



the BARCODE group

Shopper Profile by TBG

The Savewell Sunshine Shopper | Summer 2025

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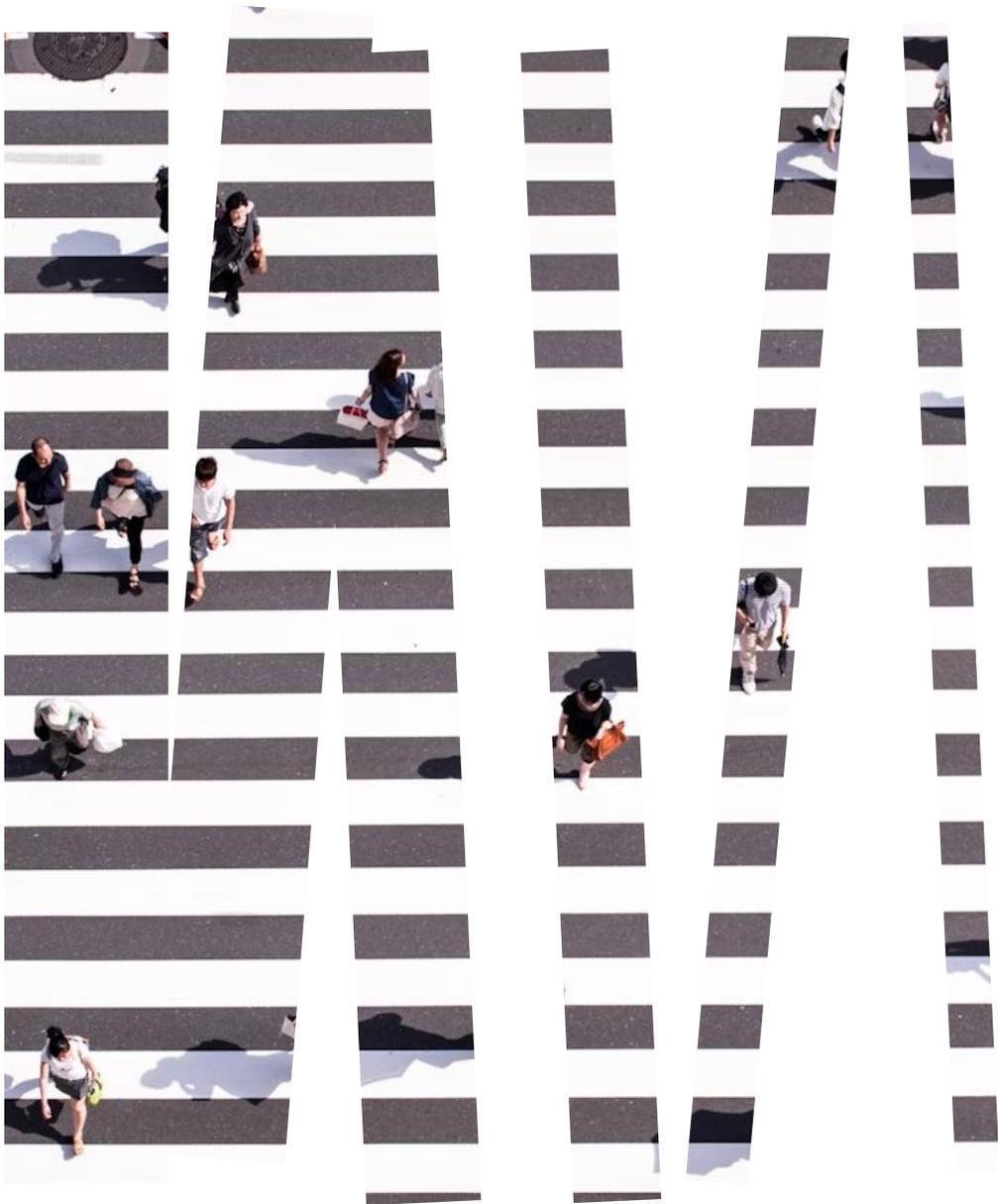
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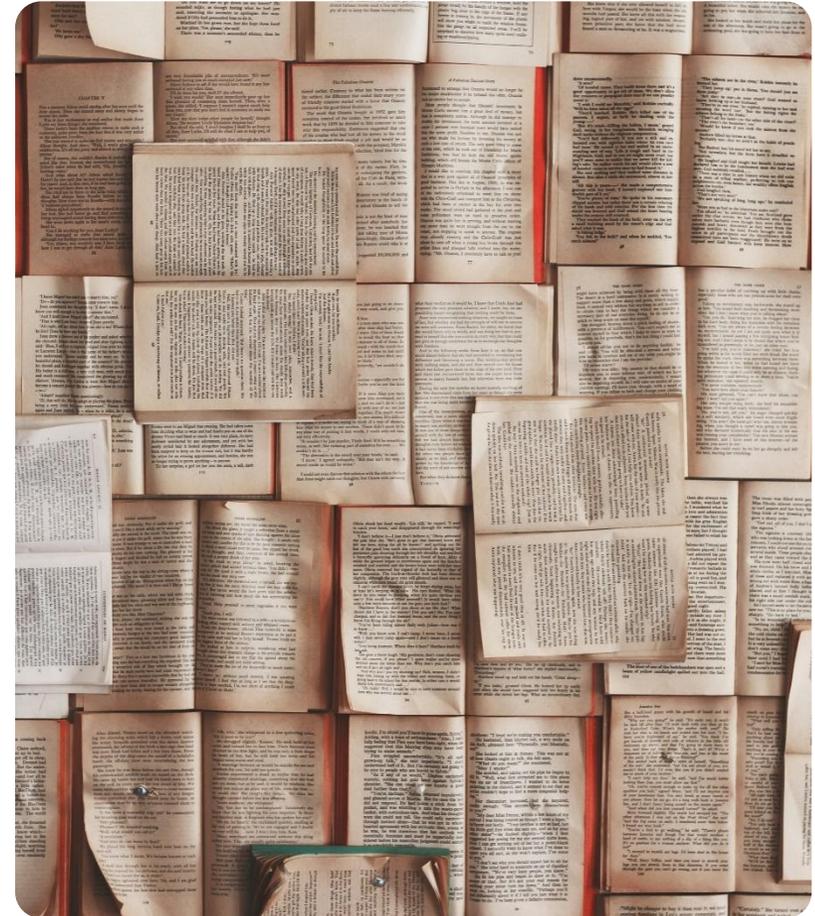
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Get to Know Barcode Intelligence



Consumer Insights + Research

Our research team offers a full service and customized approach to ensure the most well-rounded insights possible. Our years of experience using quantitative data sources, as well as gathering the human perspective, in the retail space create actionable insights that take each business to the next level. Each project we do is customized to meet your project objectives, budget and timing.

Syndicated Reporting

Customized syndicated research using NielsenIQ and/or Circana data to provide in-depth or high-level category insights.

Category Reviews

Combines secondary research (e.g. Mintel, Statista etc.) with syndicated data to provide an in-depth review of a category.

Don't just take our word for it...



It was unique to have access to craft the survey we did. The team was easy and fun to work with. There were a lot of great learnings, and it will help influence our work. Really a super asset to have!"

- Jaime K., Sales EVP

Primary Research Capabilities

Qualitative Research

The insights provided from qualitative research are at an in-depth level to understand the "why" behind the consumer's purchase decision, interest, brand loyalty etc.

Respondent-led Research Interviews: Respondents participate in a guided mission in-store or at home. Typically includes many closed-ended and open-ended questions (including video and/or images responses).

In-person Interviews: Interviews held at one of the TBG offices. Interviews are viewable live + recorded via Zoom.

Quantitative Research

Conducting quantitative research will enable you to get a quantifiable understanding of who, what, when, where, why, and how consumers shop for brands or products.



Your Next Project Starts Here

We're here to chat about costs, capabilities, and solutions tailored to your needs.

Lara Bollweg

Vice President, Consumer Insights
barcodeintelligence@thebarcodegroup.com

Shopper Profile by TBG

Project Overview

Project Objective

The Barcode Group wanted to understand WHO the shopper is for multiple mass retailers to better support our clients and help them position their products to win at retail.

Respondents

A total of 3,187 respondents were recruited meeting the following criteria. To qualify they had to be a shopper of one of the following retailers:



Additionally, they had to have purchased at least three (3) of the following categories at least one of the retailers:

Apparel + Accessories
Baby
Food
Beverages
Pet

Toys
Health
Beauty + Personal Care
Party
Office + Stationery

Home + Décor
Household Essentials
Sporting Goods
Travel + Luggage

Methodology

Barcode Intelligence conducted an online quantitative survey using a general population panel that was balanced to reflect demographic characteristics of US census as closely as possible.



SOURCE: TBG Shopper Profile Study - 2025

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Savewell Shopper Demographics

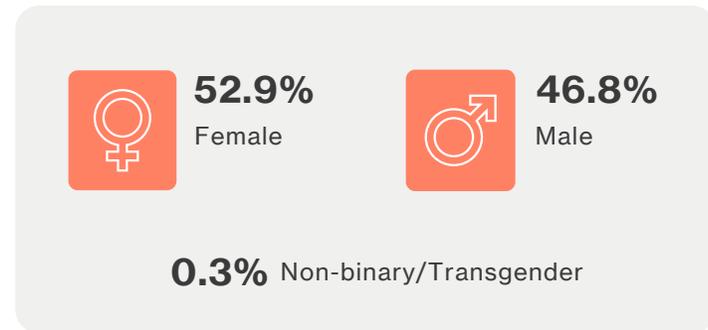
Savewell Shoppers | Last 3 Months



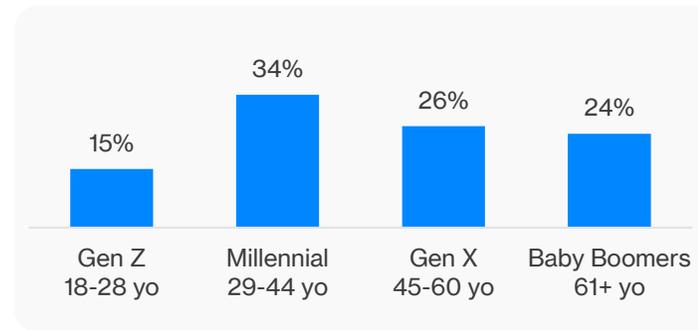
Savewell Shoppers | Last 3 Months

Demographics

Gender Identity



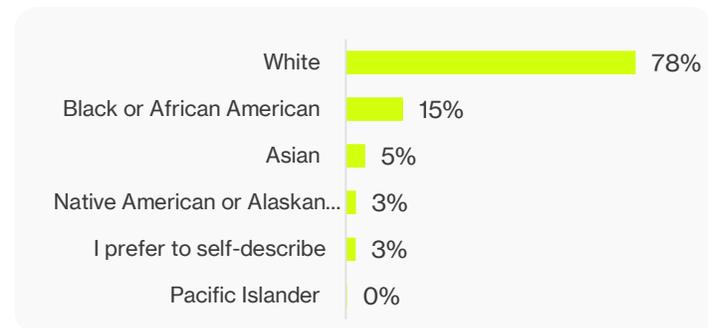
Age Ranges



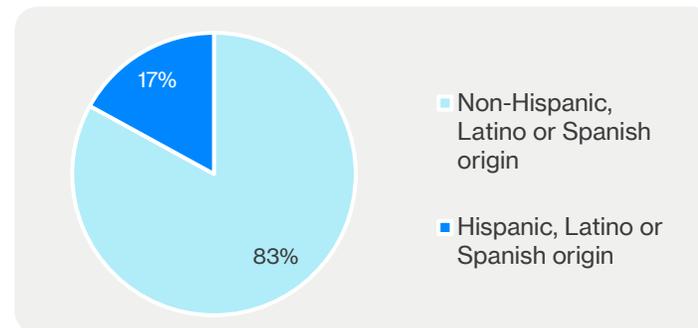
Insights

Savewell attracts a broad range of ages in their shopper base, and the distribution aligns with the total sample*. The shopper profile is diverse across racial and ethnic backgrounds, with representation among Hispanic consumers that also mirrors the total sample*.

Race



Hispanic Ethnicity

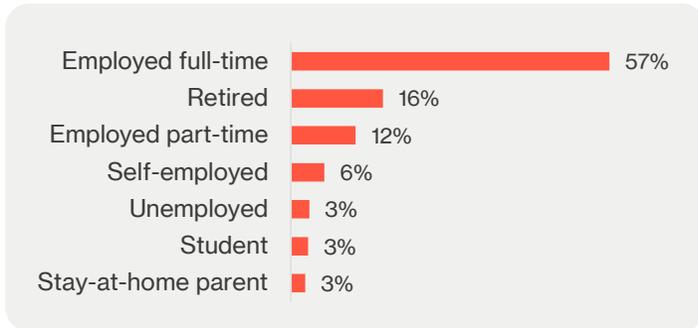


SOURCE: TBG Shopper Profile Study - 2025 - Q29: What is your age? n=2,266; Q30: What is your gender identity? (select one) n=2,266; Q31: Are you of Hispanic, Latino or Spanish origin? n=2,266; Q32: Which race(s) do you identify with? (select all that apply) n=2,266

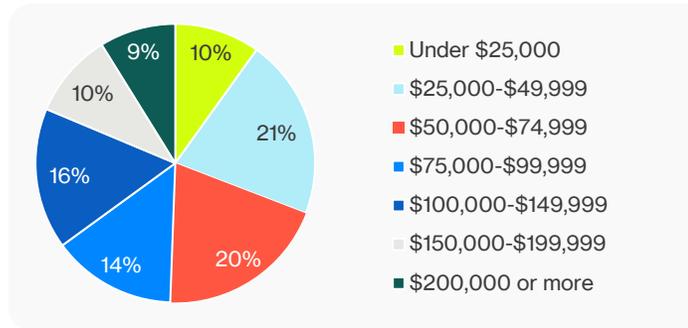
Savewell Shoppers | Last 3 Months

Demographics

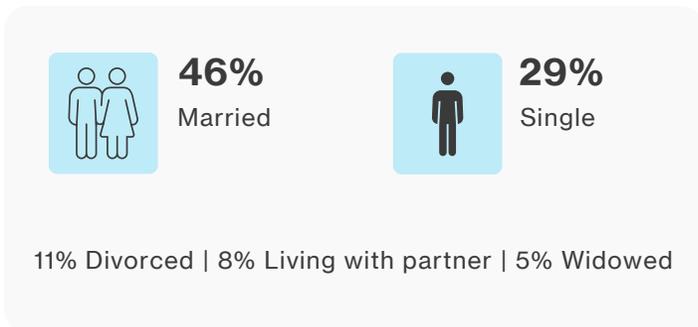
Employment Status



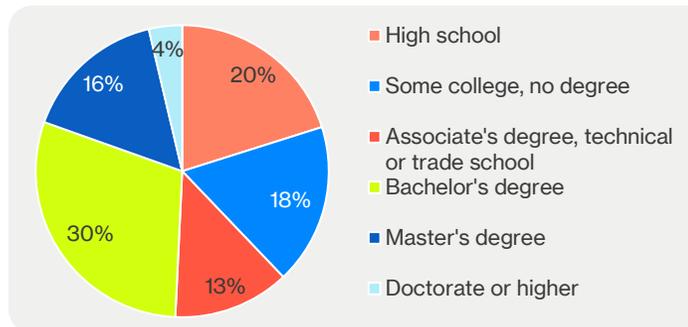
Annual Household Income



Relationship/Living Situation



Education Levels



Insights

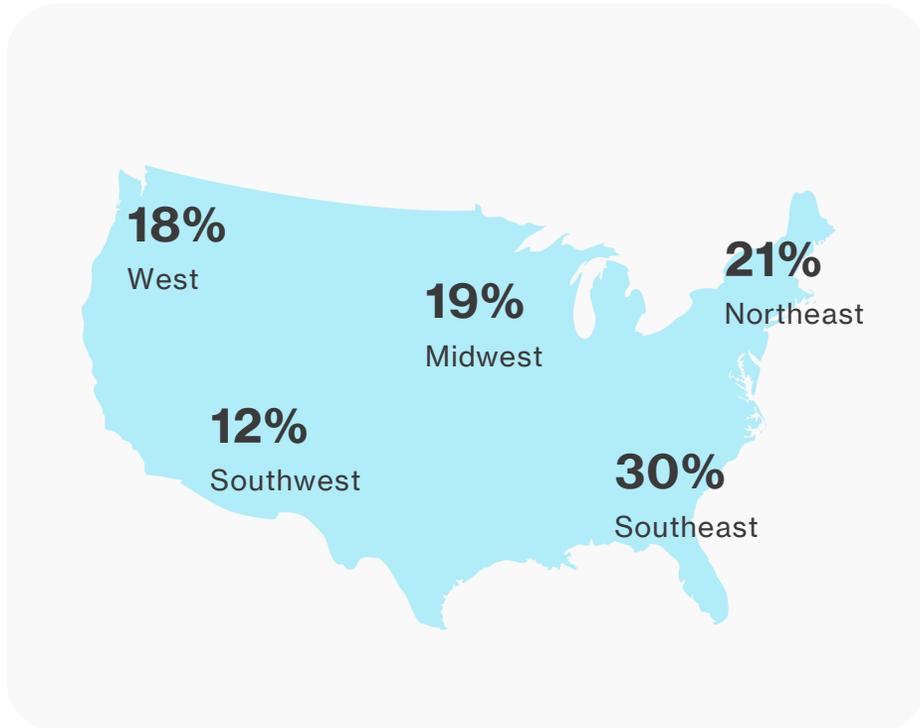
Savewell shoppers are more likely to be working full-time and tend to have moderate to higher household incomes compared to the total sample.* Savewell shoppers are also more likely to be married. Educational attainment is aligned with the total sample*, where there is a high likelihood of having some form of post-secondary education.

SOURCE: TBG Shopper Profile Study - 2025 - Q10: What is your employment status? (select one) n=2,266; Q33: Are you... (select one) n=2,266; Q34: What is your highest level of education? (select one) n=2,266; Q35: What is your annual household income? (select one) n=2,266

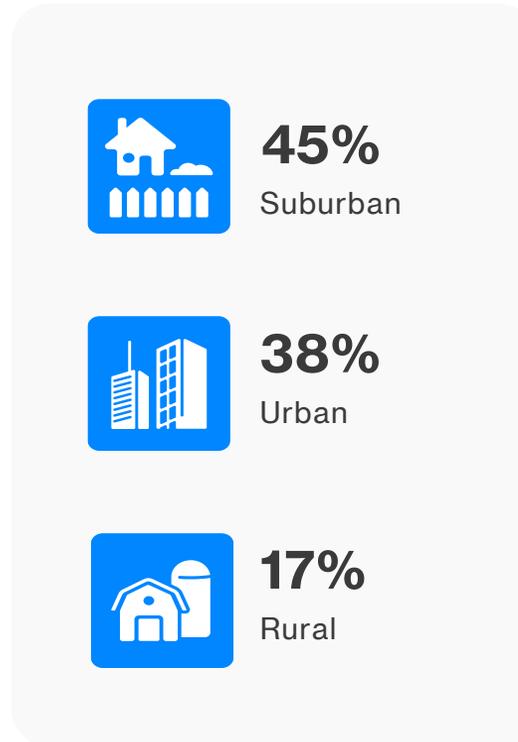
Savewell Shoppers | Last 3 Months

Location

Region



Area



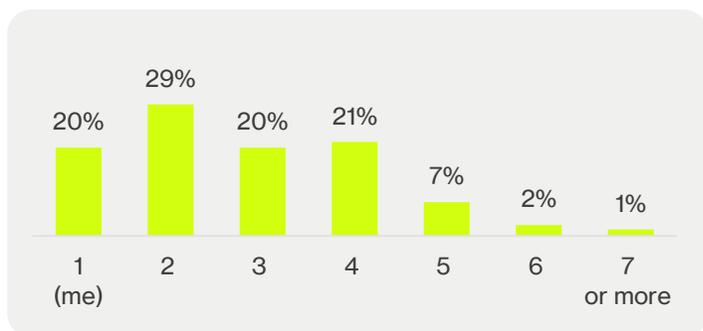
Insights

Savewell shoppers are well-distributed across all U.S. regions, with regional representation in alignment with the total sample*. They are most commonly located in suburban and urban areas, with fewer shoppers living in rural communities.

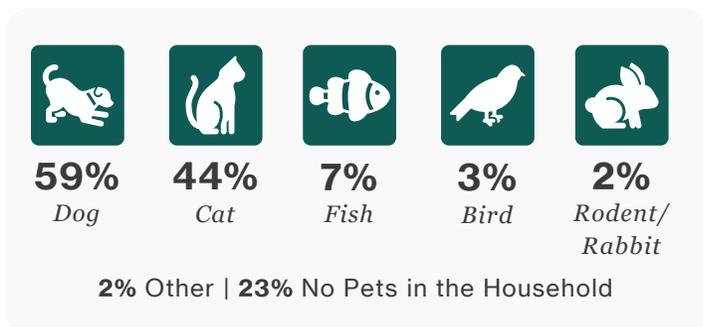
Savewell Shoppers | Last 3 Months

Household

People in the Household



Pets in the Household



Children in the Household



42%

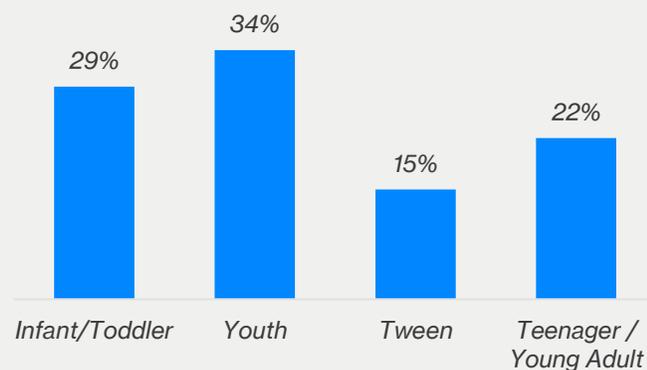
Children in the Household



58%

No Children in the Household

Ages of Children in the Household



Insights

Savewell shoppers represent a variety of household sizes, from individuals to larger families. Nearly half have children at home, spanning all age groups from infants to young adults. Pet ownership is also widespread, with dogs and cats being the most common, reflecting a range of household needs and lifestyles.

Children in the Household Age Key:

Infant/Toddler = Under 1 – 3 years old

Youth = 4 – 9 years old

Tween = 10-12 years old

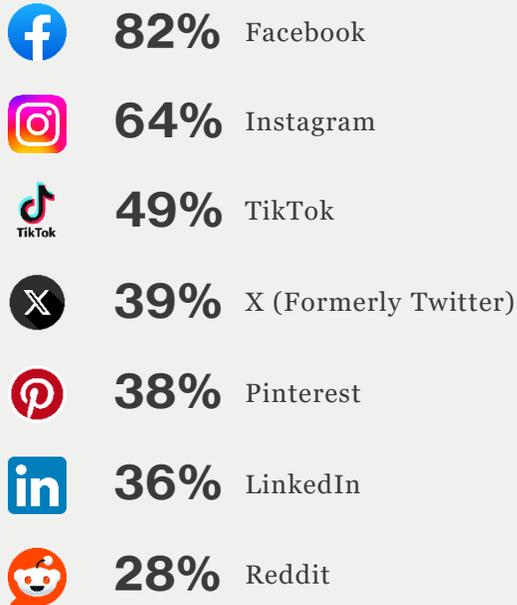
Teenager/Young Adult = 13 -18 years old

SOURCE: TBG Shopper Profile Study - 2025 - Q38: How many people live in your household, including yourself? (select one) n=2,266; Q39: Do you have children under the age of 18 living in your household at least 25% of the time? n=2,266; Q40: What are the ages of your children living in your household least 25% of the time? (select all that apply) n=951; Q41: Which kind of pet(s) do you have in your household, if any? (select all that apply) n=2,266

Savewell Shoppers | Last 3 Months

Social Media

Social Media

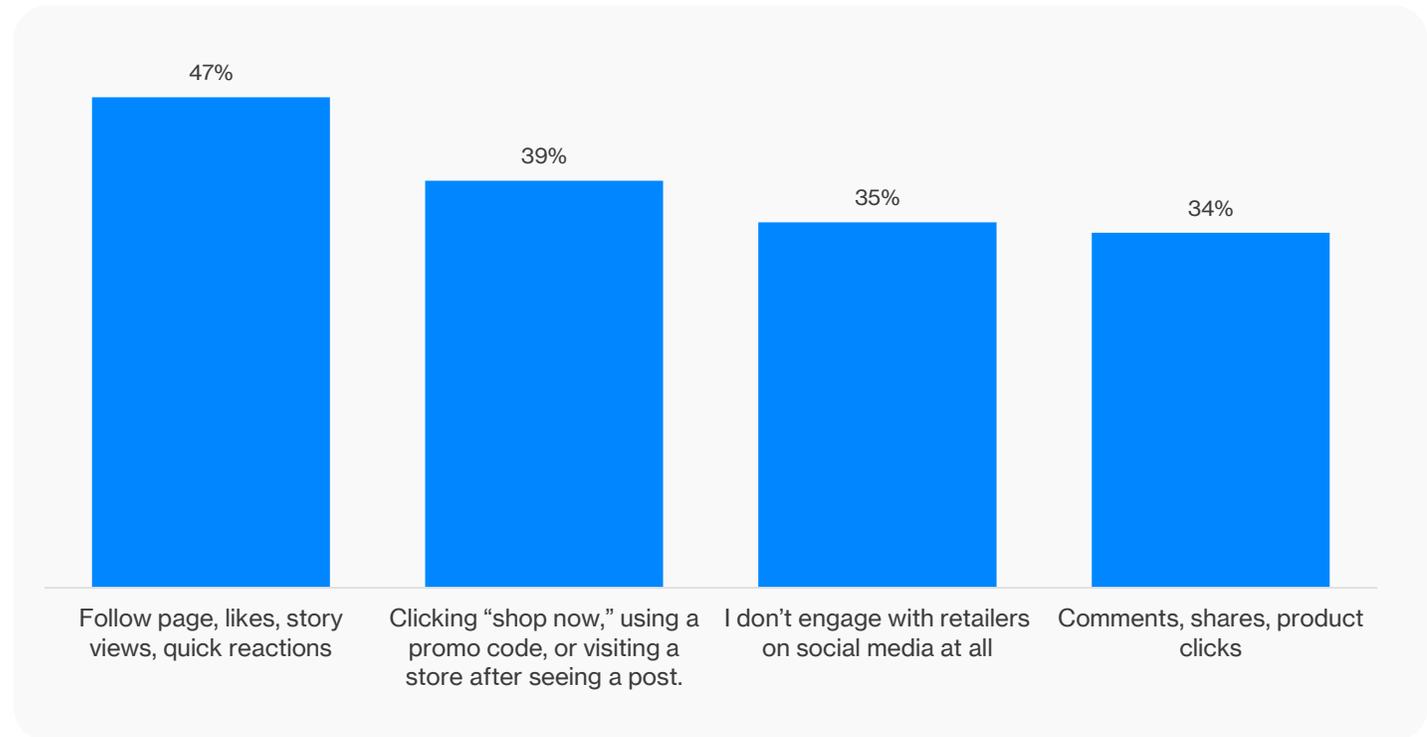


4% Other | 4% Don't Use Social Media

Insights

Savewell shoppers are highly active on social media, with strong engagement on major platforms. Many interact with retailers through likes, follows, and views, and a significant portion take action by clicking promotions, shopping links, and/or visiting stores.

Social Media Engagement with Retailers

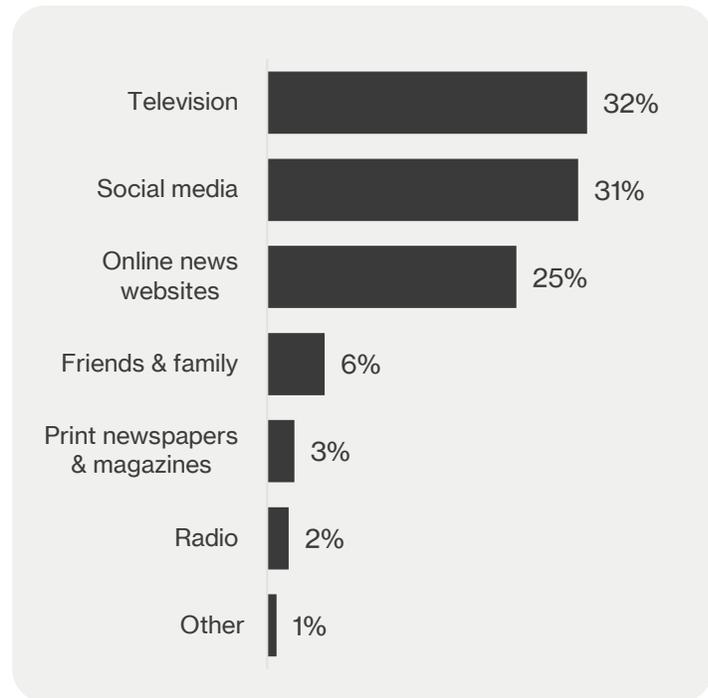


SOURCE: TBG Shopper Profile Study - 2025 - Q42: Which social media platforms do you engage with, if any? (select all that apply) n=2,266; Q43: How do you engage with retailers on social media, if at all? (select all that apply) n=2,180

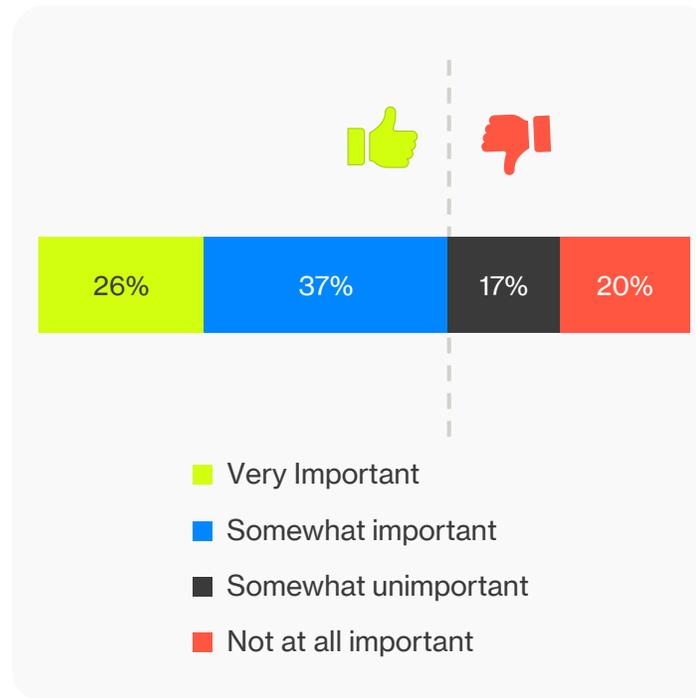
Savewell Shoppers | Last 3 Months

News Source + Social Alignment

Primary News Source



Retailer's Social + Political Alignment with Personal Beliefs



Insights

For their primary source of news and information, Savewell shoppers most often choose television, followed by social media and online news sites.

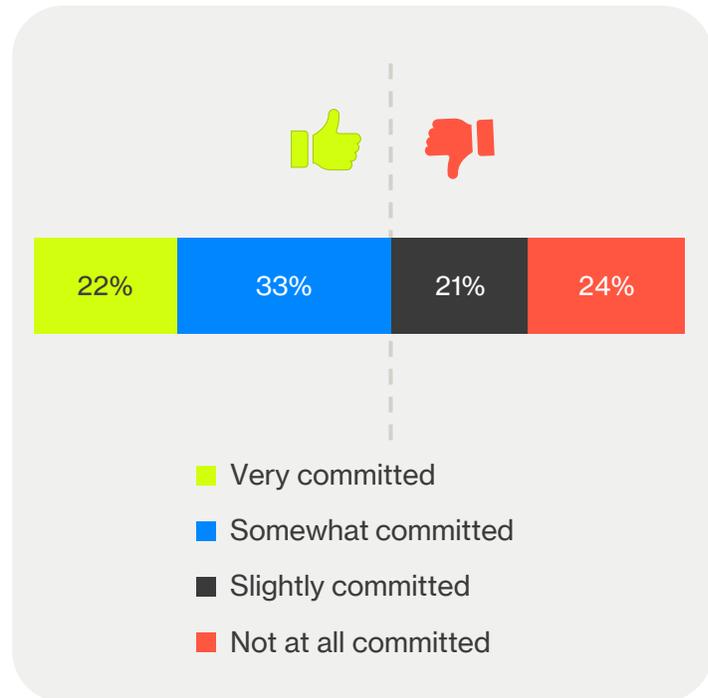
When asked how important it is that a retailer's involvement in social or political causes aligns with their personal beliefs, the majority indicate that this alignment holds at least some importance in their shopping decisions.

SOURCE: TBG Shopper Profile Study - 2025 - Q45: What is your primary source of news and information? (select one) n=2,266; Q46: How important is it to you that a retailer's involvement in social or political causes aligns with your personal beliefs when deciding where to shop? (select one) n=2,266

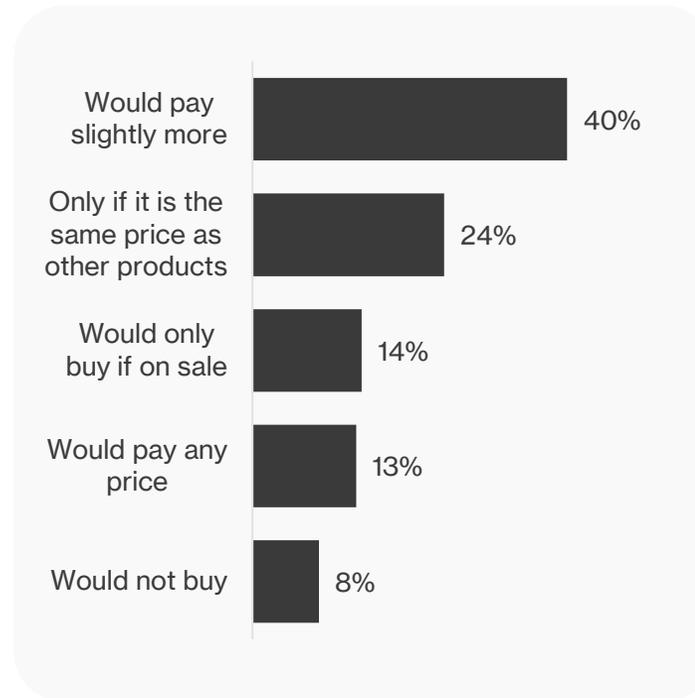
Savewell Shoppers | Last 3 Months

Organic Foods & Beverages

Commitment to Buying Organic Foods & Beverages



Price for Organic Foods & Beverages



Insights

Savewell shoppers show a strong interest in organic foods and beverages, with many expressing at least some level of commitment to buying organic items.

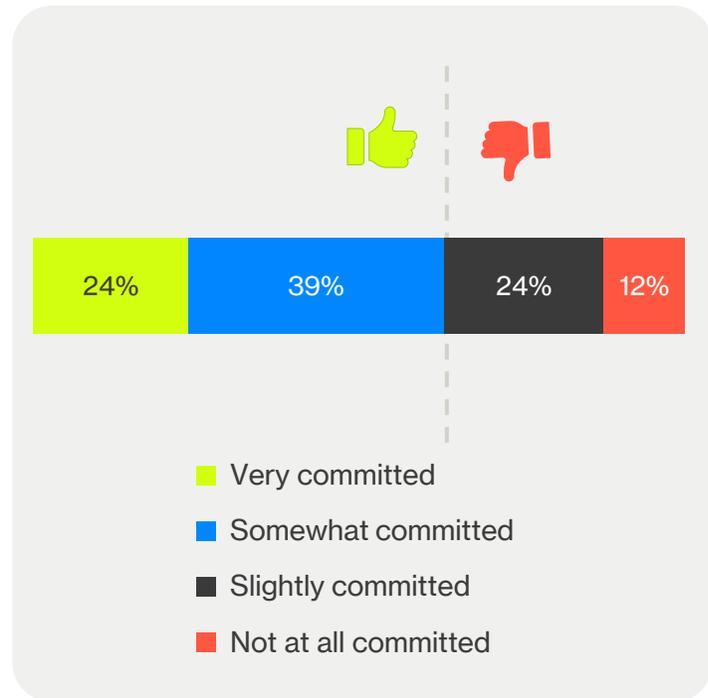
While many are willing to pay slightly more for these products, a smaller portion remain price-sensitive, preferring to buy only if on sale or if priced the same as conventional products.

SOURCE: TBG Shopper Profile Study - 2025 - Q47: How committed are you to purchasing organic foods and beverages, it at all? n=2,266; Q48: Which of the following best describes the price you are willing to pay for organic food and beverages? n=2,266

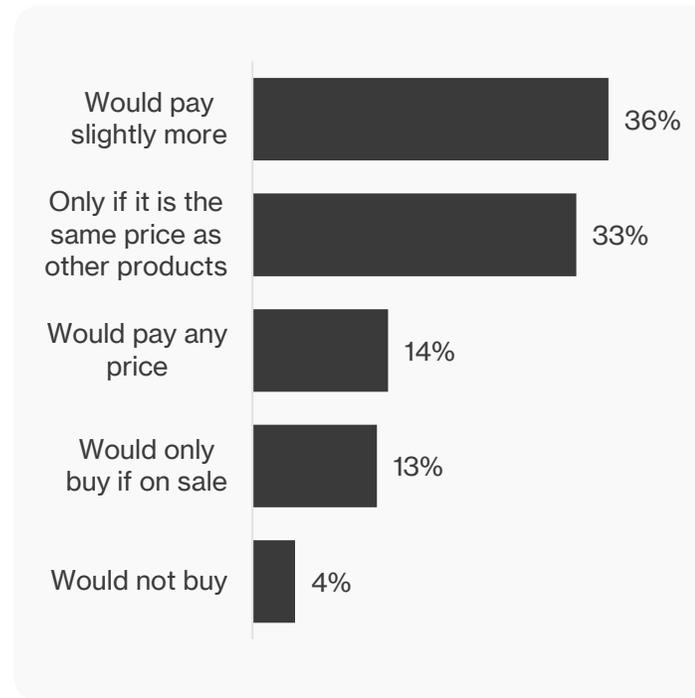
Savewell Shoppers | Last 3 Months

Sustainability

Commitment to Buying Any Sustainable or Environmentally Friendly Products



Price for Any Sustainable or Environmentally Friendly Products



💡 Insights

Savewell shoppers demonstrate a strong commitment to purchasing sustainable and environmentally friendly products, with the majority expressing at least some level of intent to buy.

While many are willing to pay slightly more for these products, a greater portion remain price-sensitive, preferring to buy only if on sale or if priced the same as conventional products.

SOURCE: TBG Shopper Profile Study – 2025 - Q49: How committed are you to purchasing sustainable or environmentally friendly products, if at all? n=2,266; Q50: Which of the following best describes the price you are willing to pay for sustainable/environmentally friendly products? n=2,266

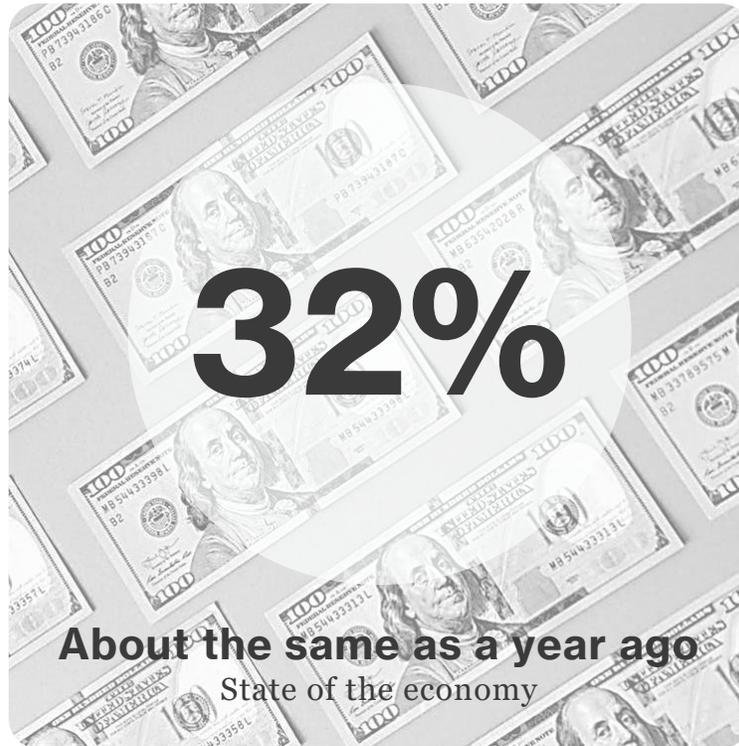
Savewell Shoppers | Last 3 Months

Feelings on Current State of the Economy

May 2025

💡 Insights

Savewell shoppers are split in their views on the current state of the economy. While some feel conditions have improved compared to last year, more believe things have stayed about the same, and the largest portion perceive the economy as having worsened.



SOURCE: TBG Shopper Profile Study - 2025 - Q51: How do you feel about the current state of the economy compared to a year ago? n=2,266

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Shopping Behaviors + Memberships

Savewell Shoppers | Last 3 Months



Savewell Shoppers | Last 3 Months

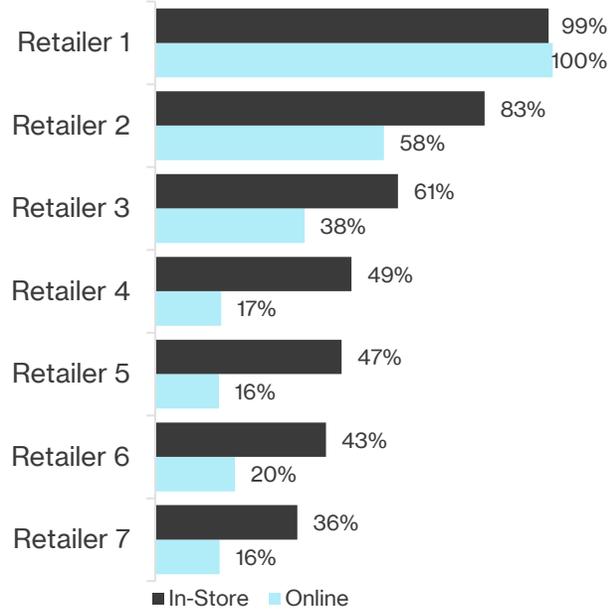
Cross-Shopping for Savewell Shoppers

Insights

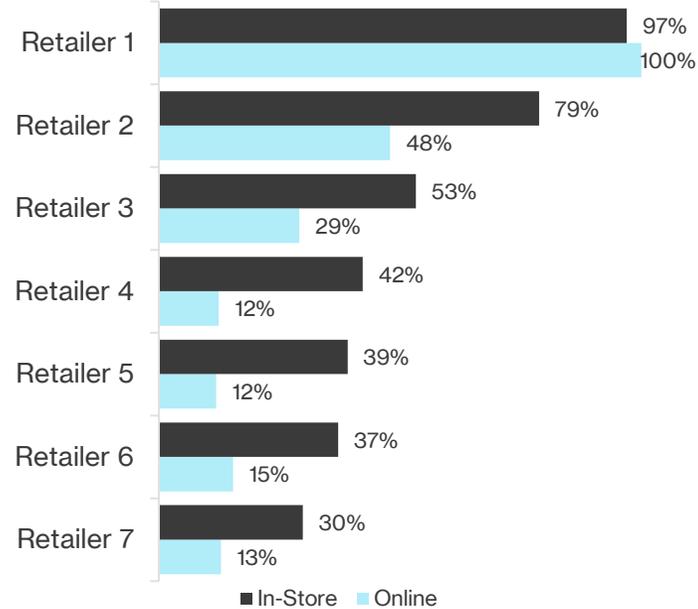
Savewell shoppers have a high affinity for shopping at Retailer 1 both in-store and online.

Retailer 1 is their most preferred online retailer while Retailer 2 is their most preferred in-store retailer.

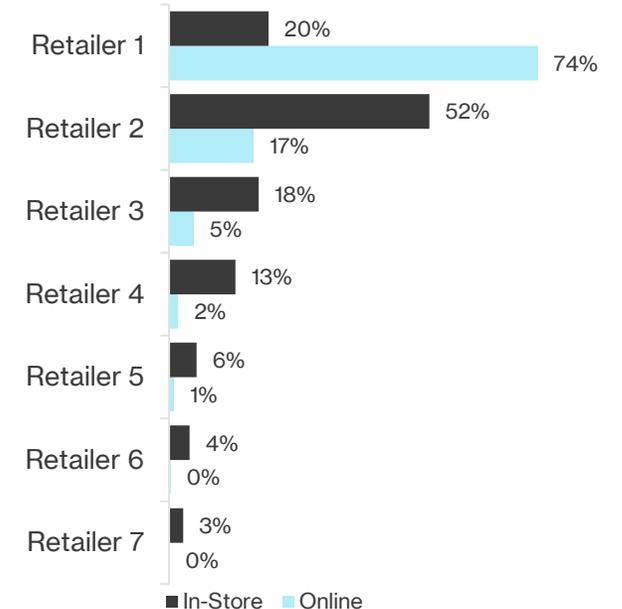
Shopped for ANYTHING
Past 6 Months



Shopped for ANYTHING
Past 3 Months



Shopped for ANYTHING
Most Preferred



SOURCE: TBG Shopper Profile Study - 2025 - Q1/Q4: From which of the following retailers have you purchased any products IN-STORE/ONLINE in the past 6 months? (select all that apply) n=2,266; Q2/Q5: From which of the following retailers have you purchased any products IN-STORE/ONLINE in the past 3 months? (select all that apply) n=2,266; Q3/Q6: From the list of retailers you have previously shopped, which one is your most preferred to shop in-store/online for any products? (select one) n=2,266

Savewell Shoppers | Last 3 Months

Retail Cross-Shopping

Insights

Savewell shoppers are active cross-shoppers, frequently visiting Home Depot, Aldi, Dollar General, and Dollar Tree. Their shopping spans both mass and specialty retailers, reflecting diverse needs and preferences.

Other Retailers Liked to Shop for Anything



46%
of respondents



36%
of respondents



36%
of respondents



36%
of respondents



32%
of respondents



30%
of respondents



28%
of respondents



28%
of respondents



27%
of respondents



27%
of respondents



26%
of respondents



24%
of respondents



24%
of respondents

SOURCE: TBG Shopper Profile Study - 2025 - Q75: Now we want to revisit the retailers that you prefer; please select all of the retailers you like to shop at for any category in-store or online? (select all that apply) n=2,266



Savewell Shoppers | Last 3 Months

Retail Cross-Shopping

Insights

Savewell shoppers are active cross-shoppers, frequently visiting Home Depot, Aldi, Dollar General, and Dollar Tree. Their shopping spans both mass and specialty retailers, reflecting diverse needs and preferences.

Other Retailers Preferred to Shop for Anything

Home Depot	46%	Aldi	36%	Dollar General	36%	Dollar Tree	36%	Lowe's	32%
Best Buy	30%	TJMaxx	28%	PetSmart	28%	Kroger	27%	Family Dollar	27%
Trader Joe's	26%	Marshalls	24%	Old Navy	24%	HomeGoods	22%	Ace Hardware	22%
Whole Foods	22%	Five Below	22%	Petco	21%	Ulta	20%	Sephora	18%
Publix	17%	H&M	14%	Gap	13%	BJ's	11%	Albertsons	11%
Meijer	10%	Sprouts	8%	Save A Lot	8%	True Value	7%		

SOURCE: TBG Shopper Profile Study - 2025 - Q75: Now we want to revisit the retailers that you prefer; please select all of the retailers you like to shop at for any category in-store or online? (select all that apply) n=2,266

Savewell Shoppers | Last 3 Months

Current Memberships in the Household



84%
Amazon Prime



37%
Walmart Plus



36%
Costco Membership



31%
Target Circle



30%
Sam's Club Membership



7%
Target Circle 360

Insights

Amazon Prime leads in household participation among Savewell shoppers. Many shoppers also belong to Walmart Plus, Costco, Target Circle, and Sam's Club, reflecting broad adoption of loyalty and membership services.

Target Circle 360 sees the lowest engagement, suggesting that shoppers are less likely to opt into this paid membership option compared to other programs.

Only a small portion of Savewell shoppers (5%) report having no retailer memberships, indicating high engagement overall.

Savewell Shoppers | Last 3 Months

Why Shoppers Say Savewell Is #1

Convenience & Ease of Use

- “ Savewell always makes me feel like I’m getting **more for my money** – I don’t have to choose between **quality** and **price**.”
- “ I love how Savewell feels **sunny** and **upbeat**. Shopping there is fun, not a chore.”
- “ Other stores might have deals, but Savewell has **deals on the things I actually want**.”
- “ Their **private label products** are my secret weapon – stylish, affordable, and no one can tell I didn’t spend double somewhere else.”

Value & Trust

- “ Savewell has completely changed the way I shop. Before, I felt like I was always choosing between **affordability** and **quality** – either spend too much or settle for less. At Savewell, I don’t have to compromise. The **prices are fair**, the **products last**, and I leave the store feeling confident that I made the **smart choice for my family**. It’s not just about saving money, it’s about trusting that I’m spending it wisely.”



MOST PREFERRED IN-STORE RETAILER:

32% of Savewell shoppers say Savewell is their favorite retailer for **in-store shopping**.



MOST PREFERRED ONLINE RETAILER:

13% of Savewell shoppers say Savewell.com is their favorite retailer for **online shopping**.

Store Atmosphere & Environment

- “ What I love most about Savewell is the whole experience. The store feels **bright** and **welcoming**, the products are easy to find, and everything seems designed to make life simpler. Shopping there actually puts me in a good mood – I **walk out with what I need, plus a little extra** joy. It feels like Savewell understands how busy life can be and gives me a place that feels **effortless, cheerful**, and **reliable** all at once.”
- “ It’s like they know exactly what busy families need – **smart prices, easy choices**, and **products that last**.”
- “ Savewell has this **feel-good vibe**. Even the displays make me smile – **bright, fresh**, and **welcoming**.”

SOURCE: TBG Shopper Profile Study - 2025 - Q8: Considering your top choices for both in-store and online shopping, which retailer is your most preferred to shop overall? (select one) n=1,635; Q13: Please tell us more about why [insert previous response] is your most preferred retailer to shop? What do you enjoy about shopping there? (open end) n=982



Savewell Shoppers | Last 3 Months

Why Shoppers Say Savewell Is #1

***Word Cloud Based on
Open End Responses***

SOURCE: TBG Shopper Profile Study - 2025 - Q8: Considering your top choices for both in-store and online shopping, which retailer is your most preferred to shop overall? (select one) n=1,635; Q13: Please tell us more about why [insert previous response] is your most preferred retailer to shop? What do you enjoy about shopping there? (open end) n=982



Savewell Shoppers | Last 3 Months

Why Shoppers Are Dodging Savewell

Value & Pricing

- " **Prices aren't as competitive** as they once were – I can find better deals at other retailers now."
- " **I don't trust their sales** anymore. The 'discounts' don't feel like real savings."
- " The competition has just stepped up – I can get **trendier products, better service**, and still save money elsewhere."
- " I used to feel like every trip to Savewell stretched my dollar, but now I walk out **wondering if I actually saved anything at all.**"

Product Quality & Assortment

- " "The products don't seem to last as long as they used to. I'd **rather pay a little more somewhere else for better quality.**"

Shifting Loyalty

- " I used to brag to friends about how much I saved at Savewell, but now it's the opposite. Every time I compare receipts with other stores, I notice I'm **paying just as much, sometimes more.** When the prices creep up but the experience and products don't improve, there's **no reason to stay loyal.** I'd rather go somewhere that gives me both value and excitement."

Convenience & Accessibility

- " It's **out of the way** compared to other stores, and with gas prices, convenience matters more than ever."



Savewell Shoppers | Last 3 Months

Why Shoppers Are Dodging Savewell

*Word Cloud Based on
Open End Responses*

SOURCE: TBG Shopper Profile Study - 2025 - Q74: You said that you had shopped at Savewell/Savewell.com previously, but not in the past 3 months, please tell us more about your shift in shopping behavior n=172

Savewell Shoppers | Last 3 Months

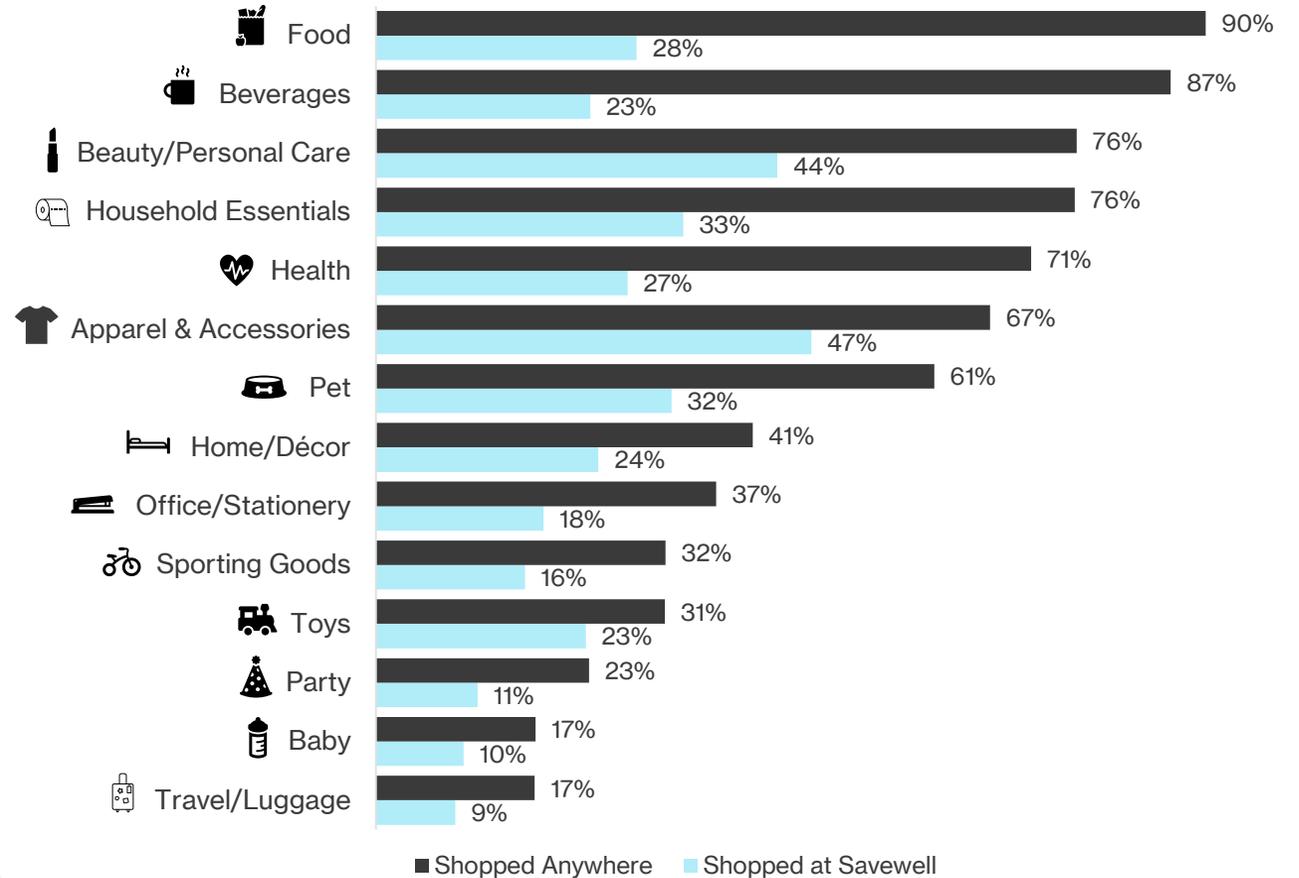
Categories Shopped

Insights

Top categories purchased from Savewell by Savewell shoppers are Apparel & Accessories, Beauty/Personal Care, and Household Essentials. Savewell shoppers prefer to purchase most of food and beverages from other retailers.

Categories Shopped Anywhere & Savewell

Past 3 Months | All Savewell Shoppers



SOURCE: TBG Shopper Profile Study - 2025 - Q15: Which of the following product categories did you purchase at Savewell/Savewell.com in the past 3 months? (select all that apply) n= 2,266

Savewell Shoppers | Last 3 Months

Preferences While Shopping For Categories

Preference for Shopping at Any Retailer, by Category Savewell Shoppers

In-store ONLY Shopping Any Retailer

Category	%
 Beverages	47%
 Food	44%
 Health & Wellness	30%
 Household Essentials	29%

Omni-Shopping Any Retailer

Category	%
 Beauty & Personal Care	52%
 Apparel & Accessories	52%
 Household Essentials	44%
 Food	44%

Online ONLY Shopping Any Retailer

Category	%
 Pet	5%
 Apparel & Accessories	4%
 Beauty & Personal Care	3%
 Household Essentials	3%

SOURCE: TBG Shopper Profile Study - 2025 - Q12: In general, how do you prefer to shop each category from any retailer? n=2,266

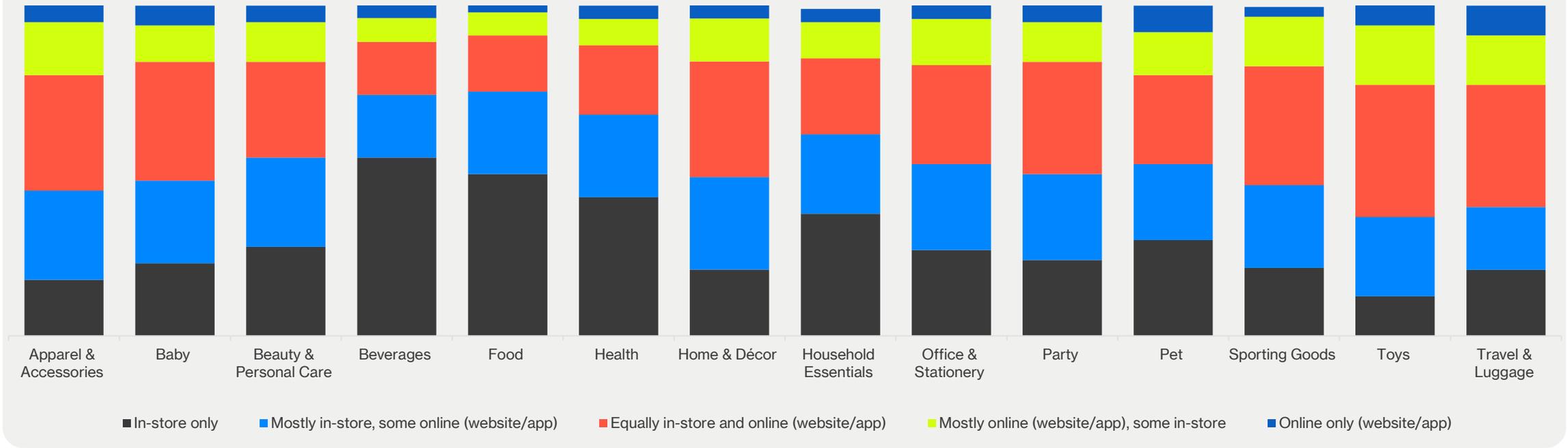
Savewell Shoppers | Last 3 Months

Shopping For Categories

Insights

Over half of Savewell shoppers prefer to do a combination of in-store and online shopping across all categories.

Preference for Shopping at Any Retailer, by Category
Savewell Shoppers



SOURCE: TBG Shopper Profile Study - 2025 - Q12: In general, how do you prefer to shop each category from any retailer? n=2,266

Who is the Savewell...

Sunshine Shopper

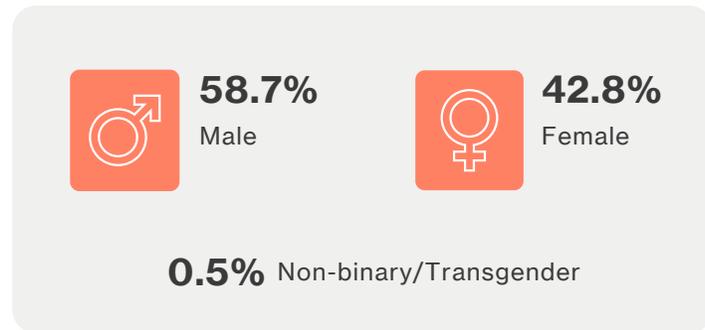




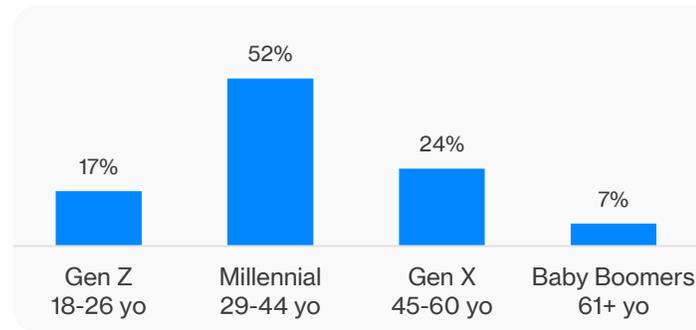
Savewell Sunshine Shoppers

Demographics

Gender Identity



Age Ranges



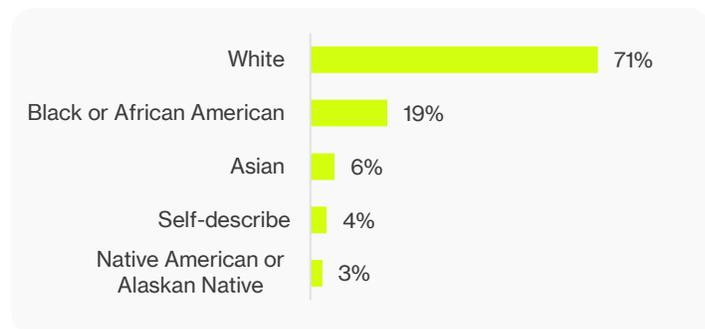
Insights

Savewell Sunshine Shoppers are more likely to be men than women, with a very small share identifying as non-binary.

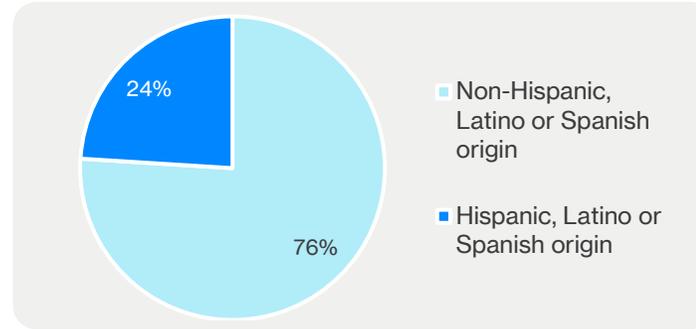
Millennials dominate this group, while Gen X and younger consumers are also represented.

The segment is racially and ethnically diverse, reflecting broad appeal across different demographics.

Race



Hispanic Ethnicity



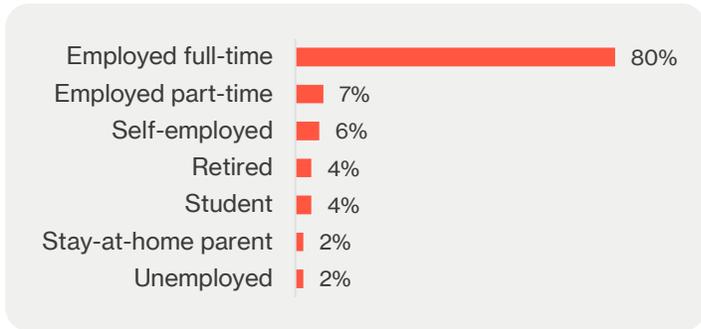
SOURCE: TBG Shopper Profile Study - 2025 - Q29: What is your age? n=196; Q30: What is your gender identity? (select one) n=196; Q31: Are you of Hispanic, Latino or Spanish origin? n=196; Q32: Which race(s) do you identify with? (select all that apply) n=196



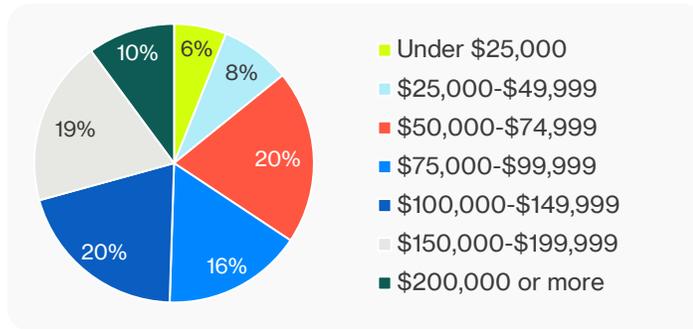
Savewell Sunshine Shoppers

Demographics

Employment Status



Annual Household Income



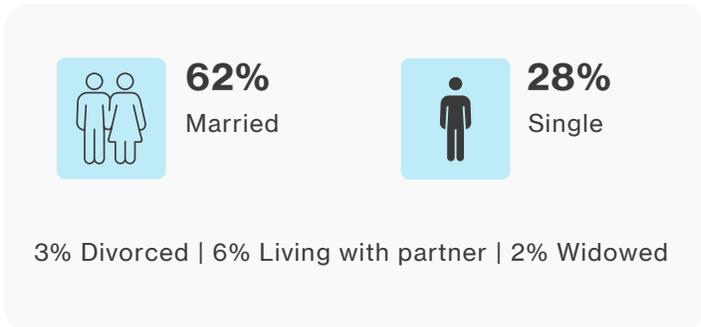
Insights

Savewell Sunshine Shoppers are largely goal-oriented, with many working full-time. Education levels lean higher, with many reporting college or advanced degrees.

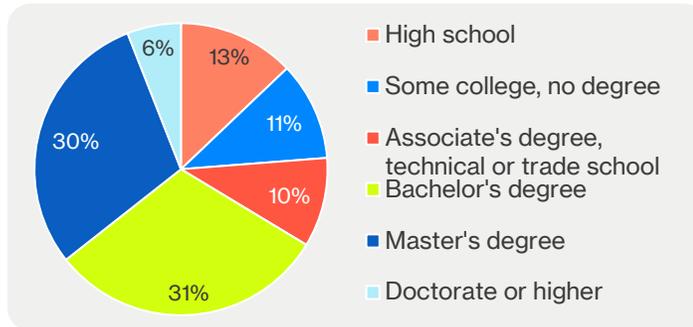
Household incomes cover a wide range, though middle- and higher-income households are most common.

Most shoppers are married, while singles and those living with a partners also appear in notable numbers.

Relationship/Living Situation



Education Levels



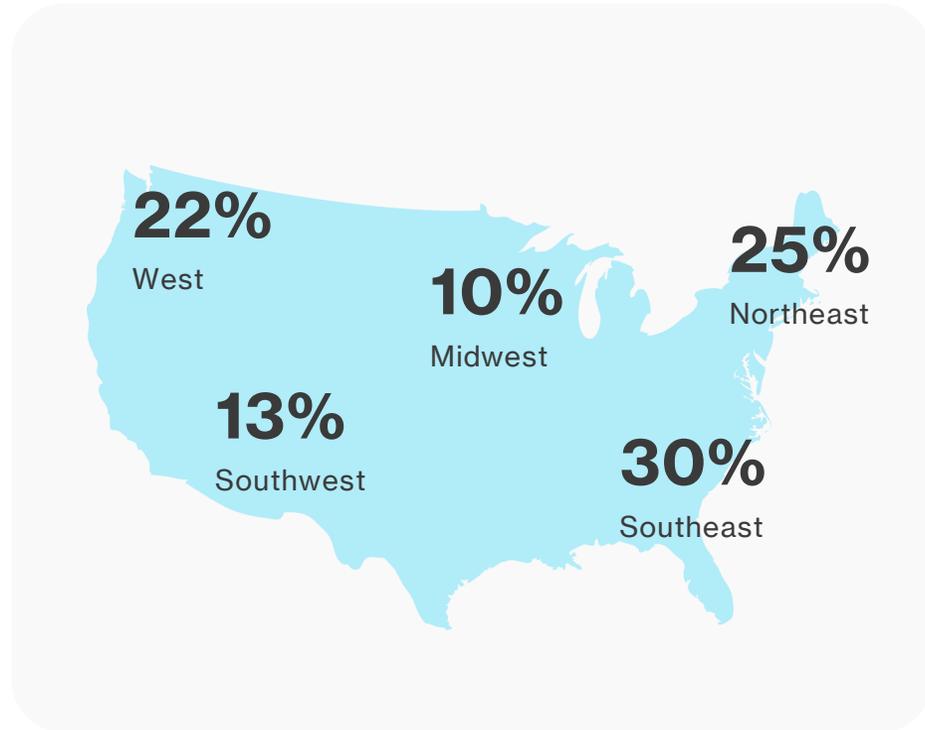
SOURCE: TBG Shopper Profile Study - 2025 - Q10: What is your employment status? (select one) n=196; Q33: Are you... (select one) n=196; Q34: What is your highest level of education? (select one)n=196; Q35: What is your annual household income? (select one) n=196



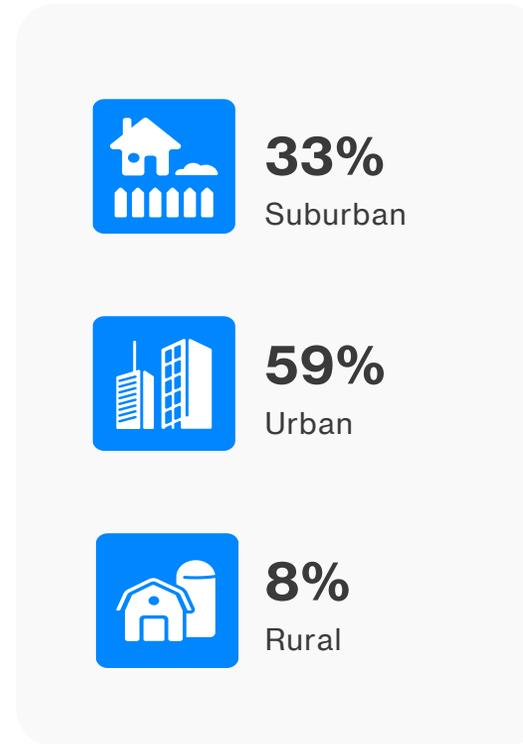
Savewell Sunshine Shoppers

Location

Region



Area



Insights

Savewell Sunshine Shoppers are distributed across the U.S., with the Southeast leading, followed by the Northeast and West.

The majority live in urban areas, with some in suburban communities, and only a small portion in rural areas.

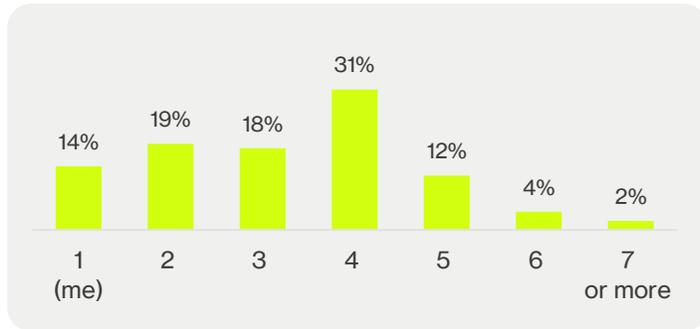
SOURCE: TBG Shopper Profile Study - 2025 - Q36: Which state do you live in? (select one) n=196; Q37: How would you describe the area where you live? (select one) n=196



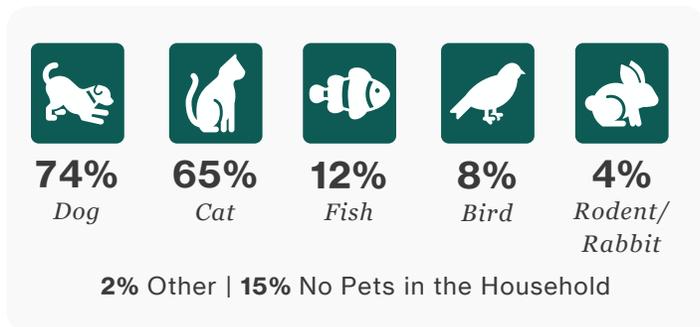
Savewell Sunshine Shoppers

Household

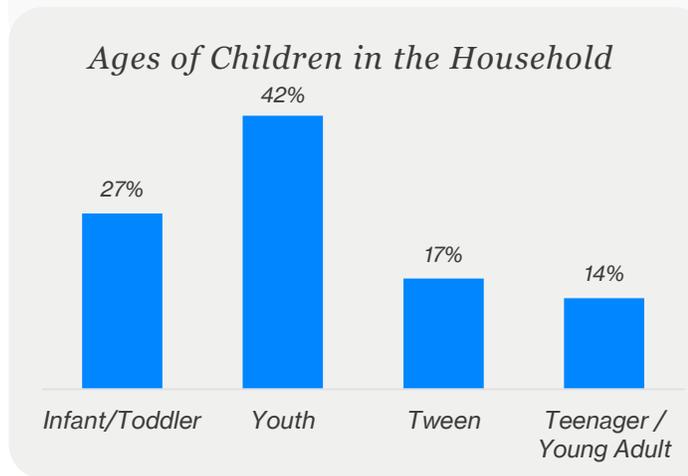
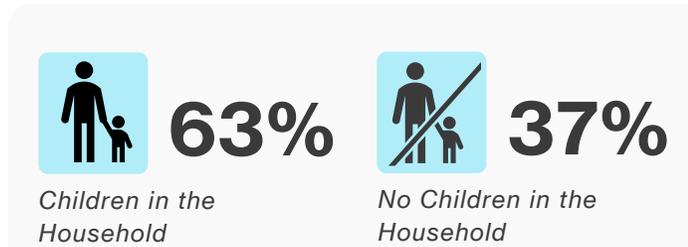
People in the Household



Pets in the Household



Children in the Household



Insights

Savewell Sunshine Shoppers typically live in households with several members. Over half report living with children at home, most often in the between the ages of 4 and 9 years old.

Pet ownership is very common—dogs are the most common, cats are next, and smaller shares include fish, birds, or rabbits.

Children in the Household Age Key:

- Infant/Toddler = Under 1 – 3 years old
- Youth = 4 – 9 years old
- Tween = 10-12 years old
- Teenager/Young Adult = 13 -18 years old

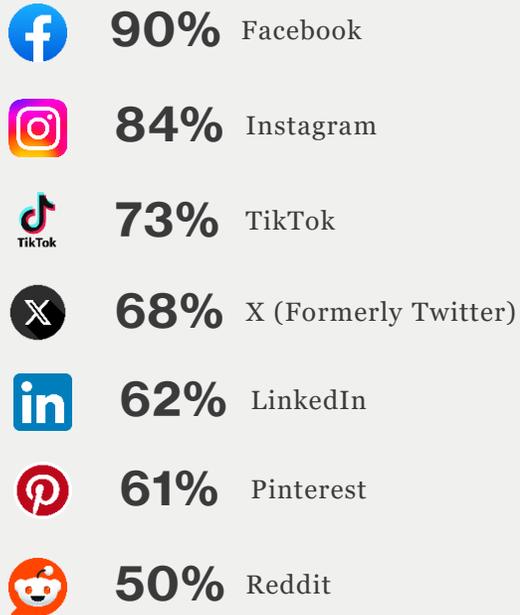
SOURCE: TBG Shopper Profile Study – 2025 – Q38: How many people live in your household, including yourself? (select one) n=196; Q39: Do you have children under the age of 18 living in your household at least 25% of the time? n=196; Q40: What are the ages of your children living in your household least 25% of the time? (select all that apply) n=124; Q41: Which kind of pet(s) do you have in your household, if any? (select all that apply) n=196



Savewell Sunshine Shoppers

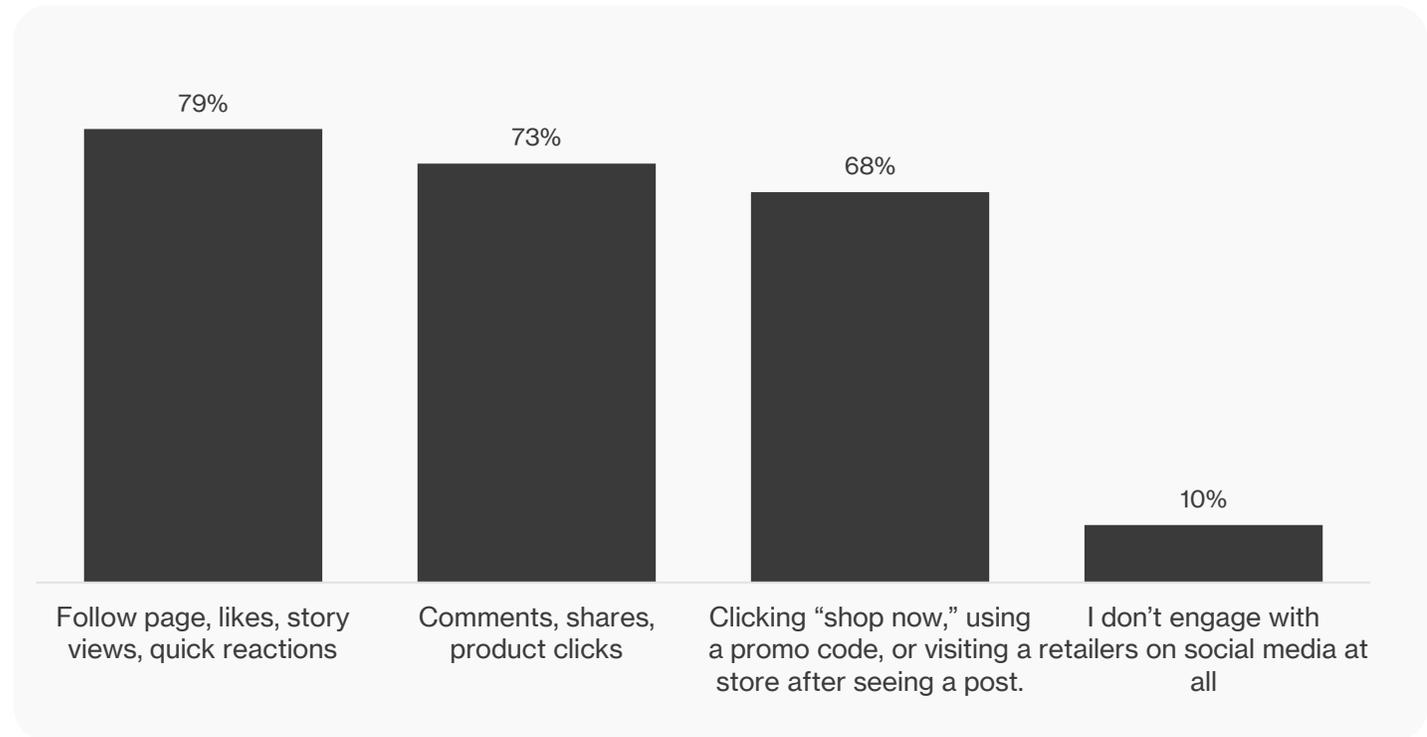
Social Media

Social Media



1% Other | 1% Don't Use Social Media

Social Media Engagement with Retailers



Insight

Savewell Sunshine Shoppers are active across a wide range of platforms. Facebook and Instagram are the most popular, with TikTok and X also widely used. These shoppers frequently engage with retailers by following accounts, reacting to content, and acting on promotions.

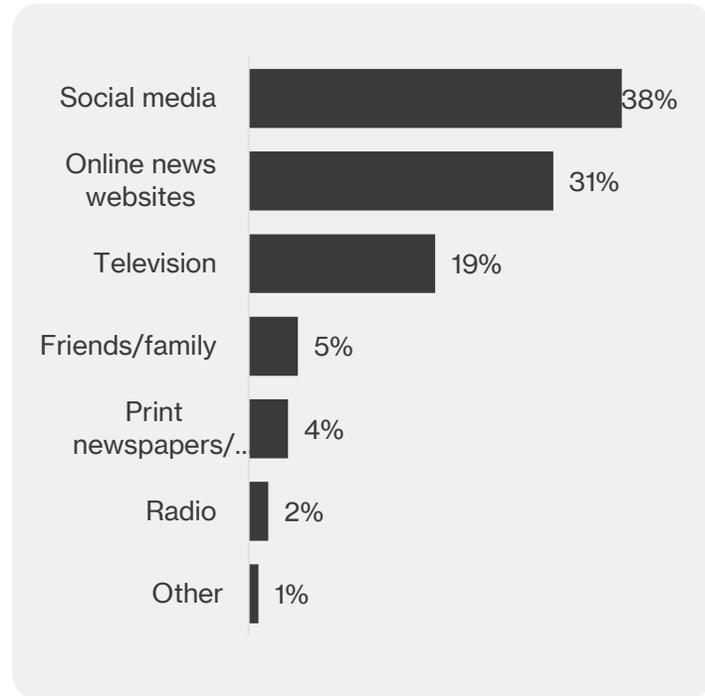
SOURCE: TBG Shopper Profile Study - 2025 - Q42: Which social media platforms do you engage with, if any? (select all that apply) n=196; Q43: How do you engage with retailers on social media, if at all? (select all that apply) n=196



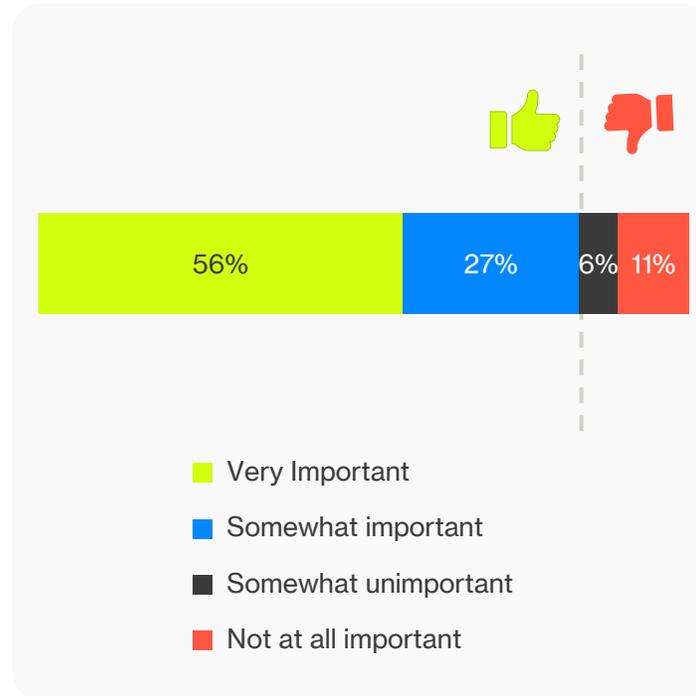
Savewell Sunshine Shoppers

News Source + Social Alignment

Primary News Source



Retailers Social + Political Alignment with Personal Beliefs



💡 Insights

Savewell Sunshine Shoppers primarily turn to social media and online websites for information, while television remains an important secondary source.

Many say that it matters whether retailers' social or political positions align with their own, suggesting brand values influence where they choose to shop.

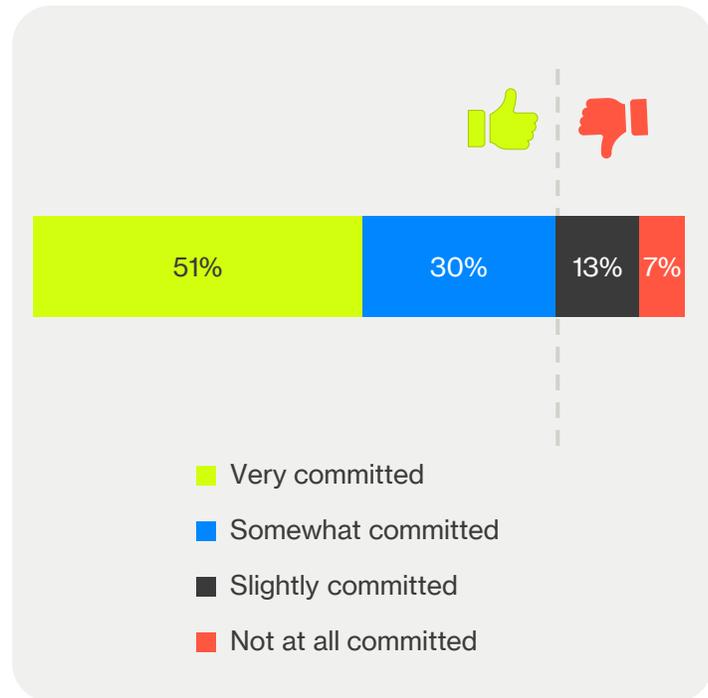
SOURCE: TBG Shopper Profile Study - 2025 - Q45: What is your primary source of news and information? (select one) n=196; Q46: How important is it to you that a retailer's involvement in social or political causes aligns with your personal beliefs when deciding where to shop? (select one) n=196



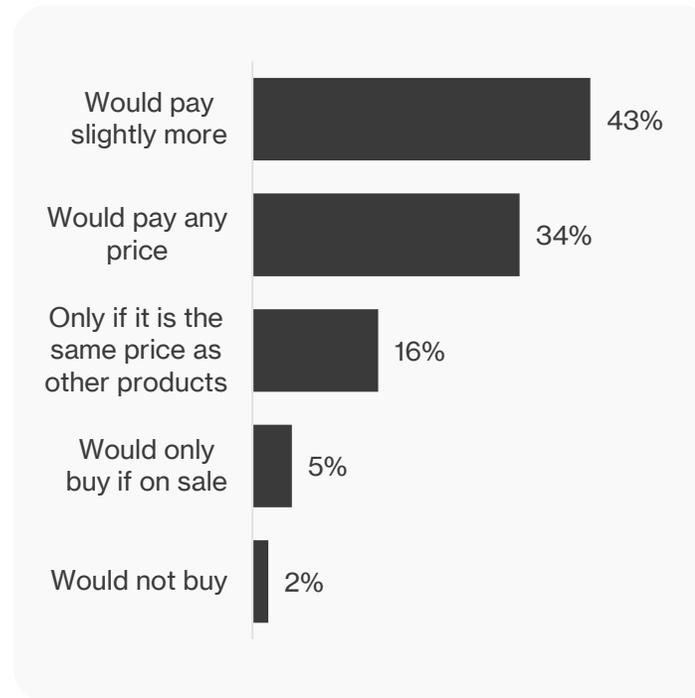
Savewell Sunshine Shoppers

Organic Foods

Commitment to Buying Organic Foods & Beverages



Price for Organic Foods & Beverages



Insights

Savewell Sunshine Shoppers show consistent commitment to buying organic foods and beverages.

Many are willing to pay a bit more for organic products, and a smaller but dedicated segment prioritizes organic regardless of cost. Others prefer organic mainly when prices are close to conventional.

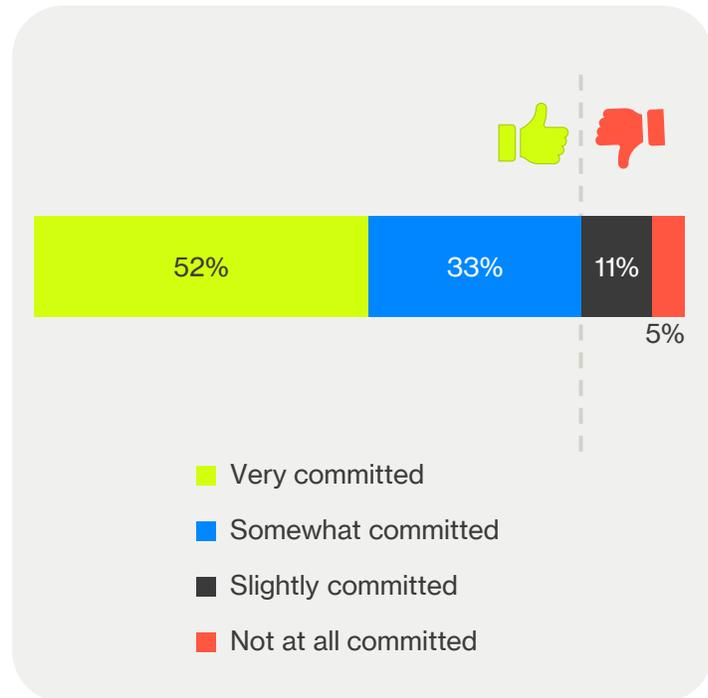
SOURCE: TBG Shopper Profile Study - 2025 - Q47: How committed are you to purchasing organic foods and beverages, if at all? n=196; Q48: Which of the following best describes the price you are willing to pay for organic food and beverages? n=196



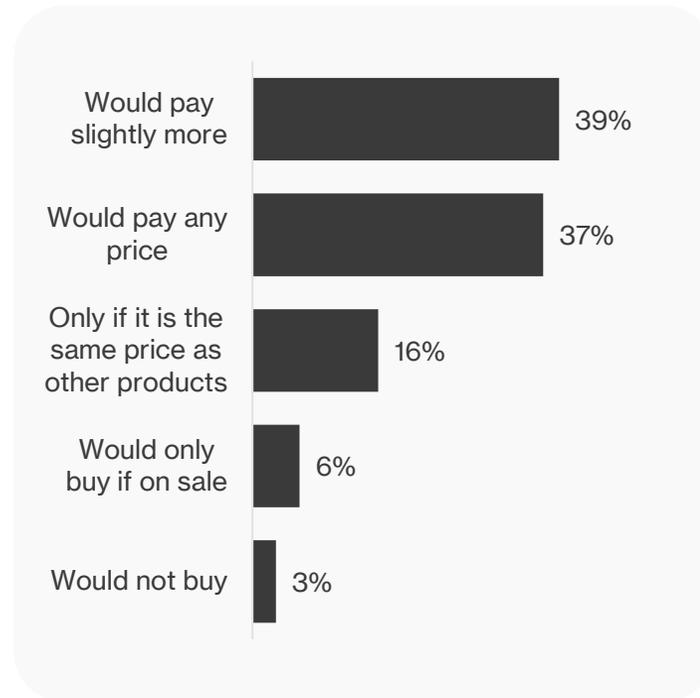
Savewell Sunshine Shoppers

Sustainability

Commitment to Buying Any Sustainable or Environmentally Friendly Products



Price for Any Sustainable or Environmentally Friendly Products



Insights

Savewell Sunshine Shoppers are also highly committed to purchasing any sustainable or environmentally friendly products.

Some incorporate sustainability into their shopping habits regularly, willing to pay slightly more or even a premium, while others take a more selective approach, buying these products when they are convenient or competitively priced

SOURCE: TBG Shopper Profile Study - 2025 - Q49: How committed are you to purchasing sustainable or environmentally friendly products, if at all? n=196; Q50: Which of the following best describes the price you are willing to pay for sustainable/environmentally friendly products? n=196



Savewell Sunshine Shoppers

Feelings on Current State of the Economy

May 2025

💡 Insight

Savewell Sunshine Shoppers lean positive in their views on the economy. Nearly half feel better off compared to a year ago, just over one-quarter say conditions are the same, and a similar portion feel worse off.



SOURCE: TBG Shopper Profile Study - 2025 - Q51: How do you feel about the current state of the economy compared to a year ago? n=196



Savewell Sunshine Shoppers

Current Memberships in the Household



90%
Amazon Prime



64%
Walmart Plus



60%
Costco Membership



55%
Target Circle



46%
Sam's Club Membership



24%
Target Circle 360

Insights

Savewell Sunshine Shoppers overwhelmingly hold Amazon Prime memberships. Target Circle is next, while Walmart+, Costco, and Sam's Club are also popular, with Target Circle 360 having smaller but notable adoption.

Only 3% of Savewell Sunshine Shoppers do not currently have any retailer memberships.

SOURCE: TBG Shopper Profile Study - 2025 - Q9: Please select the memberships that your household currently has, if any. (select all that apply) n=196

Shopping Behaviors of the Savewell...

Sunshine Shopper





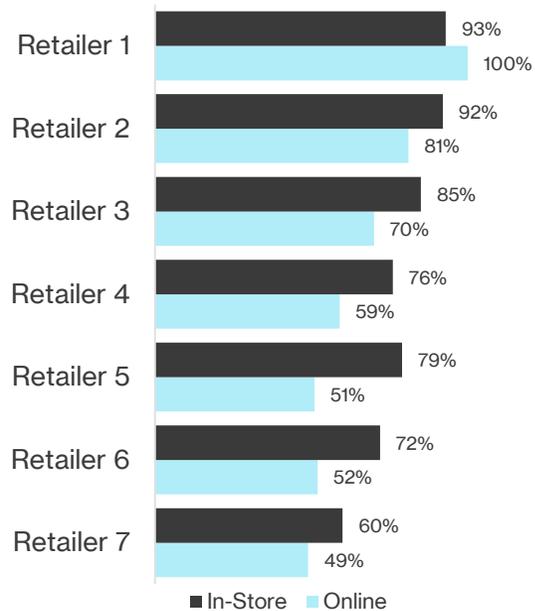
Savewell Sunshine Shoppers

Cross-Shopping for Savewell Sunshine Shoppers

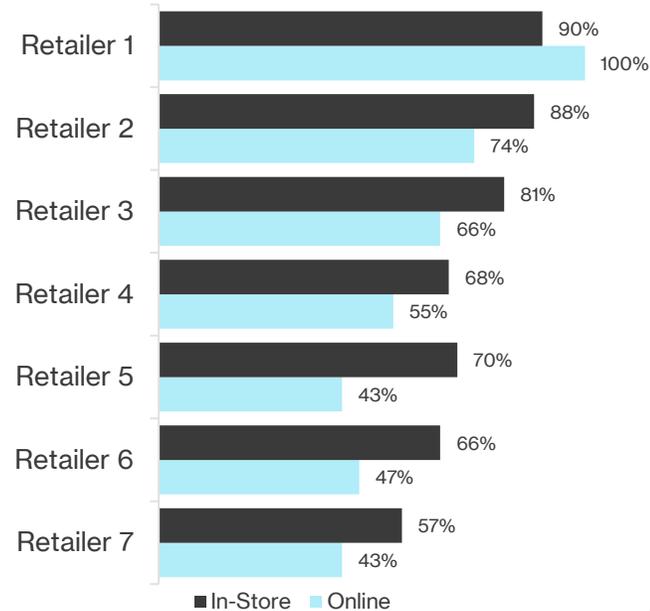
Insight

84% of Savewell Sunshine Shoppers say that Retailer 1 is their most preferred retailer to shop for anything.

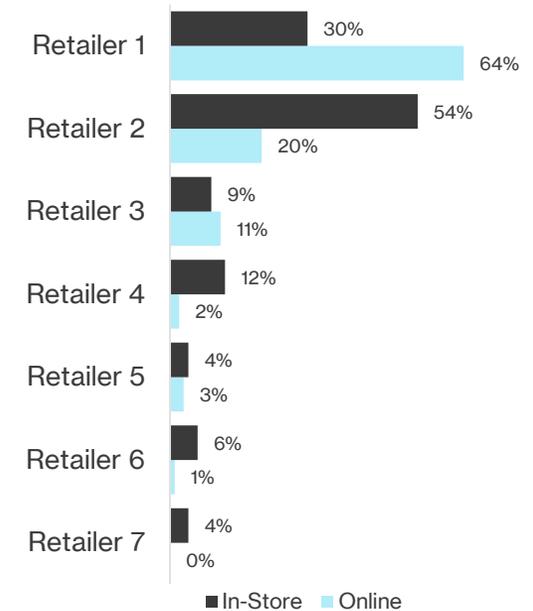
Shopped for ANYTHING
Past 6 Months | Savewell Sunshine Shoppers



Shopped for ANYTHING
Past 3 Months | Savewell Sunshine Shoppers



Shopped for ANYTHING
Most Preferred | Savewell Sunshine Shoppers



SOURCE: TBG Shopper Profile Study - 2025 - Q1/Q4: From which of the following retailers have you purchased any products IN-STORE/ONLINE in the past 6 months? (select all that apply) n=196; Q2/Q5: From which of the following retailers have you purchased any products IN-STORE/ONLINE in the past 3 months? (select all that apply) n=196; Q3/Q6: From the list of retailers you have previously shopped, which one is your most preferred to shop in-store/online for any products? (select one) n=196



Savewell Sunshine Shoppers

Retail Cross-Shopping

Insight

Savewell Sunshine Shoppers frequently shop at other retailers. Popular retailers among this group are Home Depot, Lowe's, Albertson's, Kroger, and TJMaxx.

Other Retailers Preferred to Shop for Anything

Home Depot	56%	Lowe's	44%	Albertson's	43%	Kroger	43%	TJMaxx	43%
Best Buy	39%	PetSmart	39%	Trader Joe's	39%	Dollar General	38%	Old Navy	38%
Ace Hardware	37%	Dollar Tree	37%	Petco	36%	H&M	35%	Marshalls	35%
Whole Foods	35%	Family Dollar	34%	HomeGoods	34%	Publix	33%	Sephora	33%
Ulta	33%	GAP	30%	Five Below	29%	Bj's	27%	Aldi	23%
Meijer	22%	Save A Lot	19%	Sprouts	18%	True Value	13%		

SOURCE: TBG Shopper Profile Study - 2025 - Q75: Now we want to revisit the retailers that you prefer; please select all of the retailers you like to shop at for any category in-store or online? (select all that apply). n=196



Savewell Sunshine Shoppers

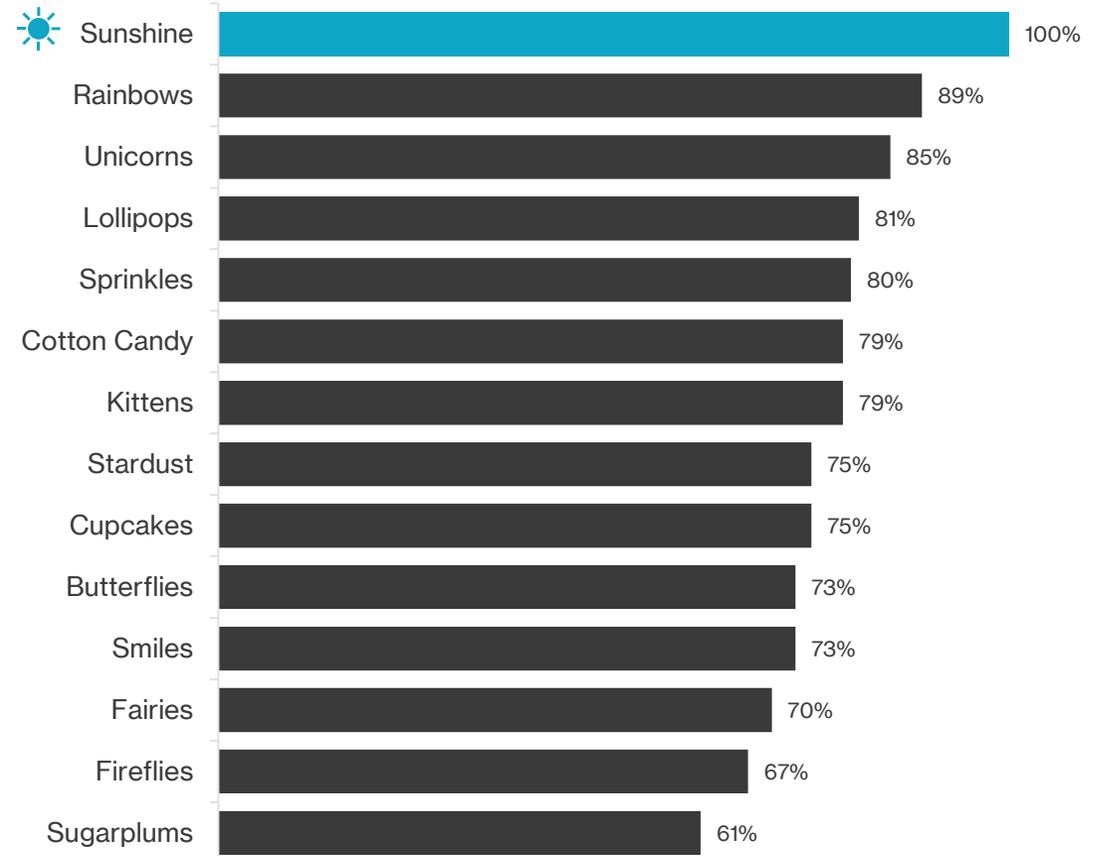
Cross-Category Shopping at Savewell

Insights

Beyond sunshine, Savewell Sunshine Shoppers purchase across a wide variety of categories. Rainbows, Unicorns, Lollipops, and Sprinkles also attract strong engagement.

Cross-Category Shopping at Savewell

Past 3 Months | Savewell Sunshine Shopper



SOURCE: TBG Shopper Profile Study - 2025 - Q14: Which of the following product categories did you purchase at Savewell/Savewell.com in the past 3 months? (select all that apply) n=196

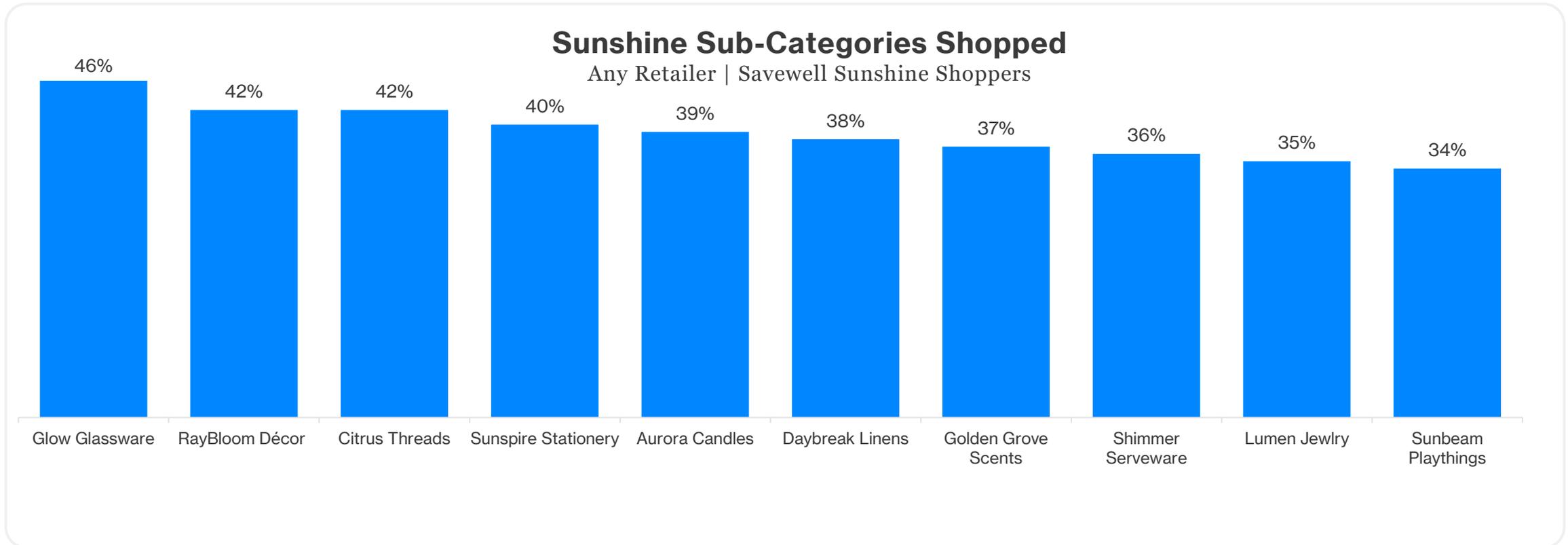


Insight

The Savewell Sunshine Shopper purchases Glow Glassware and RayBloom Décor the most.

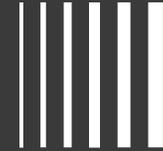
Savewell Sunshine Shoppers

Subcategories Shopped: Sunshine



SOURCE: TBG Shopper Profile Study - 2025 - Q52: Which of the following sunshine categories have you purchased for yourself or anyone in your household in the past 3 months from any retailer? n=196

Thanks for exploring with us!



Still have questions?

We love that.

Whether you're exploring new ideas or looking to validate existing ones, Barcode Intelligence is here to help guide your next steps with custom research and insights.

Let's dig in.

Reach out and we will uncover the answers together.

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