

Welcome to your May Consumer Digest, where we highlight some recent customer trends and unpack the continuing impact of Covid. 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:

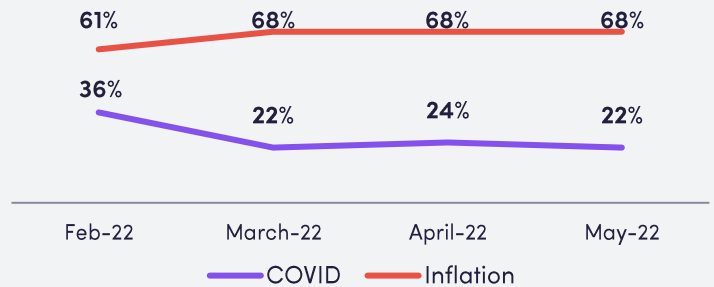
- **COVID or Inflation** – what’s more concerning for shoppers?
- **Grocery store price increases** – how shoppers are adjusting their behavior
- **Sweet or Salty** – what’s being consumed, where and why
- When it comes to **on the go**, what snack ranks #1?
- **Summer vacations** – where consumers plan to get their “away from home” meals

Competing for Shopper Concern – COVID vs. Inflation

Shopper concern around Inflation this year has been 2-3x that of their current concern about COVID

- Shoppers in the 45-54 Age Range show the most concern with Inflation, with 78% of that group being extremely concerned.
- This group also shows the most concern about COVID at 31% extremely concerned.
- In comparison, 59% of Shoppers under the age of 34 cite being Extremely Concerned about Inflation versus 13% of those Shoppers being extremely concerned about COVID.
- Almost 50% of Shoppers claim they are at least somewhat uncomfortable with their finances, which mirrors sentiment seen during the winter Holiday season.

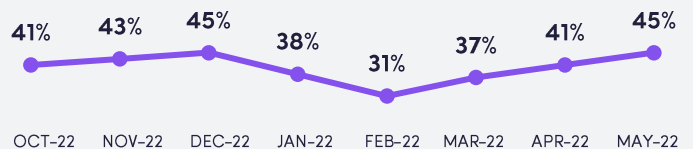
How does shopper concern differ between COVID and Inflation? % of Households Extremely Concerned



SOURCE: 84.51° Real Time Insights Survey



% of consumers feeling uncomfortable with their finances



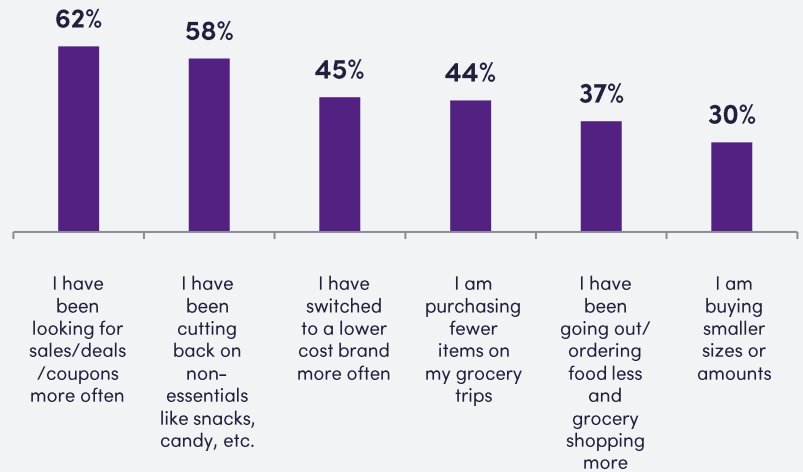
SOURCE: 84.51° Real Time Insights Surveys October 2021 – May 2022



Rising Prices And Inflation – How It’s Impacting Consumers

- Consumers are looking for ways to cut back more often now to combat rising prices, especially by looking for coupons/deals and cutting back on “non-essentials”
- This is especially true for lower income families – 67% of households making less than \$50K per year are looking for these deals, compared to only 58% of households making over \$100K
- So far this year, shoppers who are more value conscious are trending behind overall shoppers in trips per household and dollars per trip in snacking categories like chips, crackers and cookies.²
- 40% of shoppers say that when choosing a store, finding one with “extra perks” designed for them to save money at least somewhat describes their behavior.

How have households adjusted their behavior due to grocery store price increases?



SOURCE: 84.51° Real Time Insights Survey, May 2022

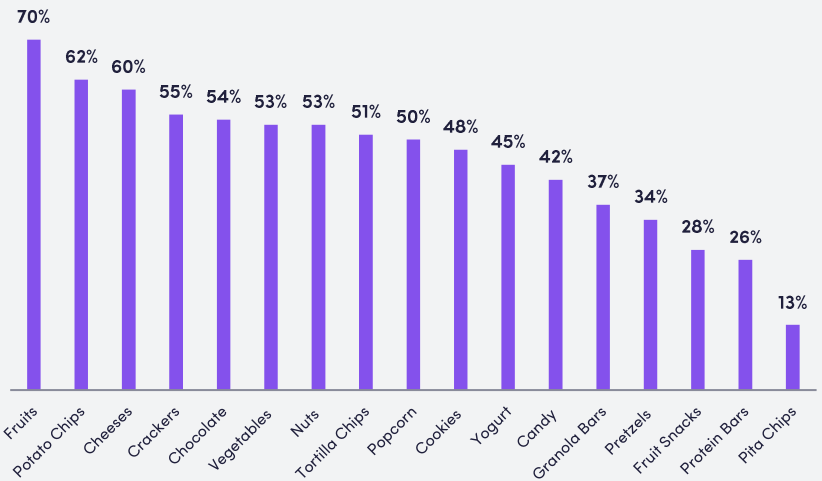


What Consumers Are Snacking On



- Consumers reach for a variety of items to snack on – healthy snacks (e.g., natural & organic, simple ingredients, low sugar, etc.) are very to extremely important to ~28% of consumers

Types of snacks consumers are regularly consuming



SOURCE: 84.51° Real Time Insights Survey, May 2022



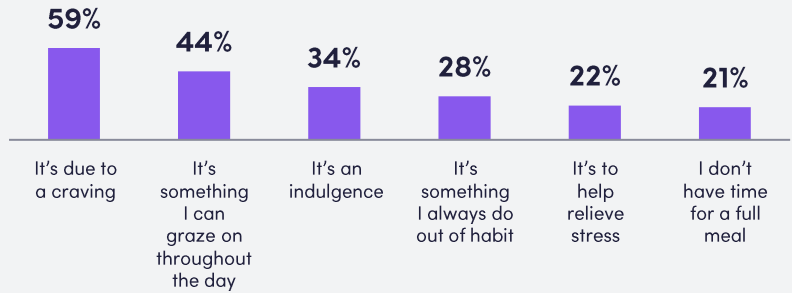
SOURCES: 1) 84.51° Real-Time Insights Survey, May 2022, 2) 84.51° Stratum 2022 Calendar YTD through May 7th, 2022

The Why Behind Snacking

There are many occasions that consumers are snacking. Most often, it's at home.

- Among the top snacks being consumed at home are vegetables (98%) and fruit (96%). 95% of the time, households consume cookies, chocolate, and cheeses at home.
- Typically, "on the go" ranks #2 for location of snack consumption. Protein bars are highest of the snack types eaten this way with 70% on the go.
- Snacks that are being consumed most often "in between meals" include nuts (62%), potato chips (57%), fruit snacks (56%) and crackers (53%).
- Consumers are buying their snacks at the grocery store (89%), mass retailers (68%), club stores (32%), and online (Amazon, Walmart.com, Target.com, etc.) (21%).

What's driving consumers to snack?



SOURCE: 84.51° Real Time Insights Survey, May 2022

84.51°

What's important to consumers when it comes to snacks?

1. Taste & Flavor (74%)
2. Fulfills a craving (63%)
3. Convenience (e.g., on the go, quick to consume, etc.) (51%)
4. Curbs my appetite (46%)
5. Boosts my energy (28%)
6. High protein (26%)
7. Low sugar (23%)
8. Single serve size (21%)
9. Package type (e.g., re-sealable, box, bag, etc.) (20%)
10. Low carb (16%)

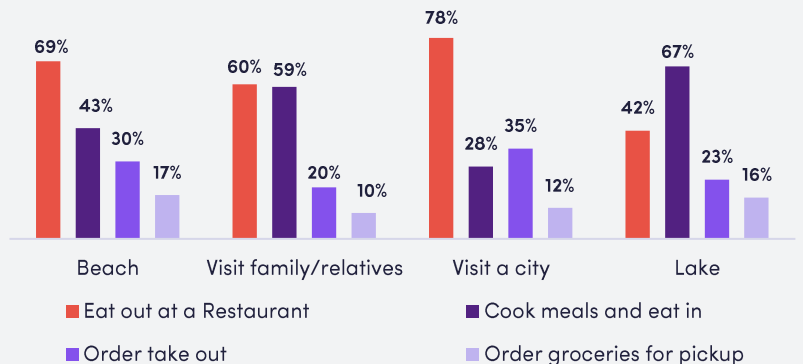
SOURCE: 84.51° Real Time Insights Survey, May 2022

84.51°

R&R This Summer – It's On!

- While 23% of consumers are planning to not travel this summer, 35% plan to take a trip to the beach, 34% are planning to visit family/relatives, 28% are planning to visit a city, and 26% are planning to visit a lake.
- Many are planning to spark up the grill this summer. 72% plan to grill hamburgers/cheeseburgers, 68% plan to grill chicken, 62% plan to grill hotdogs, and 43% plan to grill vegetables (e.g., mushrooms, peppers, eggplant, etc.).

How consumers plan to consume meals on their trips



SOURCE: 84.51° Real Time Insights Survey, May 2022

84.51°

Making Customers' Lives Easier



Shoppers are looking for deals to offset an increase in prices. Support your loyal customers through coupons, promotions, or value packs.



Different snacks satisfy shoppers' needs at different times of day and in different locations. Create promotions that help shoppers find the snacks that meet their needs throughout the day.



Fulfilling a craving with something that tastes good is what shoppers are looking for most when snacking. Help consumers satisfy their cravings with copy that delights their senses.



Even when going on vacation, shoppers are still looking to cook and need groceries. Promote vacation eating and cooking essentials with special offers or partnerships with other suppliers.

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.



CHANGING HABITS

Learn about the impact of inflation, price, advertising, and depth of discounts from a customer perspective. Dig into migration and switching behavior and identify opportunity areas through pack size adjustments, household segments engaged, and consumption trends with the **Inflation Learning Plan**.



ECOMM DRIVING VALUE

Prioritize areas of your portfolio for e-commerce strategies in a proactive way with **Ecommerce Incrementality Measurement**. Receive statistically significant results to calculate ROI and gain confidence in your strategies.

Clickstream Insights can be used to understand how digital baskets are built to better target the online shopper.



PULSE ON THE SHOPPER

Understand how different household groups are changing behavior over time and by category/brand/item through **84.51° Stratum**.

Track household behavior and forecast trends through an encrypted but persistent household ID through **84.51° Collaborative Cloud**.



Connect with us

Have a specific question that isn't answered by one of our standard solutions? Reach out to your 84.51° partner or Insights@8451.com to see how we can help.