

NATIONAL COUPON AWARENESS MONTH 2026

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National Coupon Awareness Month 2026 | Catalina UK Media Toolkit

How Britain's changing shopping habits are challenging supermarket loyalty.

Britain's grocery shoppers are becoming increasingly value-conscious, actively seeking deals and spreading their spend across supermarkets.

National Coupon Awareness Month (NCAM) is a Catalina-owned initiative designed to highlight the role of coupons and personalised value in shopper engagement.

For National Coupon Awareness Month 2026, Catalina UK is exploring what this means for shopper loyalty, and why relevant, personalised value could become increasingly important as retailers compete for every basket.

New YouGov research commissioned by Catalina UK shows that while shoppers are increasingly prepared to change established habits to find value, personalised rewards based on what they actually buy could give retailers a powerful reason to keep them coming back.

The story in numbers

- **70%** would be more likely to shop at their supermarket of choice if offered personalised rewards based on products they regularly buy.
- **34%** are using loyalty card discounts more often than they were a year ago.
- **28%** are shopping across multiple supermarkets more often.
- **28%** are spending more time searching for promotions and discounts.
- **29%** say money-off coupons for products they regularly buy would be the single most effective way of keeping them loyal to a supermarket – the most popular option tested.

What is changing?

Shoppers are no longer necessarily giving one supermarket the majority of their loyalty by default. They are comparing, searching and adapting their behaviour to make their budgets work harder.

The findings suggest the opportunity for retailers isn't simply more promotions, but more relevant value, offers based on what individual customers actually buy.

This becomes particularly important during the Golden Quarter, the crucial final months of the year encompassing Black Friday and Christmas, when competition for consumer spending intensifies.

A new generation of savvy shoppers

Younger consumers are among those who are changing their behaviour most.

More than a third (**37%**) of 25 to 34-year-olds are planning meals more carefully to save money, while **22%** have switched supermarkets to save.

Yet this group is also particularly responsive to personalisation: **75%** of 25 to 34-year-olds say personalised rewards would make them more likely to shop at their supermarket of choice.

Simon Betts: the expert view

Simon Betts, UK Country Leader at Catalina, has more than 20 years' experience in retail and can provide expert commentary on shopper behaviour, loyalty, personalisation and changing consumer trends.

He said: "The way people shop is changing incredibly quickly. Cost-of-living pressures have made consumers much more conscious of value, while wider shifts, from the growth of GLP-1 weight-loss treatments to changing attitudes towards health and convenience, are altering what goes into people's baskets and how much they buy.

"The idea of a 'typical shopper' is becoming outdated. Someone who has bought the same products from the same supermarket for years can change their habits very quickly, and retailers can't assume historic loyalty will continue.

"The retailers that understand how their customers are changing, rather than relying on what they did last year, will be in a much stronger position to keep them."

About Catalina

Catalina pioneered the Checkout Coupon in 1983, using grocery scanner data to deliver targeted offers based on what shoppers actually buy.

Today, Catalina combines shopper intelligence with personalised marketing to help retailers and consumer goods brands understand purchasing behaviour, reach the right audiences with relevant offers and measure the impact.

Catalina is part of Infillion.

Media resources

Catalina UK can provide:

- Simon Betts for interview and expert commentary
- Full YouGov research findings and demographic breakdowns
- Commentary on Golden Quarter shopping and changing consumer behaviour
- Insight on loyalty, promotions and personalised retail
- Background on the evolution of coupons and Catalina's Checkout Coupon
- Photography and supporting imagery

About the research

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,096 adults. Fieldwork was undertaken between 5 and 6 August 2026. The survey was carried out online and the figures have been weighted and are representative of all UK adults aged 18+.