

FOR IMMEDIATE RELEASE

July 16, 2018

Contact:

Chelsea Hudson

TopCashback.com

C: (973) 744 2455

Email: press@topcashback.com



Bulk Buying Americans Flush Away Money by Stocking Up on Toilet Paper

More than 8 in 10 consumers are regular bulk buyers

More than one-third of people don't use the items they buy

More than half of unused bulk buys end up in the trash, costing consumers \$1,482 each year

MONTCLAIR, NJ – July 16, 2018, New research from TopCashback.com, the USA's most generous cashback rebates and coupon site, shows the main reason for bulk buying is to save money (85 percent). Yet, consumers are spending an average \$50 a week buying items in large volumes and typically see 57 percent of that go to waste, totaling \$1,482 each year.

The results are based on a survey answered by a cross-section of 2,325 US adults, aged 18 and over, conducted in the month of April 2018. Consumers across the US are embracing bulk buying as a money-saving strategy with 83 percent regularly looking for opportunities to stock-up.

“Bulk buying is always listed as one of the top ways to save money,” says Chelsea Hudson, Personal Finance, and Shopping Expert at TopCashback.com. “Purchasing your items in bulk has many benefits for both you and your wallet but you have to be clever about it.”

A fear of being caught short in the bathroom, TopCashback.com found 4 out of 5 of the top bulk buys are bathroom-related. Americans are stocking up toilet paper (89 percent), laundry detergent (60 percent), soap (47 percent), toothpaste (43 percent) and shampoo and conditioner (37 percent).

Top 10 US Bulk Buys	
1. Toilet Paper (89%)	6. Freezer Bags (34%)

2. Laundry Detergent (60%)	7. Batteries (33%)
3. Soap (47%)	8. Bottled beverages (31%)
4. Toothpaste (43%)	9. Freezer Food (29%)
5. Shampoo and Conditioner (37%)	10. Meat (29%)

However, despite stashing away essentials such as toilet roll, laundry detergent, and soap, more than a third (35 percent) don't use the items they buy in volume. Half of Americans (50 percent) are shopping blind as they don't stick to a shopping list and tend to buy items in bulk without checking what is needed or running low at home. One-third of consumers (30 percent) admit to buying items they only think they'll need because they are on sale and four percent buy items they don't need at all.

Products bought in bulk most commonly go unused because the items expired (50 percent) or were forgotten about (48 percent). An astonishing 1 in 4 participants (27 percent) admitted to purchasing items they've simply had no use for. The overbuying also leads to 24 percent of US consumers regretting bulk buying and fourteen percent feeling they are financially worse off by doing so.

"For some American consumers, bulk buying is a false economy, with a large number of items being thrown away and cash down the drain," says Hudson. "To ensure your bulk buys don't go to waste, here are a few items to consider:"

- **Don't overstock.** Don't forget, some products have a short shelf life. Diapers, for example, are a baby-necessity but stocking up on a jumbo case of diapers for your fast-growing child is a common mistake everyone makes. You'll end up saving money on diapers but will ultimately lose money when your child outgrows the product. Americans also make the mistake of overstocking on bleach but are unaware it begins to lose its effectiveness after six months or if stored incorrectly.
- **Perform a cabinet cleanse.** Revisiting the back of your cabinets every few months is a great way to jog your memory and avoid purchasing more than you need, especially on perishable items. Getting a deal on groceries is a step in the right direction but if the food rots before you can eat, you're wasting money and food.
- **Plan ahead.** Before you go to the grocery store, decide your meals for breakfast, lunch, and dinner for a whole week, then jot down the items you need to buy. This will help give you an idea of what you require before you reach the supermarket, avoiding unnecessary purchases that will go to waste.
- **Never bulk buy an item you haven't tried before.** Buying a product that doesn't meet your needs, even if you expect that it will in copious quantities, is the biggest mistake you can make. Not only will you be left with an exaggerated amount of products you'll never use, but you also can't get your money back. Don't waste your time and money bulk buying an item unless you've personally used it and know it works for you. Remember, just because the product worked

for your neighbor and she highly recommend it, doesn't mean it will meet your needs.

- **Make space.** One of the reasons why we throw away food and unused items is due to lack of space. If you are planning a large shopping trip, ensure you have enough room for the additional items by utilizing empty space such as above the refrigerator, below the sink or in an empty hallway closet.
- **Split up bulk buys with others.** Just because you don't have the storage space or need for 250 paper plates, doesn't mean you can't take advantage of the savings that come with bulk buying! If the deal is too good to pass, talk to a friend or family member and split the large purchase. It is more reasonable and allows everyone to receive a discount.

- ENDS -

About TopCashback.com

TopCashback.com is the USA's most generous cashback shopping site. It offers Americans savings and money back on everything they buy when clicking through the site to the 4,000 retailers available. TopCashback lists well-known brick and mortar stores, such as Walmart, Best Buy, GNC, Neiman Marcus, Macy's and Bloomingdale's, in addition to popular online businesses, including eBay, Amazon, Overstock, GiftCards, Hotels, Expedia, Groupon and so many more. TopCashback also provides a big selection of coupons, supplying extra instant money-off discounts and free shipping, to use in conjunction with earning cashback.

It passes all the commission – the entire amount – that retailers pay it, to advertise their products and services, back to its members. It's completely free to join and use, with no catch.

The site has more than two million members and will celebrate its seventh birthday this year. Members can have their cashback earnings deposited straight into their checking account or withdraw it in the form of PayPal credits, Amazon vouchers, American Express® gift cards or selected merchant partners' gift cards, the latter three of which are topped up with a bonus. Cashback is paid out as soon as funds are requested and there is no minimum amount necessary to withdraw.