

Money Saving Ideas

Summer, Spending And Savings

(NAPS)—With vaccination rates increasing, Americans are heading outdoors and gearing up for a summer of fun. Google searches on terms like “camping” and “beach vacation” are trending up. And many kids will be returning to summer camp for the first time since the pandemic.

For the majority of Americans, summer 2021 may finally welcome a return to normal. However, this summer season also stands to be one of the priciest couple of months to date.

The latest Consumer Price Index shows that prices have gone up 3.8% (excl. food and energy prices) in the last year and online prices have climbed even higher for consumers. According to Profitero, an eCommerce analytics company, online prices are 4.6% higher than the start of last summer.



Research shows prices are rising as more Americans are getting out and enjoying life.

deals and keep a close eye on price if they want to minimize cost on popular summer products. This is especially true as pricing for the sports and outdoor products are up 4.2% on average compared to last June.

Where can you find the best deals on summer gear? While it's always best to shop around, it's good to first start your shopping at the lowest price retailer. Analytics company Profitero recently compared pricing on summer and outdoor gear at three major U.S. retailers, Amazon, Walmart and Target, and Amazon's prices across the sports and outdoor category are 2% cheaper than the prices online at Walmart, and 9% cheaper than Target.

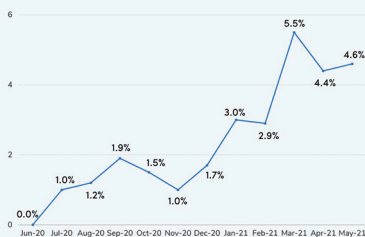
Other advice for finding the best deal:

- Sign up for loyalty programs such as Prime, Target Circle and Walmart+ for member pricing, special perks and additional savings opportunities.
- Plan to do the bulk of your shopping around retailer promotional events.
- Check online prices often as many retailers update and adjust pricing daily.

Heed these hints and you and your family can enjoy this summer season without having to open your wallet too wide.

eCommerce Consumer Price Index (eCPI)

AVERAGE ONLINE PRICE CHANGES



Profitero



ECPI figures reflect the aggregate of the month-over-month % changes starting June 2020*

As parents finalize their summer plans, from summer camps and recreational sports leagues for the kids to prepping for long-awaited family vacations, they'll need to shop around for