

# ***Many Shoppers, Many Opportunities***

## **GCA Annual Workshop + Retreat:** ***Many Voices, One Community***

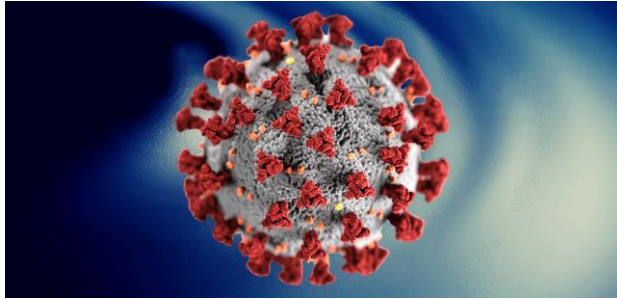
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09.22.2022



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# SHOPPERS HAVE GONE THROUGH UNPRECEDENTED CHANGE IN PAST FEW YEARS



**Global Pandemic**



**Supply Chain Disruptions**



**Political Unrest**



**Economic Uncertainty**

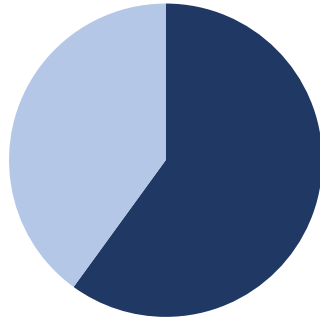


**Inflation + Rising Prices**

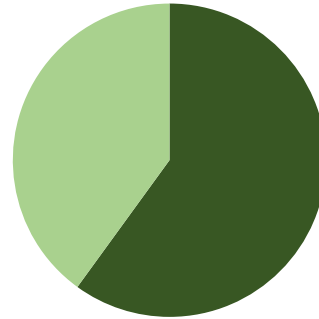


**War in Ukraine**

# SHOPPERS ARE (RE)CONSIDERING THEIR PRIORITIES



**6 in 10:**  
Pandemic caused  
me to reevaluate  
what really matters



**6 in 10:**  
Nurturing  
relationships more  
important to me now

# INCREASING SHOPPER STRESS RESULTING IN BEHAVIOR SHIFTS - SOME LONG LASTING

2020

2021

2022 and beyond

## Pandemic

Mental/physical health  
Job security  
Uncertainty of continued federal/state relief



Deal seeking



Delay/Minimize

## Inflation

Ability to afford everyday expenses (gas, food, energy) under pressure



Disciplined spending



Channel/brand shifting

## Global conflict

Rising fulfillment costs for delivery and ship-to-home  
Supply chain challenges exacerbate stock-outs, potential for panic buying



Fulfillment



Stocking Up



Shoppers may use other tactics to mitigate these pressures, but **fundamental changes to basket composition** will signal a transformation of the value equation.

Shoppers layer on incremental shopping strategies as additional challenges arise.

# ENTERING 'NEXT NORMAL' OF SHOPPER BEHAVIOR - CHANGE WILL BE CONSTANT



**Speed**

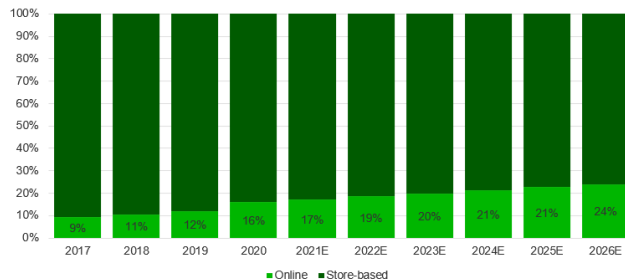


**Personalization**



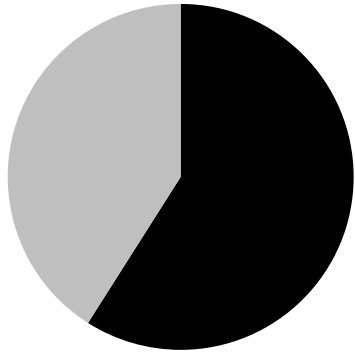
**Sustainability**

**Total Sales, Online vs. Offline, 2016-2026E**



**Omni-Channel Integration**

# CONNECTION BETWEEN CARDS AND PHYSICAL RETAIL REMAINS STRONG

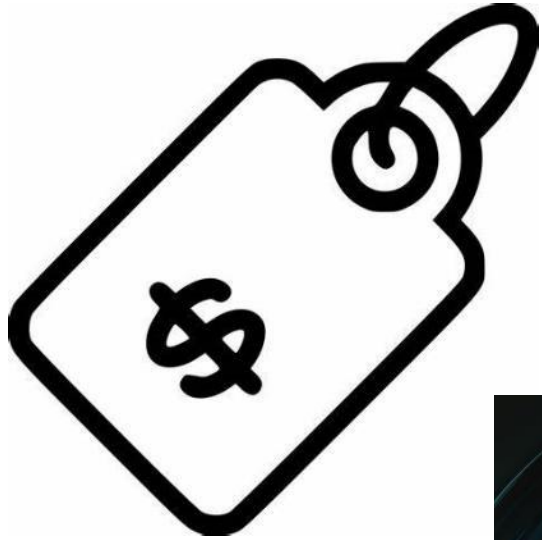


**Most card buyers  
have been  
reminded to buy a  
card while in store**

Where Shopped For Cards



# EACH PURCHASE CHANNEL HAS PERCEIVED BENEFITS AND DRAWBACKS



# CARD BUYERS PRIORITIZE PURCHASE DRIVERS DIFFERENTLY





# KEY TAKEAWAYS



Shoppers have faced **new and unpredictable realities** the last few years



Even in the face of unprecedented uncertainty **celebrations and cards still matter** – and may matter more than ever!



Shoppers buy cards in a variety of channels with **all purchase channels having unique perceived benefits and challenges**



Shoppers will **continue to evolve** - we will need to continue to grow with them to stay relevant to meet their diverse needs

Questions?



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