

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.



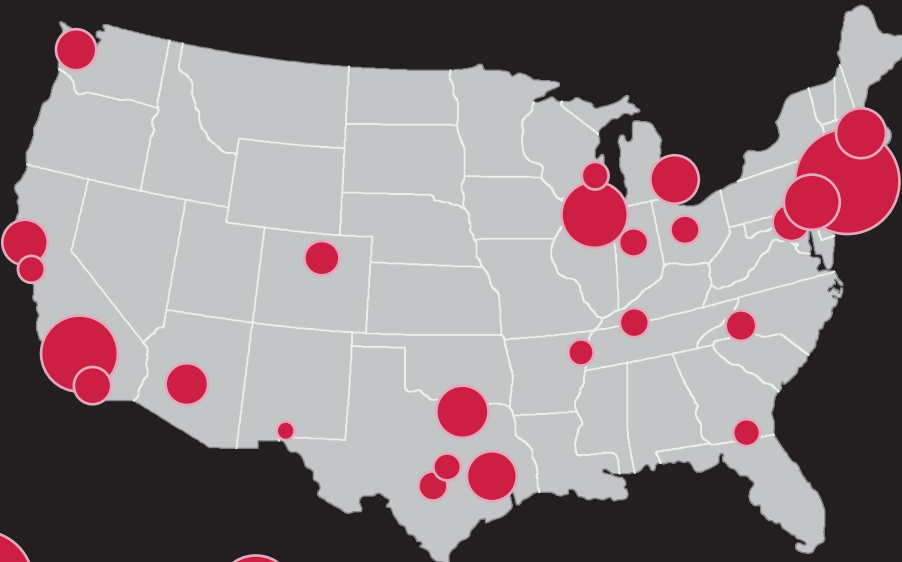
Consumers ages 25-34 use smartphones to compare prices, read reviews, buy products, and engage with brands on social media while in stores.



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



Data is collected each year based on each state's most google searches to provide companies insights into what regions are most likely to buy certain products.

