

Understand Today's Small Office and Home Office Consumers

The small office and home office consumer is worth knowing. In today's competitive office supplies industry, retail sales outside of the back-to-school season shift toward the small business consumer, including freelancers and home office workers. Take a look at what we learned when we took a deep dive into today's small office and home office consumer.

Office size tends to dictate purchase frequency.

62 percent of purchasers buy office supplies monthly or more often.



Those purchasing for a small office of 31-50 employees are three times more likely to purchase on a weekly basis than their smaller office counterparts.

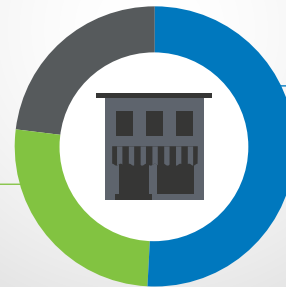
Consumers are "going green."



Over half of small/home office purchasers buy green products, and the majority are satisfied with the quality.

Brick-and-mortar is the go-to.

51% of purchasers shop exclusively at brick-and-mortar retailers,



while 26% shop exclusively online.

47%

43%

Everyday items are on the rise.

Top items purchased by this group in the last three months include pens and printer/copy paper.

There's a new source of data and insights to help you understand this important consumer. It's our latest report: **Understanding the Small Office/Home Office Consumer**. It tells you everything you need to know about this shopper, to help you identify new ways to grow your business.

Source: The NPD Group/Understanding the Small Office/Home Office Consumer 2016

Learn more. Contact your NPD account representative, call us at 866-444-1411, or email contactnpd@npd.com.

