



THE BATTLE OF THE BRANDS

LOCAL Heroes



VS



GLOBAL *Giants*

Unmasking Consumer
Preferences in the Retail Arena

Local vs. Global Brand Preferences

Insights from our August 2024 survey of 515 consumers.

Local and global brand preferences significantly influence consumer behavior, trust, and purchase decisions. Our nationwide survey of US consumers aged 18+ reveals the complex dynamics between local charm and global appeal.

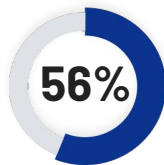
This Shopper Insights Brief explores:

- Consumer trust levels in local vs. global brands
- Factors motivating purchases from local brands
- Barriers to buying from local brands
- Price sensitivity and willingness to pay for local products
- Recommendations for both local and global brands
- Potential for collaboration between local and global entities

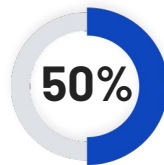


Consumer Trust in Local Brands

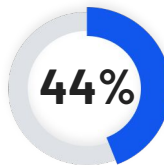
Consumers **trust local brands more** and consider them to be of **higher quality than national brands**, offering local shops a strong competitive advantage.



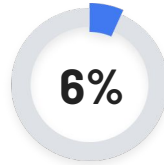
Believe local brands offer higher quality



Trust local brands more



Prefer buying from local brands



Believe local brands have lower quality

Motivations and Barriers for Buying Local

While supporting local economies drives purchases, price and accessibility remain significant hurdles.

Motivations

 **65%** Support local economy

 **56%** Higher product quality

 **50%** Greater trust

Barriers

 **47%** Higher Prices

 **45%** Limited store locations

 **39%** Limited product availability

Price Sensitivity and Willingness to Pay

Willing to pay more for local products

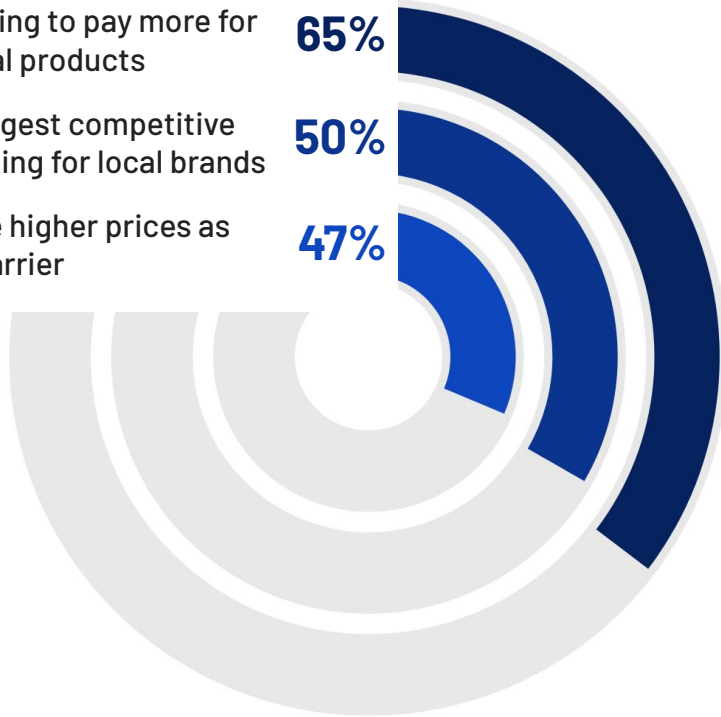
65%

Suggest competitive pricing for local brands

50%

Cite higher prices as a barrier

47%



Key Takeaway:

Consumers value local brands but remain price-conscious, creating a complex dynamic for pricing strategies.

Recommendations for Local Businesses and Big Brands

For Local Brands	For Global Brands
Emphasize quality, authenticity, and community impact	Build trust through transparency and localized strategies
Introduce tiered pricing or loyalty programs	Introduce tiered pricing or loyalty programs
Improve accessibility through partnerships or ecommerce	Partner with local businesses for authentic local presence
Key Takeaway: Success lies in leveraging unique strengths while addressing key consumer concerns.	

Brand Collaboration and Future Outlook

The future of retail lies in balancing local appeal with global capabilities.

Collaboration Opportunities:



Exclusive local products in national stores



Local brands leveraging national distribution



Co-branding initiatives

Future Outlook:



Blend of local trust and global efficiency



Increased transparency and community engagement



Innovative pricing and accessibility solutions



WE CAN HELP

Bizrate Insights' customer feedback solutions deliver shopper insights to power your ecommerce strategy.

We collect 25 million survey responses annually, making us a top source for user-generated content (UGC), like verified customer reviews, seller ratings, and product insights. These are aggregated to deliver real-time KPIs for a 360° view of your customer experience:

- Uncover customer preferences and pain points
- Benchmark your performance against the industry
- Identify emerging trends ahead of the competition
- Fine-tune strategies and practices based on verified insights

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