



Thrill of the Deal: For 87%, Getting a Great Deal Is More Satisfying Than Owning a Luxury Item

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New survey results from Burlington Stores illustrate how Americans are redefining value and embracing the hunt for great deals ahead of the 2026 holiday season

Key Points

- A new survey from Burlington highlights how consumer shopping and purchasing sentiment remain positive despite facing nationwide economic pressure.
- Nearly 60% of shoppers expressed concern about going over budget, but dupe' products and in-person shopping are the simple yet effective ways consumers say they plan to stretch budgets across holiday spending.
- For over half of respondents (58%), the idea of shopping on a smaller holiday budget this year excites them because of the hunt for the best deals.
- For those searching for the perfect gift at the perfect price, Burlington offers merchandise up to 60% off other retailers' prices on trending styles, name brand merchandise and seasonal décor for the entire family and home.

BURLINGTON, N.J., Oct. 12, 2026 /PRNewswire/ -- Burlington Stores, one of the fastest-growing national off-price retailers, released today its latest consumer insights, revealing attitudes toward spending, style and savings. The survey, conducted by Wakefield Research on behalf of Burlington, offers a snapshot of how Americans say they plan to approach the 2026 holiday season as they balance gifting with spending budgets.



Shoppers Remain Generous at the Holidays

Despite economic uncertainty, holiday shopping for others remains a priority for many Americans. Most respondents (80%) expect to spend the same amount or more this year on holiday shopping compared to last; however more than half of them (58%) are concerned about going over budget. That concern is even higher among parents (69%), particularly Gen Z parents (77%).

"Shoppers are savvy, and they're strategically searching for ways to save this holiday season," said Chris Miller, executive vice president, chief marketing officer at Burlington. "Supported by our reimagined store design and consistent rotation of fresh merchandise, Burlington delivers the trending brand names on consumers' shopping lists at the prices they're hunting for."

Deal Hunting is Motivating and Exciting

With holiday purchases top of mind despite budget concerns, scoring an amazing bargain isn't just smart shopping; for some, it's a challenge they face head on. For over half of Americans (58%), the idea of shopping on a smaller holiday budget this year excites them because of the hunt for the best deals and 87% say getting a great deal is more satisfying than owning a luxury item.

Holiday shopping also begins early for U.S. shoppers. Thirty-seven percent said they plan to start holiday shopping before Black Friday and Cyber Monday, and the majority (86%) plan to begin holiday shopping beginning before December 1. It appears U.S. consumers are using a "slow-and-steady" strategy for purchasing, taking their time to decide on the perfect gift at the perfect price. With fresh merchandise arriving weekly, Burlington offers endless opportunities to discover something new and surprising.

For many Americans, in-store shopping offers unique opportunities not available online. The ability to interact with and try on items before purchasing is the leading factor (70%) for many when in-person shopping, followed by:

- Discovering unexpected finds (55%)
- The simple pleasure of getting out of the house (54%)
- Scoring a great deal (50%)

- Taking purchases home immediately without waiting for delivery (50%)

Burlington combines the unique in-person shopping experience with the thrill of discovering a surprisingly great deal at a great price. Available across the continental U.S. and Puerto Rico, all new Burlington locations feature a modernized store format with wider aisles and bold, bilingual signage, making it easier than ever for shoppers to find the brands and must-have trends they know and love. With merchandise at up to 60% off other retailers' prices on trending styles and new merchandise arriving daily for the entire family and home, every day is a new opportunity to discover the perfect gift.

About Burlington Stores, Inc.

Burlington Stores, Inc., headquartered in New Jersey, is a nationally recognized off-price retailer with Fiscal 2025 net sales of \$11.5 billion. The Company is a Fortune 500 company and its common stock is traded on the New York Stock Exchange under the ticker symbol "BURL." The Company operated 1,287 stores as of the end of the second quarter of Fiscal 2026 in 47 states, Washington D.C., and Puerto Rico, principally under the name Burlington Stores. The Company's stores offer an extensive selection of in-season, high-quality branded merchandise at up to 60% off other retailers' prices, including fashion-focused women's apparel, menswear, youth apparel, baby, beauty, footwear, accessories, home, toys, gifts and coats.

Wakefield Research Methodology

The Burlington Survey was conducted by [Wakefield Research](#) among 2,000 nationally representative U.S. adults ages 18+, between July 24th and August 5th, 2026, using an email invitation and an online survey. The study included an oversample to increase the total number of Gen Z parents to 100. The data has been weighted to ensure representation of the U.S. adult population.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For this study, the margin of error is plus or minus 2.2 percentage points at the 95% confidence level for the main sample. It is higher for other subgroups, like the Gen Z parents subgroup at plus or minus 9.8 percentage points at the same confidence level.

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