

Time to ditch discounting?



53%
of retailers surveyed
say the “always-on” nature of sales
is having a **negative** impact on profits.

It's not just smaller retailers that are feeling the squeeze. Retailers with 100-239 employees feel the **burden most**, with **66%** saying constant discounts are **impacting profits**.



56%
of retailers

say the majority
of their discounted
transactions come
from **online** trade.



Over-exposure to discounts can
shift perception, **reduce brand value**
and make products seem **inferior**

57% of consumers **now expect regular sales** - meaning discounting
has become a much more **fluid** and **unpredictable** phenomenon.



say that constant
discounts make a
brand look **cheap**
and **unfashionable**.

25%
of consumers
say they are **less likely**
to shop regularly
with a retailer who
always has a sale on.

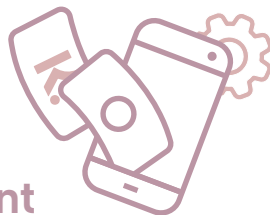


28% say sales are too
stressful and avoid
them altogether.



To avoid the sales spiral, focus on the customer experience instead

- Think **mobile-first**
- Make the checkout **fast** and **frictionless**
- Offer **multiple payment** options so shoppers can pay later or over time.



45%
of consumers
are more likely
to shop if sent a
personalised offer.



Based on Klarna-commissioned research of 1000 UK consumers
and 500 retail decision makers in March 2018.

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Smooth payments.