Girls Rule.
60% of primary shoppers are women.

Starbucks anyone?
Women who aren't primary shoppers hit up Starbucks 22% more.

Walmart is #1.
Primary shoppers are 12% more likely to visit Walmart.

Men go in-store.
Men who aren't primary shoppers visit Target and Walmart 2x as much as women.

That’s BOPIS.
Non-primary women: 17% more likely to use Walmart Pickup and Delivery.

NEED RESEARCH?
Contact us now: solutions@mfour.com or call 714-754-1234.
Data witnessed January 2023.