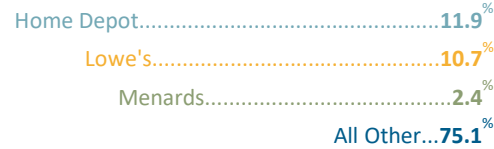


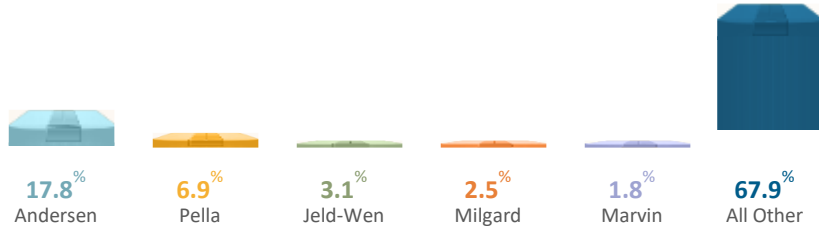
Who's Winning Consumer Dollars



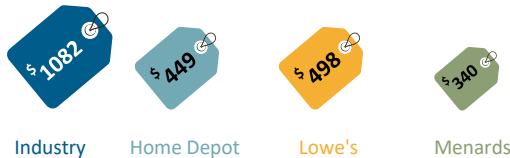
STORES



BRANDS



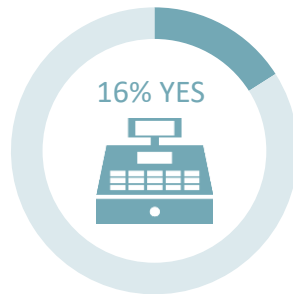
HOW MUCH IS BEING PAID



SHOP ONLINE



BUY ONLINE

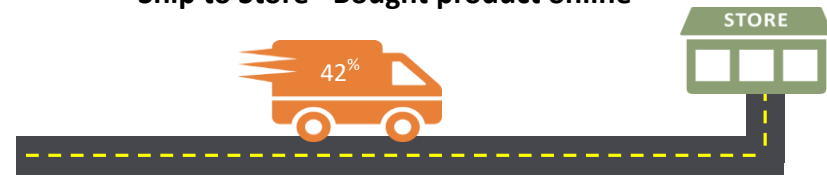


Why Behind the Buy

RETAILER

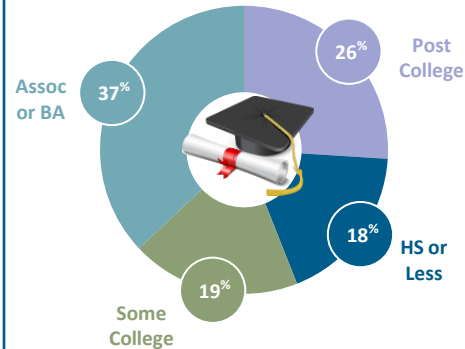


Ship to Store - Bought product online



Who's Buying

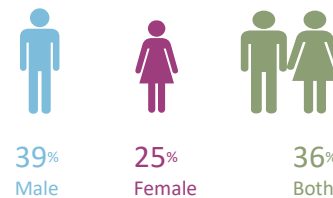
EDUCATION



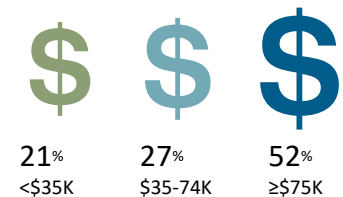
OWN HOME



GENDER



INCOME



Note: 4Q End Q1 2021 Category Unit Sample size = 14,311. Market share in dollars; all other measures in units.

This specialized infographic provides HIRI members with a basic overview of the purchasing trends within the marketplace. More information is available online at www.traqline.com/HIRI

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This data comes from TraQline, a quarterly consumer survey of over 150,000 buyers