

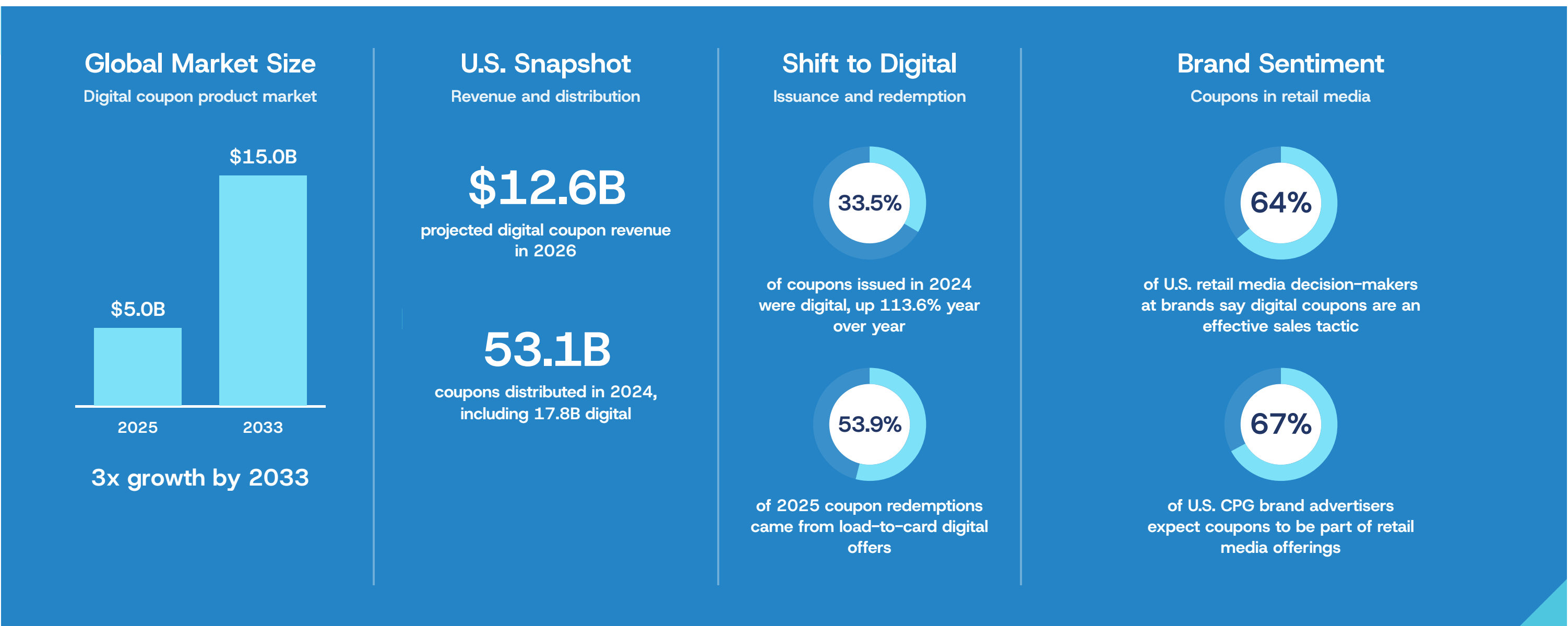
Coupon Marketing Statistics for 2026



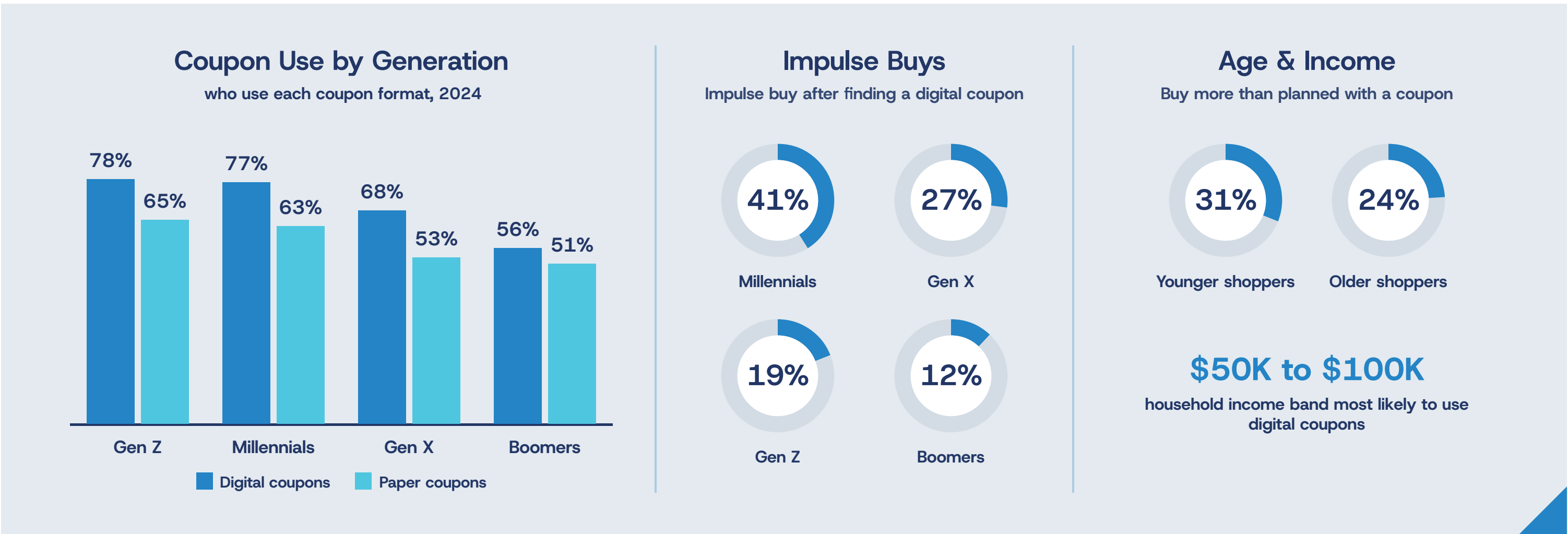
Coupons remain one of the most widely used savings tools in the U.S., and digital formats now drive the majority of redemptions. These coupon marketing statistics help CPG and retail marketers plan offers that reach the right shopper with the right incentive at the right moment.

Data as of October 2026. Sources are listed at the bottom of this page.

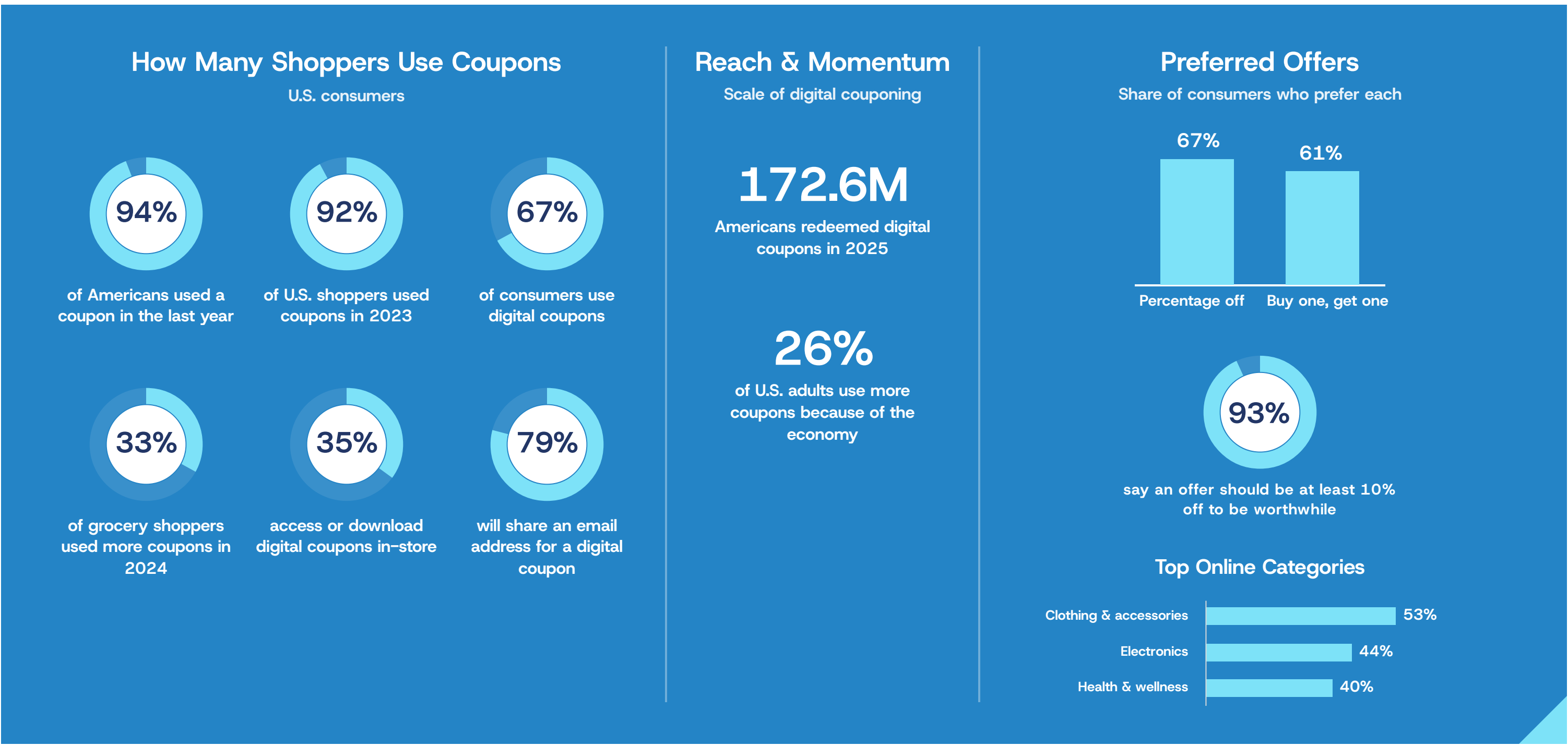
01 The Market



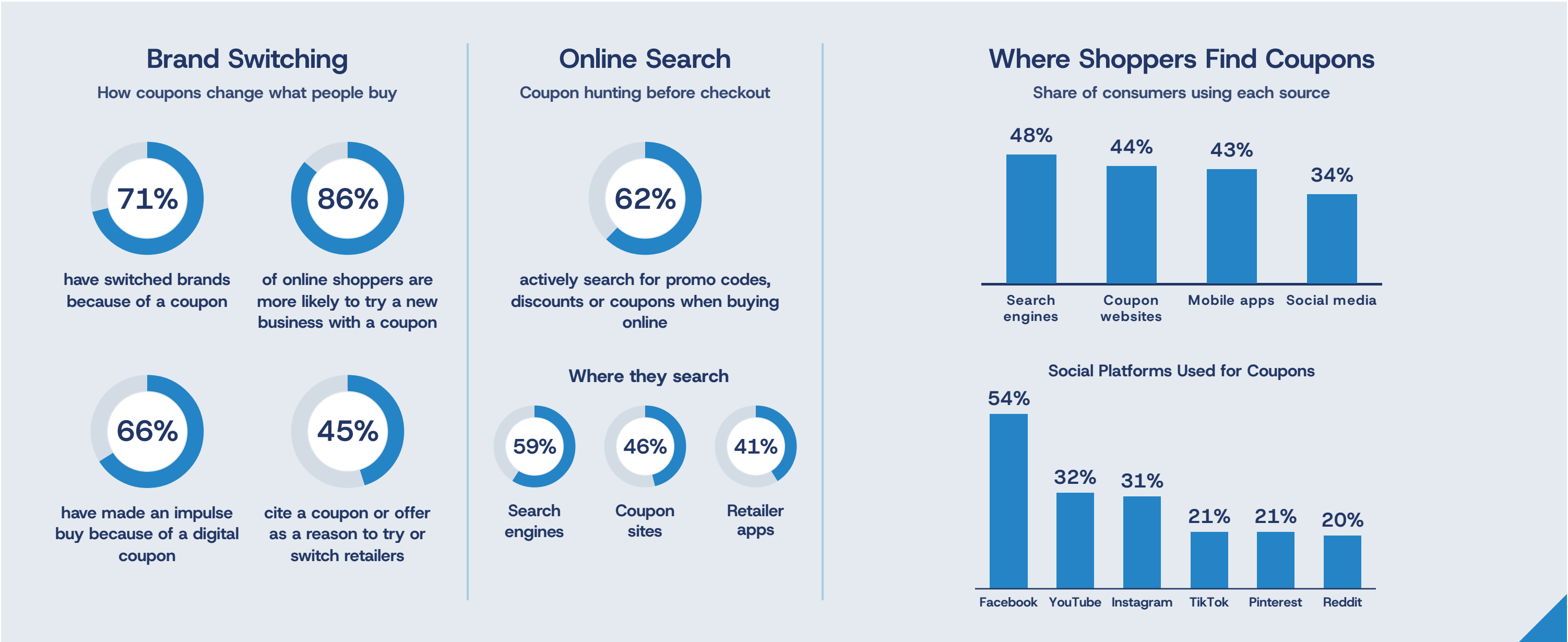
02 U.S. Consumer Demographics



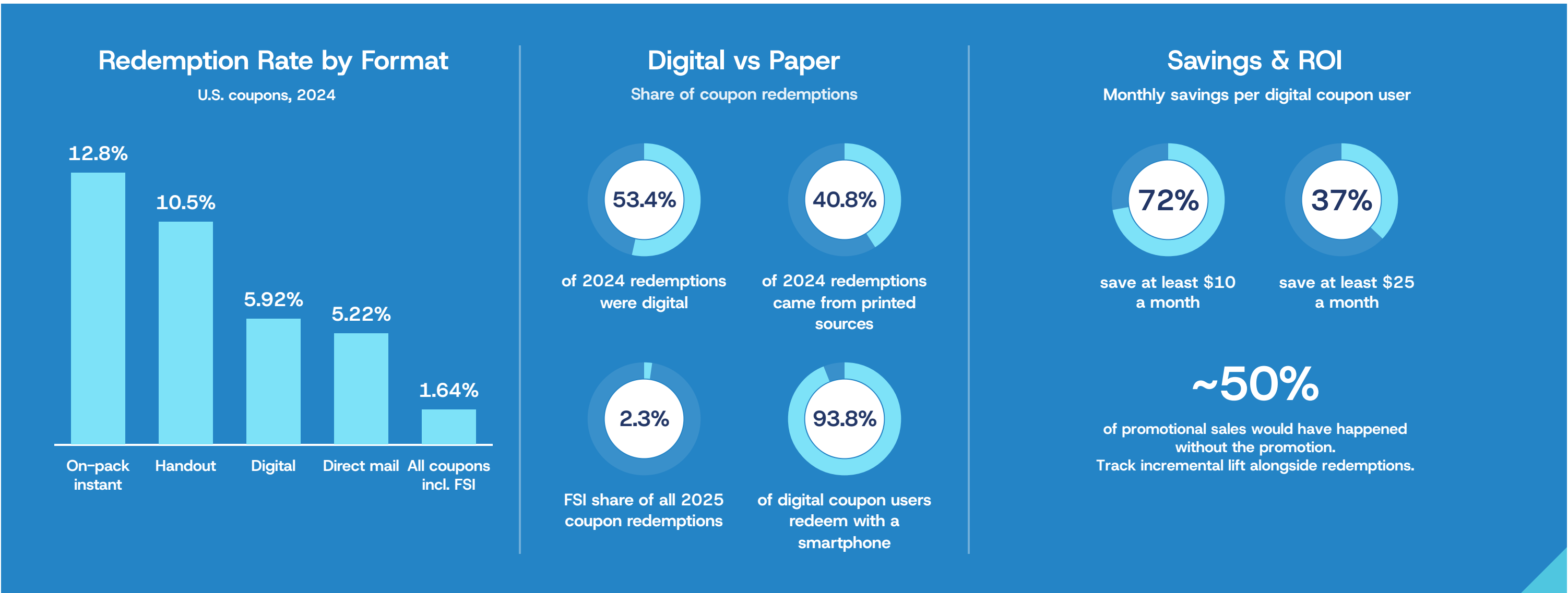
03 U.S. Consumer Usage & Preferences



04 Brand Switching & Search



05 Redemption & Savings



Turn these coupon marketing statistics into results. Snipp's digital coupon management platform helps you target, validate and measure every offer across any media channel.

Request a Demo

Sources: Capital One Shopping, Coupon Statistics (updated July 2026) · Inmar Intelligence, Mastering the Mix: Paper vs. Digital Coupon Strategies (May 2026) · Verified Market Research, Digital Coupon Product Market (updated Sept 2026) · NielsenIQ, Key Grocery Trends for 2025 (Jan 2025) · eMarketer, 5 key stats on coupons (Aug 2024), citing BWG Strategy & Turbyne, Coresight Research & NIQ, CivicScience, SPAR Group, SimplyCodes, Prosper Insights & NRF · Retail Dive, Valpak & PureSpectrum survey (Feb 2025).