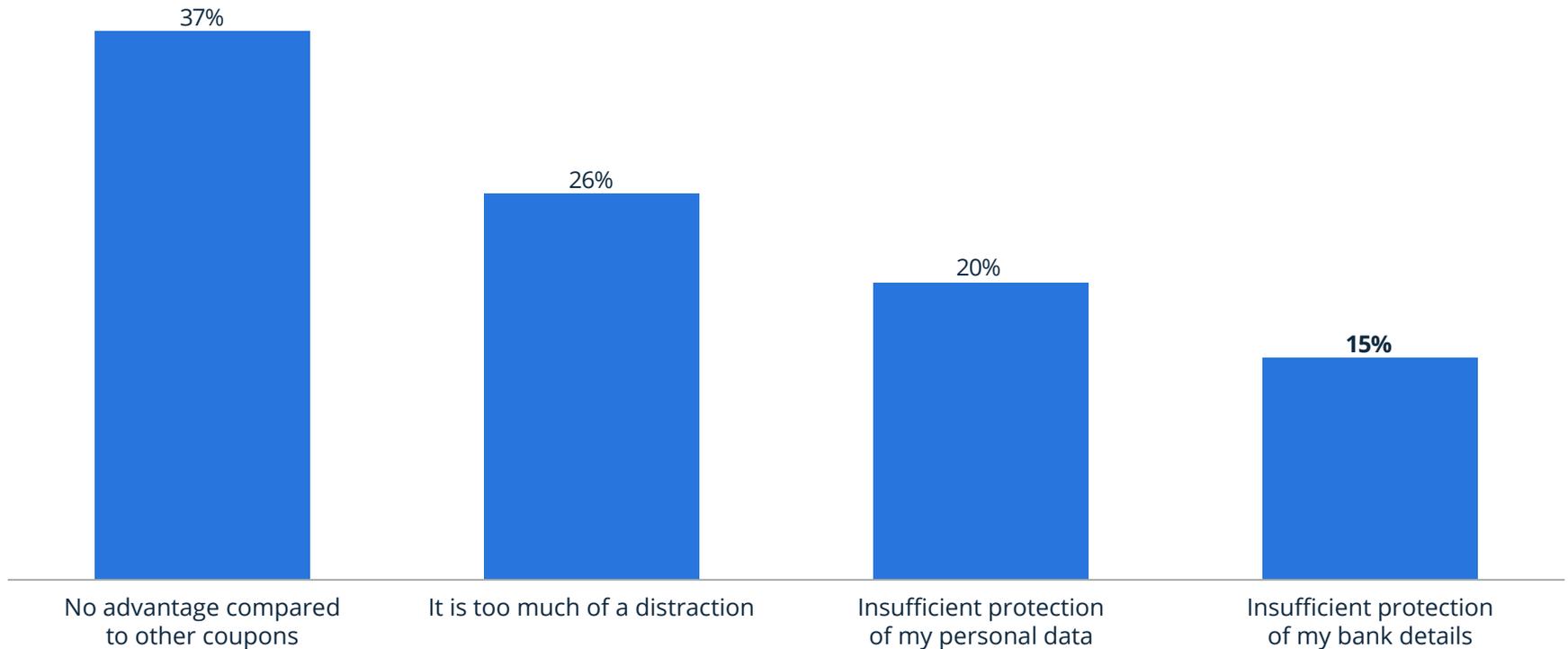
Where do you get the coupons from that you use online?<sup>1</sup>



# Communicating the advantages of mobile coupons better may increase their uptake

## Consumer View

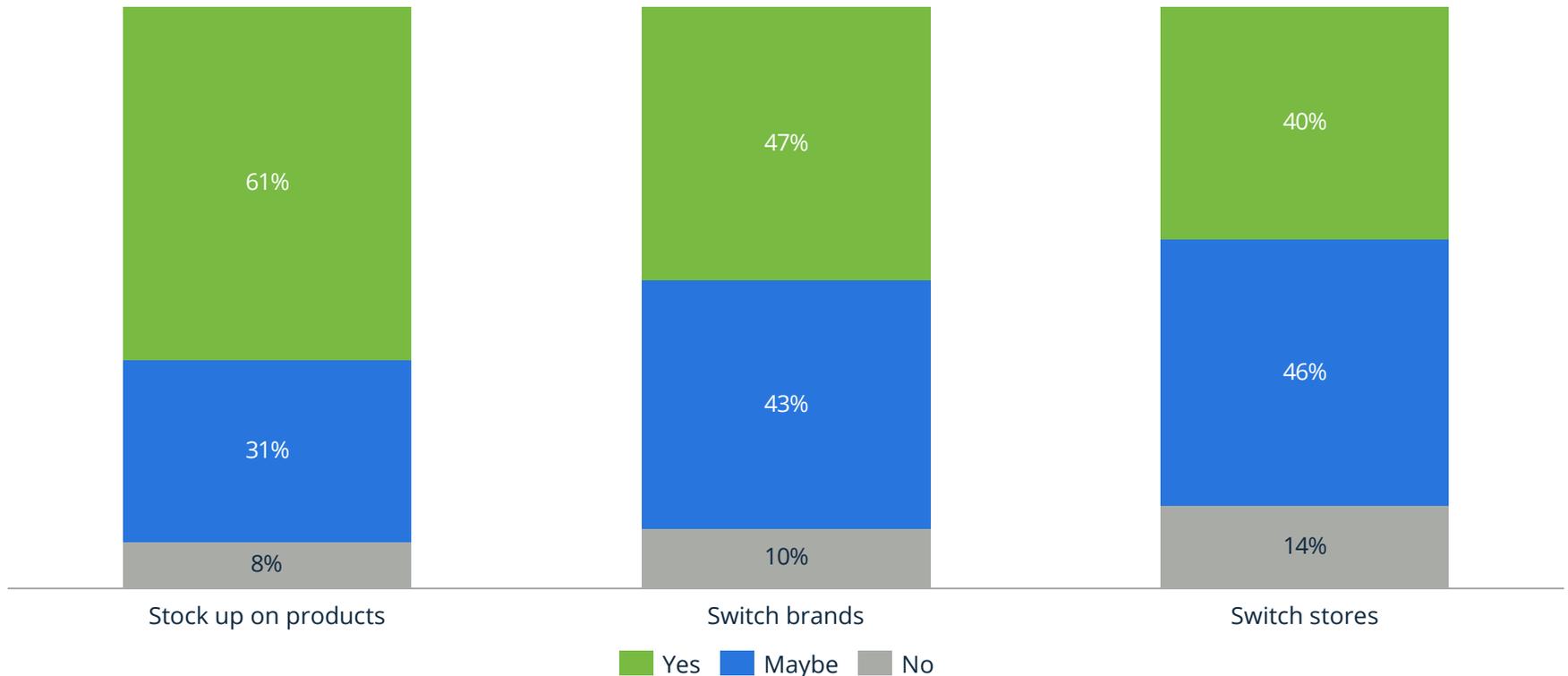
Why do you not use your mobile device for couponing?<sup>1</sup>



# Revenue booster coupon: willingness to buy more with coupons is huge

## Consumer View

*If you were interested in a coupon, what would you be willing to do?¹*



# About this study

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## *Couponing 2016*

### *Further Data*

This report provides insights on the topic **Couponing**. Further data on the **topic** can be found on Statista.com.

Our survey on the topic of coupons has been conducted in both the US and Germany among consumers that are responsible for everyday purchases. The survey also includes data on rewards programs.

The **Consumer and Business Insights Team** at Statista conducts qualitative online and telephone surveys among consumers and experts in Germany, the US and the UK. The team adheres to all guidelines, provided by professional associations, such as ESOMAR. As such, we can guarantee high quality of data and data privacy.

Further data is available at Statista.com for customers with premium or corporate account.

### *Contact*



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Léonie Brandt studied communication studies at the University of Münster.

In her studies she specialized on empirical research methods and statistical analyses. Before joining Statista she worked in journalism and gained experience at several agencies for PR and market research.

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#### **Imprint**

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#### **Disclaimer**

This study is based on survey and research data of the previously mentioned sources. The forecasts and market analysis presented were researched and prepared by Statista with great care.

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