

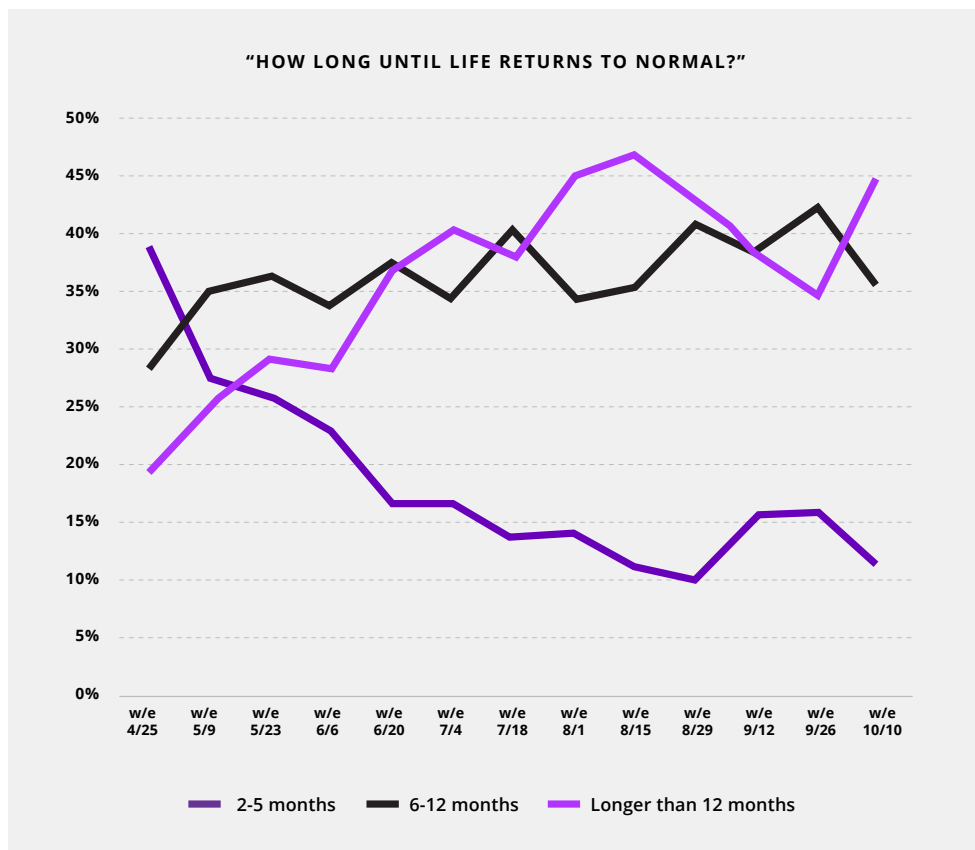
CONSUMER PERCEPTION ON RETURNING TO NORMAL AND ITS IMPACT ON THE UPCOMING HOLIDAYS

3451°

EVER-EVOLVING CONSUMER PERCEPTION OF WHEN LIFE WILL RETURN TO NORMAL POINTS TO AT LEAST 6 MONTHS



In late-September, for the first time since mid-July, more people thought life would return to normal in 6-12 months instead of longer than 12 months. By early October, however, consumer perception shifted, and currently more people think that it will be over a year until life returns to normal.



THE MAJORITY OF CONSUMERS (81%) ANTICIPATE STAYING IN THE NEW NORMAL FOR AT LEAST THE NEXT 6 MONTHS.

CPGS NEED TO LEAN IN NOW AND SEIZE THE OPPORTUNITY TO LEARN FROM RECENT SHOPPER BEHAVIOR TO INFORM STRATEGIES THAT WILL BEST MEET SHOPPER NEEDS MOVING FORWARD, FOR AS LONG WE STAY IN THE NEW NORMAL.

WE EXPECT SHIFTS IN BEHAVIOR EXHIBITED DURING THANKSGIVING CELEBRATIONS, DRIVEN BY COVID-19, TO CONTINUE THROUGHOUT REMAINING 2020 HOLIDAYS AND EARLY 2021 HOLIDAYS



WE KNOW THAT FOR THANKSGIVING, SHOPPERS ARE PLANNING TO:

CELEBRATE WITH FEWER PEOPLE



Over half of shoppers report they will be celebrating with fewer people this year.



43% plan to celebrate in-home with only those in their immediate household.

Many people celebrating in-home will be new hosts, presenting an opportunity to offer advice and help as these customers look to uphold traditions and provide comfort through food. Last year food retailers focused on educating customers how to pair wine and food to encourage adult beverage sales. With many people celebrating in-home, continuing to showcase wine and food pairing opportunities or mixed drinks to complement Thanksgiving meals, could resonate well with customers.

DEVOTE SIMILAR TIME TO CELEBRATION PREPARATION



68% plan to spend around the same time shopping for food as last year.



64% plan to spend the same amount of time cooking as in previous years.

With so much change and unpredictability over the past months, it has been hard for people to have a sense of preparedness and security. This year, shopping is expected to occur earlier and rely on digital modalities. There is opportunity to make shoppers feel ready and relaxed for their celebrations by ensuring products are available both in-store and across digital modalities, while equipping customers with shopping lists and recipes to make shopping and cooking a breeze.

SPEND THE SAME OR LESS THIS YEAR VS. LAST YEAR



Most customers plan to spend the same or less amount of money on Thanksgiving celebrations this year compared to last year.

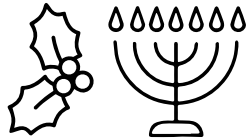


47% of customers say they plan on spending less, 47% plan to spend the same, while only 6% report planning on spending more.

Last year, during the 14 days leading up to and including Thanksgiving, average spend per household was \$128.42 with spend per household exhibiting a direct relationship with household income segmentations. It will be important to ensure great value for customers so that they can get the most out of their Thanksgiving baskets. Last year we saw that customers were willing to expand their basket in non-food sales such as bakeware and cookware. With in-home celebrations trending this year, there is opportunity to ensure that these hosts have all the right tools to successfully make their Thanksgiving meal. Additionally, last year we saw retailers emphasizing other non-food items such as paper housewares, food storage, and household cleaners to simplify holiday cleanup for customers. With an increased emphasis on maintaining a clean home environment this year given COVID-19 concerns, these categories could be opportunities for customers to expand spend while shopping for Thanksgiving celebrations.

Shopper behavioral data sourced from 84.51° Stratum.

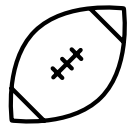
THANKSGIVING CELEBRATION
BEHAVIOR WILL SERVE AS AN
INDICATOR OF BEHAVIOR WE ARE
LIKELY TO SEE FOR WINTER HOLIDAYS,
NEW YEAR'S EVE, SUPER BOWL,
AND VALENTINE'S DAY CELEBRATIONS



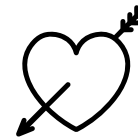
Last year around the winter holidays, gift card promotions were emphasized across many retailers. With many people planning on celebrating Thanksgiving only with immediate family, if this trend carries over into Christmas, Hanukkah, and Kwanzaa, **gifts that are easy to send to friends and family members, located elsewhere, could be of interest.**



While celebrations may remain smaller and at home, given the overall negative sentiment around the year 2020, there is opportunity to **ensure customers have what they need to ring in a New Year at home in a big way, with a small group!**



While fewer shoppers plan to participate in Gameday this year, of those that plan to celebrate Sunday Gamedays, the majority (69%) plan to spend the same amount as last year. **For the Super Bowl last year, e-commerce had a major influence on retailers' performance, prompting deals and messaging around same-day delivery.** This past year, as consumer familiarity with digital modalities such as Pickup and Delivery increased, this trend could be expected to continue and amplify.



As customer comfort level with dining at restaurants varies, Valentine's Day celebrations may shift towards couples having a romantic meal at home. There is opportunity to **focus on high-quality recipes so a restaurant like experience can be recreated in-home.**