

Consumer Insights Report

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Executive Summary

This report provides an overview of the latest consumer insights derived from recent research conducted in Q2 2024. The findings focus on consumer preferences, purchasing behaviors, and emerging trends influencing the market.

Key Numbers

67% of consumers consider sustainability when making purchase decisions.

42% increased online shopping frequency compared to last year.

5.3/10 average customer satisfaction with current product offerings.

Demographic Profile

Segment	Percentage	Key Characteristic
Gen Z (18-24)	25%	Values digital experience
Millennials (25-40)	40%	Prioritizes brand transparency
Gen X & Boomers (41+)	35%	Seeks value for money

Key Insights

- Price sensitivity has increased, with 60% of consumers comparing prices before buying.
- Mobile device usage for product research has surpassed desktop for the first time.
- Loyalty programs influence repeat purchases for 3 out of 5 respondents.
- Concerns about data privacy are causing hesitation for 28% of online shoppers.

Opportunities & Recommendations

- Enhance digital platforms for seamless mobile experience.
- Promote sustainability initiatives in marketing strategies.
- Strengthen loyalty program offerings to retain customers.
- Increase transparency regarding consumer data usage and privacy.

Important Notes

- This report is based on survey data and market analysis conducted in Q2 2024.
- Consumer insights may change rapidly; periodic updates are recommended.
- Confidential—intended for internal strategy and planning use only.
- Always validate recommendations with up-to-date consumer research before implementation.