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## Ollie's Highlights Exclusive Shopper Survey Results Ahead of National Bargain Hunting Week

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### *Discounts Matter More Than Ever as Ollie's is Crowned the Bargain King*

HARRISBURG, Pa., Aug. 6, 2025 /PRNewswire/ -- Ollie's Bargain Outlet, America's largest retailer of brand name closeout merchandise and excess inventory at up to 70% off the fancy stores' prices every day, has released results from an exclusive new survey of more than 20,000 Ollie's Army loyalty program members. Data reveals that bargain hunting is more popular than ever and shoppers are flocking to Ollie's, the bargain hunting headquarters, for creative ways to stretch their dollars further.



"Ollie's was founded over 43 years ago with the sole purpose of selling Good Stuff Cheap®. This survey confirms what we see each and every day in our stores. Shoppers are looking for relief from higher prices and they trust Ollie's to deliver Real Brands!, Real Bargains!®," said Eric van der Valk, President and Chief Executive Officer of Ollie's. "At a time when consumers need it most, we are delivering unprecedented value through an ever-changing selection of brands Americans know and trust with prices you can only find at Ollie's."

Highlights from the new survey include:

- Nearly 90% of respondents believe that finding a good deal is essential or very important to managing their household budgets
- More than half of the respondents said they are comparing prices between retailers and choosing to shop at discount stores like Ollie's more often
- 80% of the respondents cited "big savings off of the fancy store prices" as the reason to keep coming back to Ollie's
- 55% of respondents said they stock up when they find a good deal and 87% can't wait to tell their friends and family about those deals
- 90% of respondents shop at Ollie's at least once a month or more, and
- 85% of the respondents said they regularly find the brands they know and love at prices that are hard to beat.

To celebrate National Bargain Hunting Week, Ollie's will host a special event in Harrisburg, PA on Monday, August 11<sup>th</sup>. Festivities begin at 10 a.m. with food trucks, free giveaways, bargains and more. At 11 a.m., National Day Calendar Founder Marlo Anderson will crown Ollie as the Bargain King and declare Ollie's the Official Destination of National Bargain Hunting Week (August 11-17).

#### **About Ollie's**

Ollie's is a leading off-price retailer of brand name household products. Since our founding in 1982, our mission has been to sell Good Stuff Cheap®. We do this through a flexible buying model that focuses on closeout merchandise and excess inventory from suppliers and manufacturers around the world. Our stores offer Real Brands! Real Bargains!® in a treasure hunt environment at prices up to 70% below other retailers. As of May 3, 2025, we operated 584 stores in 32 states and growing! For more information, visit [www.ollies.com](http://www.ollies.com).

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SOURCE Ollie's Bargain Outlet Holdings, Inc.

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