

## Consumer Digest

Welcome to your January Consumer Digest, where we highlight some recent customer trends and unpack the continued Covid impacts. We encourage you to treat this as you do your morning news: read it over coffee, discuss it with your teams, use it as a reference in your current work. Feel free to reach out to your 84.51° contact with questions or thoughts!

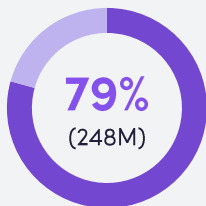
### Included this month:

- How is the uptick in COVID cases affecting the **shopping experience (shoppers)**?
- Are chips, dips and sips still the reigning champs at **Super Bowl** parties?
- Love is in the air! Who is your **Valentine** – spouse, kids, pets?
- Are consumers willing to pay a premium price for **sustainability**?
- **Brand Switching** – what drives this?

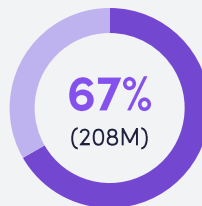
### COVID Update based on People 5+<sup>1</sup>

As of January 12th, the 7-day moving average of daily new cases was 762K, up 37% from the prior week.

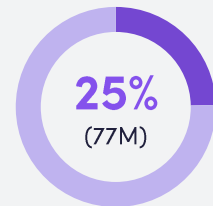
% of U.S. population with at least one vaccine dose



% of U.S. population that is fully vaccinated



% of U.S. population with a booster dose

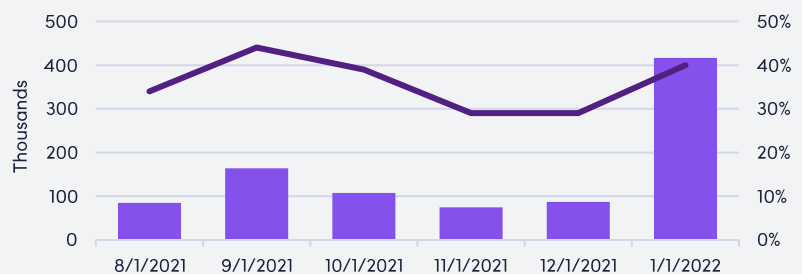


SOURCE: CDC, "COVID Data Tracker"

### COVID concern increasing among shoppers as cases continue to rise with omicron.

- 40% of shoppers claim they are extremely concerned about COVID this month, up 11 percentage points from December.
- This ~40% level is similar to what we saw during the back-to-school period and during the summer of 2020.

How does shopper concern align with COVID case counts?



SOURCE: CDC, "COVID Data Tracker"; 84.51° Real Time Insights Survey

7 Day Moving Avg Cases as of 1st of the month  
% of HHs Extremely Concerned (Top 2 Box %)

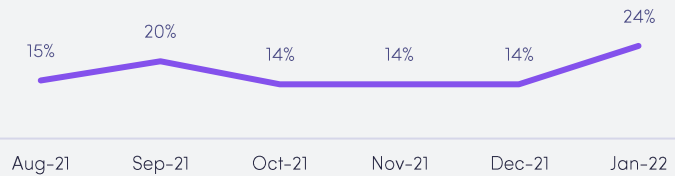


SOURCES: 1) CDC, "COVID Data Tracker"; 2) 84.51° Real Time Insights Survey, January 2022; 3) 84.51° Real Time Insights Survey, December 2021

## COVID Concern Continued<sup>1</sup>

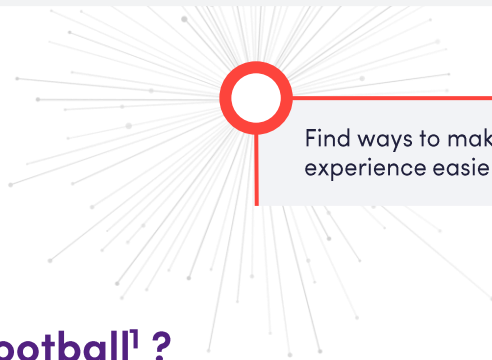
- 19% of consumers are extremely uncomfortable making plans, up from 11% in December.
- Top reasons consumers are uncomfortable –
  - 77% say level of COVID cases
  - 60% say lack of vaccinated individuals
  - 56% will not be comfortable until COVID is gone/ mostly gone
- Top reasons consumers are comfortable –
  - 51% – I wear a mask when necessary
  - 48% – I'm over it and want to get back to normal
  - 47% – My family and friends are vaccinated

### % of Shoppers who enjoy grocery shopping **less** than the month before



SOURCE: 84.51° Real Time Insights Survey, January 2022

84.51°

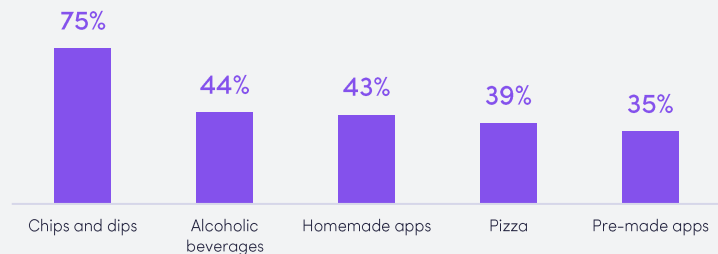


Find ways to make the shopping experience easier in stressful times.

## Are you ready for some football<sup>1</sup> ?

- 67% of consumers plan to watch the Super Bowl this year – with 40% gathering with the same amount of people as last year.
- Over half of shoppers will be watching in their home with friends and family, while only 3% will be venturing to a bar or restaurant.
- The top Super Bowl food items this year are chips and dips, alcoholic beverages, homemade appetizers, pizza and pre-made appetizers.

### Super Bowl Food



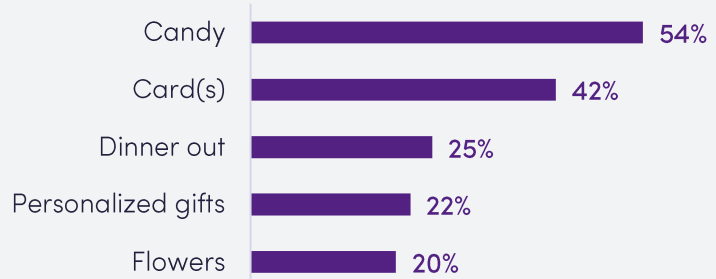
SOURCE: 84.51° Real Time Insights Survey, January 2022

84.51°

## Cupid is Coming!<sup>1</sup>

- 75% of consumers plan to celebrate Valentine's Day this year.
- Besides buying for a spouse (39%)/significant other (17%), shoppers will be showering their children (33%), other relatives (11%) and pets (8%) with gifts this year.
- The top items that we are shopping for are candy, cards, dinner, personalized gifts and flowers.
- A whopping 71% of consumers are planning to purchase their flowers at a grocery store, while only 8% will be doing so through an online channel.

### Valentine's Day Gifts



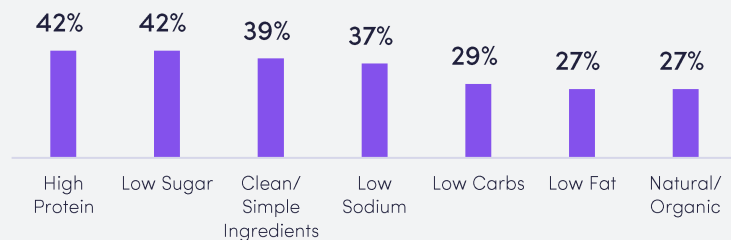
SOURCE: 84.51° Real Time Insights Survey, January 2022

84.51°

## New Year's Focus – Physical, Financial and Mental Health

- Almost 60% of consumers cite healthier eating or exercising as goals for the New Year. This same percentage of shoppers also want to save more money/spend less.
- Almost 40% of consumers are planning on focusing on their mental health this year.
- In Summer 2021, Clean/Simple Ingredients were the most important health attribute. High protein and low sugar now are top in importance for the healthy food trends consumers are seeking.

### How important are the following healthy food trends to you? (Top 2 Box)



SOURCE: 84.51° Real Time Insights Survey, January 2022

84.51°

## Sustainability

- 27% of consumers say that they care very much about sustainability when it comes to shopping
- Only 9% of consumers claim that they recognize they will pay a premium price for sustainable features, so while sustainability may be important, consumers want to find cost effective ways to be sustainable.

### How important are the following attributes when grocery shopping?



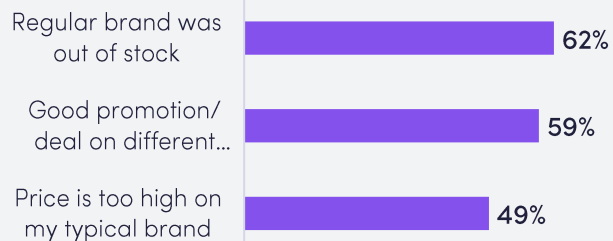
SOURCE: 84.51° Real Time Insights Survey, January 2022

84.51°

## Brand Switching – Price or Supply?

- Only 8% of consumers say they would not purchase another brand/item if their favorite wasn't available.
- This month 52% of consumers claim they will purchase a similar product if their item is out of stock, up from 45% last month

### What causes you to choose a different brand than you typically buy?



SOURCE: 84.51° Real Time Insights Survey, January 2022

84.51°

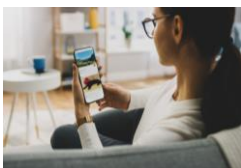
## Making Customers' Lives Easier



Consumers want sustainability in ways that don't break the bank. **Provide recipe and shopping list ideas that help limit food waste and can stretch for multiple meals.**



Help shoppers be prepared for their Super Bowl celebrations and Valentine's Day by **providing one-stop shopping displays and promotions.**



As COVID concern and shopping burnout increase, shoppers turn to e-commerce. **Make it easy and seamless for hybrid shoppers with consistent offers and promotions.**



Meet consumers where they are in what health means to them, with **packaging and messaging that clearly communicates the ingredients and benefits of your product to drive adoption.**

## Custom or Out-of-the Box? Learn more.

84.51° Insights leverages first-party customer transaction data from nearly 60M households to provide shopper science, analytics and strategy, giving you unparalleled business knowledge and customer intelligence. Our insights and research solutions will help you better understand the shopper's path to purchase and empower you to build and execute comprehensive and personalized customer-centric strategies.



### HEALTHY EATING & SUSTAINABILITY

Understand which features of healthy eating or sustainability are most important for your category using the **Feature Optimization Suite**.

Utilize an **Adjacency Analysis** to understand if your category POG should be based on health and sustainability attributes.

**Clickstream Insights** can be used to understand if consumers are shopping for your category or products using healthy and sustainable keywords.



### BRAND SWITCHING

Understand consumer loyalty to your products vs. competition using **84.51° Stratum**.

Understand why households are coming to or leaving your brand using **Real Time Insights**.

Use **Transferability of Demand** to predict potential impact of delete scenarios or understand incrementality of existing items.

Gain an in-depth understanding of migration trends for your brand or category with a **Migration Analysis**.

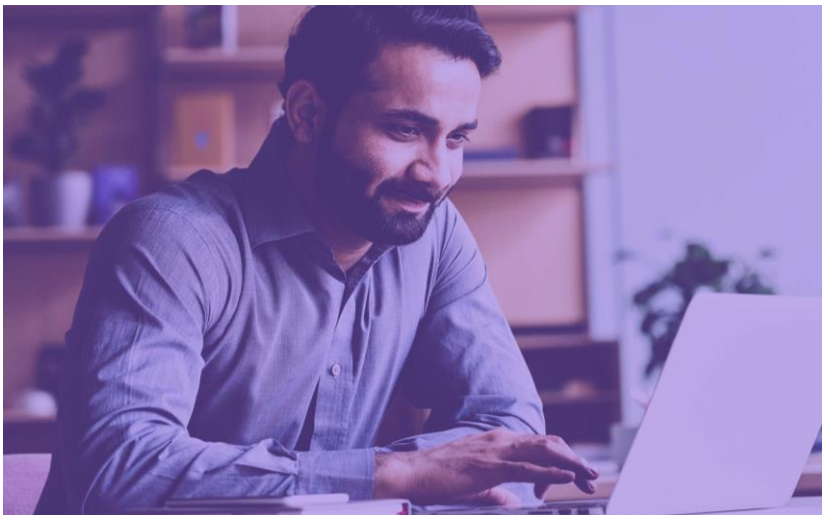


### HOLIDAYS AND EVENTS

Analyze holiday and event performance via reporting and Custom Segmentations in **84.51° Stratum** using the **Holiday & Events** time hierarchy.

Determine the impact of past and current campaigns by learning what resonates most with customers through **Recall & Perceptions**.

Have a specific question that isn't answered by one of our standard solutions? **84.51° Custom Insights** can build a custom analysis to answer your unique business questions.



Reach out to your **84.51°** partner or [Insights@8451.com](mailto:Insights@8451.com) to see how we can help.