

MOST POPULAR BRAND BY STATE

Based on Google Searches in 2015



CONSUMER INSIGHTS



**Men used to do the majority
of shopping online
but now, 58% of online
shoppers are women.**



**Consumers ages 25-34
use smartphones to
compare prices, read
reviews, buy products,
and engage with
brands on social media
while in stores.**



Even though shopping online is popular, 90% still enjoy going into the store to make their purchases

TOP 25 REGIONAL PLACES TO SHOP FOR YOUR FAVORITE BRANDS IN THE UNITED STATES

