

# Promotion Trends 2023: A Mid-Year Catch-Up

In the first half of 2023, Vivvix captured 46 billion print coupons and 5.2 billion digital coupons delivering nearly \$154 billion in incentives to CPG consumers. Here's what our data found in H1 2023:

## Manufacturers

There were a total of 114 CPG manufacturers participating in FSI coupons and an astonishing 2,310 CPG manufacturers participating in Digital coupons in H1 2023.

## Incentives

FSI coupons offered higher average face values than Digital coupons overall with Food incentives increasing +\$0.35 to \$1.77 and Non-Food incentives increasing +\$0.34 to \$3.29. However, Digital Non-Food face values were also on the rise, increasing +\$0.17 to \$1.95.

## Digital Breakdown

While Load-to-Account programs represented 85% of Digital estimated prints, Digital Rebates saw the largest growth increasing +23% vs. YAG.

## Seasonality

January was the strongest month for FSI coupons with 37% of all H1 Print promotions dropping at the beginning of the year. Conversely, June was the strongest month for Digital with 18% of total estimated prints recorded at the end of H1.

## Top Product Types

CCSA, Combination/Personal and Vitamins were the most represented product types in FSI couponing. In Digital, Laundry Detergent, Snacks and Fabric Softener saw the most activity.

## Top Retailers

Family Dollar and Dollar General accounted for a staggering 84% of all retailer FSI pages in H1 2023 – however, only 10% of CPG-focused pages involved a retailer. Conversely, 87% of all Digital coupons in H1 2023 were captured on retailer properties with the highest number of estimated prints attributed to Kroger.

## New Products

821 new products were captured in H1 2023 with 92% first seen in Digital. Dry Grocery and Personal Care were the largest contributors with 265 new Dry Grocery products and 148 new Personal Care products couponing in the first half of the year.

**Digital Rebates from Fetch Rewards, Shopium and Walmart+ available now!**

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