

“Made In The U.S.A.” Matters To Shoppers

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Research Shows Purchasing Influenced Across Many Product Categories

In the latest shopper research survey conducted by Perception Research Services International (PRS), results indicate that most shoppers (80%) have seen a “Made in the U.S.A.” claim when shopping and many (60%) say the claim influences their purchase decisions.

Made in the U.S.A. is considered important across a wide range of product categories, including:

- Food
- OTC Medication
- Pet Food/Care
- Non-alcoholic beverages
- Personal Care
- Cosmetics
- Home Furnishings & Appliances
- Clothing/Apparel
- Outdoor/Gardening
- Kitchenware
- Home Domestic
- Automotive

Interestingly, it is considered less important for alcoholic beverages such as wine, beer and spirits, which presumably all enjoy a certain cachet from being imported. A

Over 1500 shoppers, aged 18+, participated in the study and by far, “helping the economy” is the reason cited for why “Made in the U.S.A.” influences purchase decisions. A

“Marketers of products made in America would do well to prominently highlight that fact, especially during these challenging economic times,” says Jonathan Asher, Senior Vice President, PRS. “In addition to the overt indication of helping the economy, our research also revealed a subtle sense that “Made in the U.S.A.” provides a reassurance of quality and safety, given that ingested products top the list of those for which the claim is considered important. This suggests a benefit that could resonate even in a rosier economy.”

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