

Babbage Spend Insights

July 2024



In-depth Overview:

- GAP has observed strong growth in their percentage of in-store transactions.
- GAP has grown in-store by X% from CY22 to CY23 while online has declined YY%, Driven by YY% increase in AV Purchase CY22 TO CY23 and ZZ% increase in Number of Transactions in-store graph of in-store by month
- The greatest growth from CY22 to CY23 in stores occurred in A,B and C states (Dollar growth)
- GAP has observed strong growth in appeal to GenZ shoppers (34% share of wallet) at the expense of Millennials (-3-1%) between 2021 and 2023.

Exploring Babbage Spend:

- Babbage Spend is a proprietary curated data set, providing clients with insightful data on actual consumer spending and return behavior, both for physical and online retailers. Utilizing anonymized bank and credit card spending transactions, Babbage Spend offers meaningful insights into actual consumer behavior, helping our clients gain a deeper understanding of their markets and their tenants' performance both in-store and online.

GAP Inc. Bounces Back: Youthful Demographic Drives Sales Surge

Gap Inc. is attracting younger customers with new leadership and marketing. The company raised its annual sales guidance after first-quarter sales grew 3% year-over-year, with all four brands—Athleta, Banana Republic, Gap, and Old Navy—seeing increases.



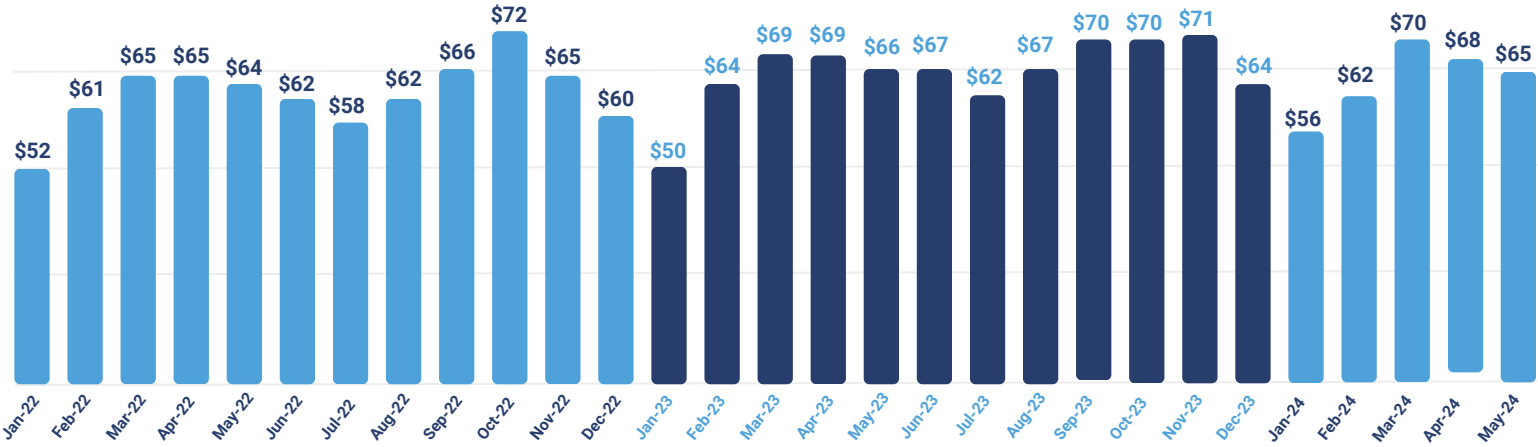
Image Source: Gap Inc. Newsroom

The Halo Effect: How the opening and closing of physical stores affects online sales

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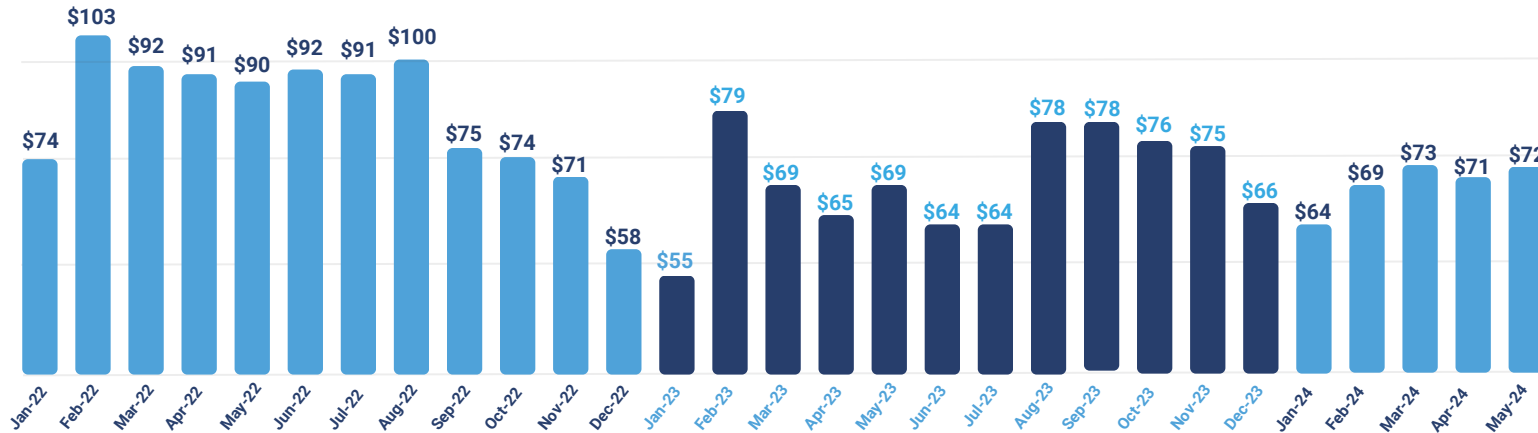


Average In-store Purchase



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Average Online Purchase



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