**SKU-level Data Expert Sensibill Publishes Series of Reports on Consumer Spend**

*Company analyzes deep receipt data to better understand consumer behavior during the pandemic*

**TORONTO,** April 8, 2021 – [Sensibill](https://getsensibill.com/), the leading provider of everyday financial tools and SKU-level insights, delivers its second in a series of monthly reports, entitled *The Barcode Report*, leveraging item-level receipt data to deliver the world’s deepest and most relevant insights on everyday consumer spending.

*The Barcode Report* transforms the SKU-level data derived from digital receipts into consumable and actionable facts (details include item names, prices, taxes, tips, off-card spend, return, warranty information, and much more). In this report, Sensibill focuses on new habits and hobbies that consumers have adopted during the pandemic.

**Key Takeaways:**

* Spending on baking-related items **tripled** per person during the pandemic.
* Consumers spent **37% more** on popcorn during lockdown than before.
* Money spent on popcorn shifted from theaters to grocery stores, contributing to a **20% increase** in popcorn-related purchases in-store.

Izabella Gabowicz, Chief Operating Officer of Sensibill, said, “We’re fascinated by the amount of information organizations can learn from consumers everyday spend, revealing underlying habits, behaviors, and lifestyles. There’s power in harnessing SKU-level data to not only understand customers, but also to create better targeted marketing campaigns, surface relevant offers and rewards, and more. The monthly *Barcode* reports are intended for anyone who finds value in trends and data to inform decisions within their organization. And it’s an excellent example of the level of detail all organizations should expect from their data.”

Please click [here](https://getsensibill.com/blog/barcode-april-report-baking-spend?utm_source=april-barcode-press-release&utm_medium=pr) to find the full version of the April report.

**About Sensibill**

Sensibill provides everyday financial tools and makes SKU-level data actionable, equipping financial institutions with personalized insights to help their customers build healthier financial habits. The AI-powered solution enables end-users to easily track their spending and manage their finances while unlocking unprecedented insights for the institution. Sensibill has rolled out its technology to over 60 million users across North America and the U.K. Visit [getsensibill.com](http://getsensibill.com/) to learn more.

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| Press Contact: | Ivy Lee |
|   | VP of Marketing |
|   | ivy@getsensibill.com |