

Mid-Year Promotion Trends 2024

In the first half of 2024, Vivvix captured 25 billion print coupons and 6.5 billion digital coupons delivering nearly \$104 billion in incentives to CPG consumers.

In H1 2024, Digital estimated prints increased +26%, Digital manufacturers increased 7% and Digital new products increased 19% vs. H1 2023.

Manufacturers

A total of 83 CPG manufacturers participated in FSI coupons and an astonishing 2,467 CPG manufacturers participated in Digital coupons in H1 2024.

Incentives

FSI coupons offered higher average face values than Digital coupons overall with Food incentives increasing +\$0.88 to \$2.65 and Non-Food incentives increasing +\$0.44 to \$3.73. Digital Non-Food face values were also on the rise, increasing +\$0.16 to \$2.47 while Food incentives remained flat.

Seasonality

January was the strongest month for FSI coupons with 28% of all H1 Print promotions dropping at the beginning of the year. In Digital, June and March saw the most activity – accounting for 23% and 20% of total estimated prints in H1, respectively.

Top Product Types

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

Top Areas

Non-Food areas accounted for 89% of FSI coupons driven by Health Care and Personal Care. While in Digital, Food areas accounted for 52% of coupons with Dry Grocery and Household Products leading all other areas.

New Products

1,034 new products were captured in H1 2024 with 96% first seen in Digital. Dry Grocery and Personal Care were the largest contributors with 443 new Dry Grocery products and 130 new Personalare products couponing in the first half of the year.