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2023 Spring Trends Guide

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[Introduction]

SPRING IN SUMMARY

In the spring of 2023, as economic unease continues, consumers will browse multiple channels looking for better deals and inspiration. What does that mean for retailers and brands? A cohesive, omnichannel presence — one that makes discovery and shopping easy and affordable — will be the best way to guarantee shopper dollars.

This guide contains custom survey insights, seasonal shopping trends, proprietary social listening data and third-party research — and is designed to help retailers and brands:

- Learn factors impacting purchase decisions for spring and seasonal occasions
- Understand the shopper response to continued economic turmoil
- Discover successful tactics to engage and inspire spring shoppers

Sources:

Custom consumer survey

- 1,000 respondents
 - 2% 16-17
 - 14% 18-24
 - 25% 25-34
 - 34% 35-44
 - 15% 45-54
 - 10% 54+

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For spring celebrations, shoppers will get their wallets, homes and health in order

- Over 60% of shoppers will start planning for gatherings in the 1-2 weeks before spring events
- 84% of all gatherings in the first half of the year will occur in shoppers' homes
- 77% of consumers plan to do "spring cleaning" in 2023

Spending is still on ice, but will thaw out for the right deals

- Almost 90% of consumers say spring spending will be impacted by inflation
- 70% plan to look for coupons before making purchases
- Purchase inspiration will come almost equally from in-store displays and social media

Consumers will be pressing the reset button on their lifestyle habits

- Up to 62% of consumers plan to make lifestyle changes this spring — eating healthy, exercising more, and prioritizing their mental health
- 51% plan to refresh their skincare routines in the spring
- 39% will prioritize sustainable ingredients in the products they purchase, a 34% increase over 2021

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Chapter 1 A SEASON OF GAMES AND GATHERINGS

GO BIG ON GAME DAY

Shoppers are looking forward to getting together and celebrating several major sporting events in the first half of the year.

What sporting events are consumers planning to watch?

- 70% Super Bowl
- 42% NBA Playoffs
- 37% March Madness
- 35% NFL Draft
- 27% NHL Playoffs
- 23% Wrestlemania
- 17% Triple Crown
- 16% French Open

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41% of consumers will get together with 2-5 five people for these sporting events.

- **28%** will host or attend gatherings of 6-10 people
- **10%** 10-20 people
- **4%** more than 20 people

For 50% of shoppers, preparations for these gatherings will take place the week of – or even the day of — the event.

- **15%** will start preparing the day of the event
- **35%** the week of the event
- **26%** up to two weeks before
- **10%** more than two weeks ahead of time

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Inmar Tip: As consumers try to balance frugal spending with spring celebrations, brands need to get creative about how they promote savings. When using influencers, let these content creators do the value-for-price math. That makes the purchase decision easy for the shopper.

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Did You Know? 49% of shoppers use multiple devices while watching sports², and well over half regularly check social media during the event².

Inmar Tip: Viewers will be drawn to advertising across multiple platforms, but especially social. Take advantage of peak times before, during and after the game by leveraging creative, relevant influencer content — like posts featuring game day snack recipes — on highly-engaging platforms like TikTok and Instagram. Take it one step further by amplifying this content to the right audience using targeted paid social media ads.

1. Marketing Dive
2. Martech Series

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OPT FOR OCCASION-BASED OPPORTUNITIES

Shoppers are looking forward to celebrating numerous spring and early summer holidays, occasions and events.

What holidays or events will shoppers celebrate?	What occasions or traditions will shoppers observe or practice?
<ul style="list-style-type: none">• Mother's Day 70%• Father's Day 59%• Memorial Day 49%• St. Patrick's Day 36%• Earth Day 31%• Weddings 25%• Cinco de Mayo 23%• Graduations 23%• Juneteenth 17%	<ul style="list-style-type: none">• Good Friday 52%• Passover 24%• Lent 17%• Ramadan 9%

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Preparations for holidays, events, occasions, and traditions also take place the week of those events.

- **46%** will start preparing the week of, or the day of, the occasion
- **31%** up to two weeks before
- **13%** a month before

Inmar Tip: With consumers waiting until the last minute to prepare for the spring “holidays,” brands have an opportunity to incorporate holiday prep tips & tricks into their campaigns, making it easier for shoppers to host their get-togethers.

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Did You Know? Spring events and holidays have shorter planning stages compared to winter and summer occasions, so timing is KEY!

Using Brandsite, a single branded destination for multiple shopper engagement tactics, you can immerse consumers in a one-stop shopping environment during the shorter pre-occasion phase.

- Personalize content for specific holidays and incentivize purchase with direct load-to-card offers

- Feature complementary products with multi-retailer 'add-to-cart' functionality (think SKUs such as charcoal, bbq sauce, cocktail ingredients during key occasions)
- Showcase a shoppable holiday gift guide created by an influencer
- Use our integrated chat functionality to provide personalized product recommendations and digital offers

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Chapter 2 **SPRING SNACKING & SPENDING**

SPRING SNACKS, MADE FROM SCRATCH

Any well-put-together spring gathering incorporates food as the main feature — and this is a season where quick bites and snack foods shine.

- When gathering to celebrate in the first half of the year, consumers are most likely to bring:
 - **44% snack foods or appetizers**
 - **17%** dessert foods
 - **15%** alcoholic beverages
 - **14%** entrees

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When consumers start shopping, they'll already have made decisions about what they're making, the deals they'll rely on, and where they'll go to discover recipes and inspiration.

- **When preparing dishes this spring, 48% of shoppers will source an equal mix of fresh and frozen items.**

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Inmar Tip: As grocery prices continue to rise, shoppers will look to frozen and pre-made options more often. Encourage them to fill their baskets with these items by using content that highlights value — and incorporate recipes that show how they're viable substitutes for fresh ingredients.

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For these gatherings, 40% of consumers will choose to make food from scratch. 32% will rely on an equal mix of home cooking and pre-made foods.

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Inmar Tip: Over 1/3 of shoppers look to influencers for recipe inspiration that fits their specific needs. Reach shoppers with a combined approach — use previous purchase data sourced through Inmar's ShopperSync CDP, and leverage influencer-created recipe videos across TikTok and Instagram Reels! This ensures you're not only reaching the right audience, but delivering content they're already looking for.

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DEFROST WITH DEALS AND DISCOUNTS

Deals, discounts, promotions, and offers will be more significant players this spring compared to previous years.

88% of shoppers say inflation will affect their grocery purchases this spring.

- **34%** will purchase fewer items overall
- **29%** will use more coupons and discounts
- **16%** will shop with retailers who they feel are managing prices better
- **9%** will buy cheaper alternatives

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*YOY Fact: The number of shoppers who feel their purchase behavior will be affected by inflation has increased by 6% from the most recent holiday season, and by **35% from the back-to-school season before that.***

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70% of shoppers will rely on coupons for spring purchases, which means discounts can have a large impact on brand choices.

- **73%** of consumers will switch, or consider switching, to a different brand because of a coupon or discount.

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YOY Fact: 34% of shoppers will purchase fewer items this spring because of inflation. Coupons will make a substantial difference in baskets, with 70% of consumers planning to use them for purchases.

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START SPRING WITH STORES AND SOCIAL

Consumers will search for the best combination of value and experience — because they still want to gather and celebrate. Inspiration will be the key differentiator for brands, but where will shoppers find that inspiration?

54% of shoppers will find purchase inspiration from in-store displays.	52% on social media
30% in digital advertisements	29% on television

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Inmar Tip: Inspiration will come almost equally from physical stores and social platforms. However, for eventual purchase behavior, in-store will be your best bet. Why? In 2022, almost twice as many consumers shopped at brick-and-mortar stores vs their e-commerce or app-based counterparts. By combining Inmar's Digital Incentives programs and In-store Digital Media (DOOH), you can geotarget your campaign to further amplify your reach — and drive consumers to key retail locations where they can redeem their coupons. It's a win-win for all!

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Chapter 3 GETAWAYS & GOOD HEALTH

A HEALTHIER, HAPPIER SPRING

With warm-weather activities and group gatherings on the horizon, spring shoppers plan to make a series of lifestyle changes during or before the spring season.

- **62%** will focus on eating healthier
- **60%** on exercising more often
- **50%** on improving sleeping habits
- **47%** on taking vitamins (or more vitamins)

51% of consumers will refresh their skincare routines in the spring.

With get-togethers and outdoor activities on the rise, shoppers' springtime health habits will be focused on the skincare category.

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78% of shoppers feel inflation will affect their purchase decisions in the skincare and cosmetics category.

[Design note: Callout somewhere on page] **Fun Fact:** Recent Inmar research found that nearly **80% of shoppers are comfortable with sharing their personal data** with brands and retailers in exchange for discounts, better experiences and greater *value*.

In response to inflation, many consumers will look for added value in products and shopping experiences.

- **50%** of consumers will look for products that have added value, like UV protection or moisturizer
- **35%** will look for products that save them time in their skincare or cosmetic routines
- **34%** for products that fit a more "minimalist" skincare approach
- **23%** for products from brands that prioritize sustainability
- **16%** for products from brands that focus on diversity and/or inclusivity

On the health front:

- **58%** of surveyed consumers say that they suffer from allergies during the spring season
- **63%** only start taking allergy medications when symptoms begin, instead of proactively.

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NOT TOO EARLY FOR BAGS & BARBECUES

Shoppers are still recovering from years of isolation from family and friends, and they're looking to bring summer fun to their spring routine. As a result, the line between the seasons will blur even more.

59% of people plan to hold cookouts for Memorial Day.¹

Grilling season will start as early as March/April for most shoppers. Many will also fire up the grill for Mother's Day and Father's Day (which is just three days before the official end of spring!)

1. [Wallet Hub](#)

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Inmar Tip: To inspire shoppers as they prepare for warm weather, brands need to be in the right place at the right time, and with the right message. Use Moments and personalization to deliver contextual advertising when it matters most — like when consumers are clothes shopping for a vacation, or prepping for cookouts — to increase the likelihood of purchase.

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Travel will be just the ticket shoppers are looking for.

31% of surveyed shoppers plan to travel more this spring. 29% will travel about the same amount as last year.

In 2023, look forward to more group-based travel (and group-ready bulk spending) as people look to reconnect with others and explore experiences with friends and family.

- **58% of Americans are more interested in multi-generational family trips than ever before.²**

When traveling in 2023, **55% of consumers will purchase new clothing and apparel ahead of the trip.**

- **43%** will purchase food
- **31%** new cosmetics
- **31%** medication
- **23%** alcoholic beverages
- **23%** consumer electronics or technology

1. [Wallet Hub](#)

2. [American Express](#)

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Take Spring by Storm [Conclusion]

Though economic concerns will continue to impact spring shopping, it can still be a season of opportunity for marketers who have the right strategies in place. The focus should be on building relationships and engaging shoppers meaningfully — a plan based on having the right insights and the best tools.

Dive into the data, build your plan of action, and approach spring with a shopper-first mindset. In response, you'll find spend, connection, and loyalty.

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Sources:

- Proprietary Inmar Intelligence Survey & Consumer Data
- [Wallet Hub](#)
- [American Express](#)

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