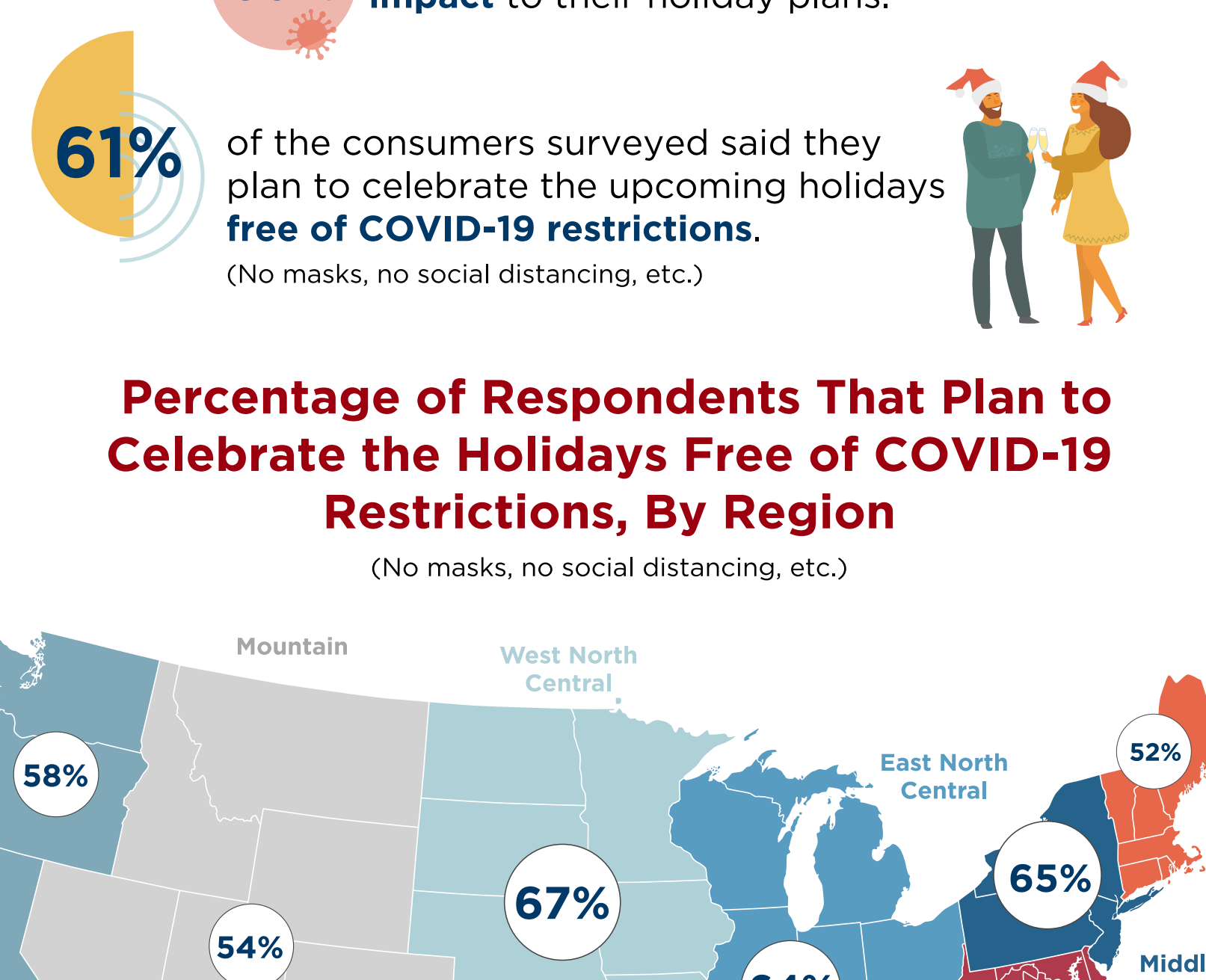


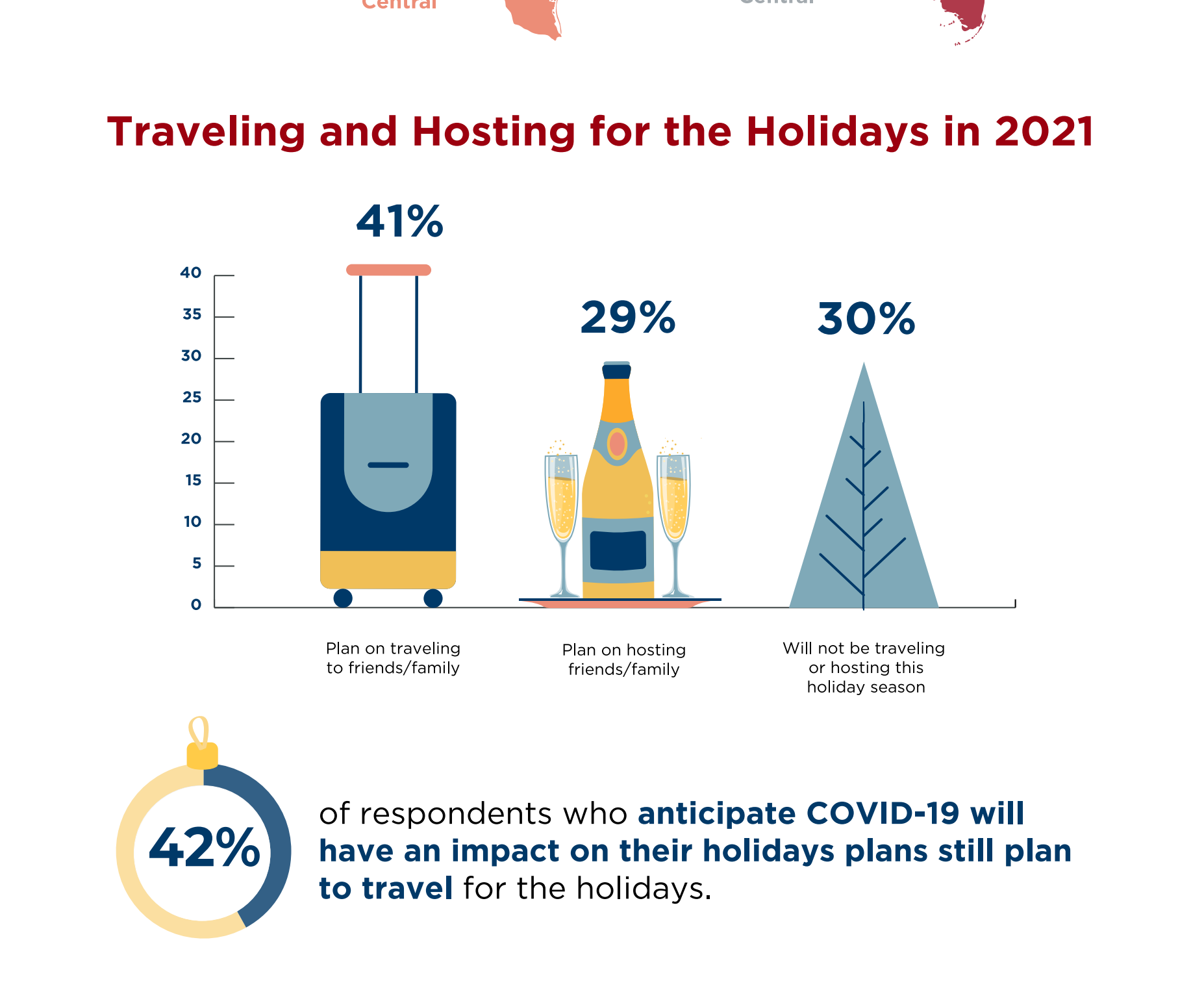
The 2021-22 CONSUMER HOLIDAY REPORT

The Impact of COVID-19 on Holiday Celebrations



Percentage of Respondents That Plan to Celebrate the Holidays Free of COVID-19 Restrictions, By Region

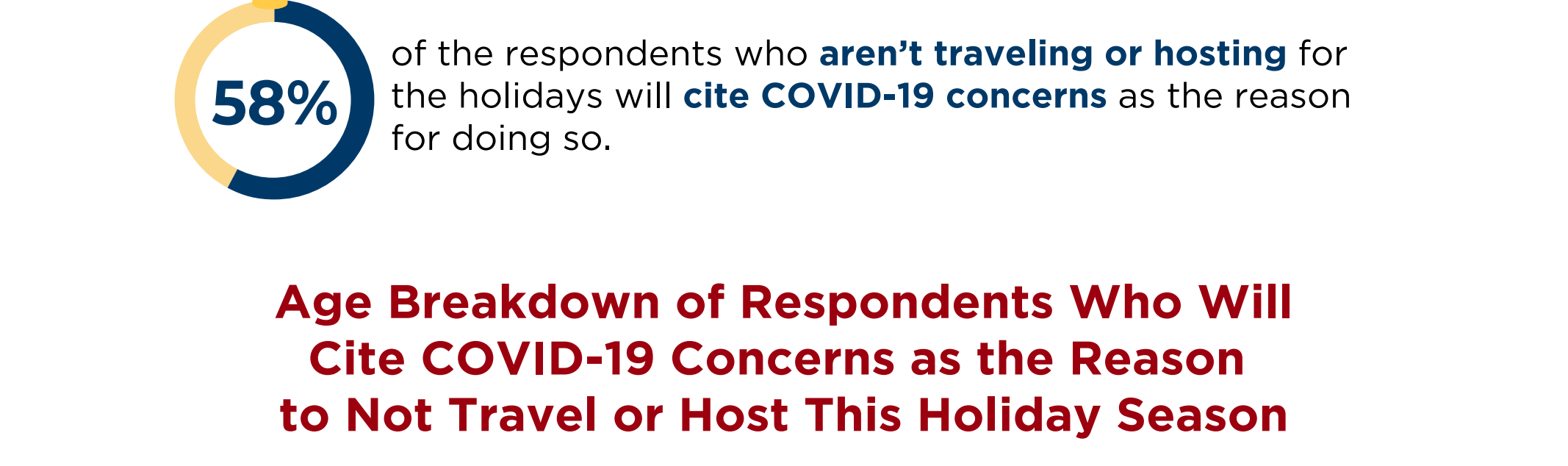
(No masks, no social distancing, etc.)



Traveling and Hosting for the Holidays in 2021



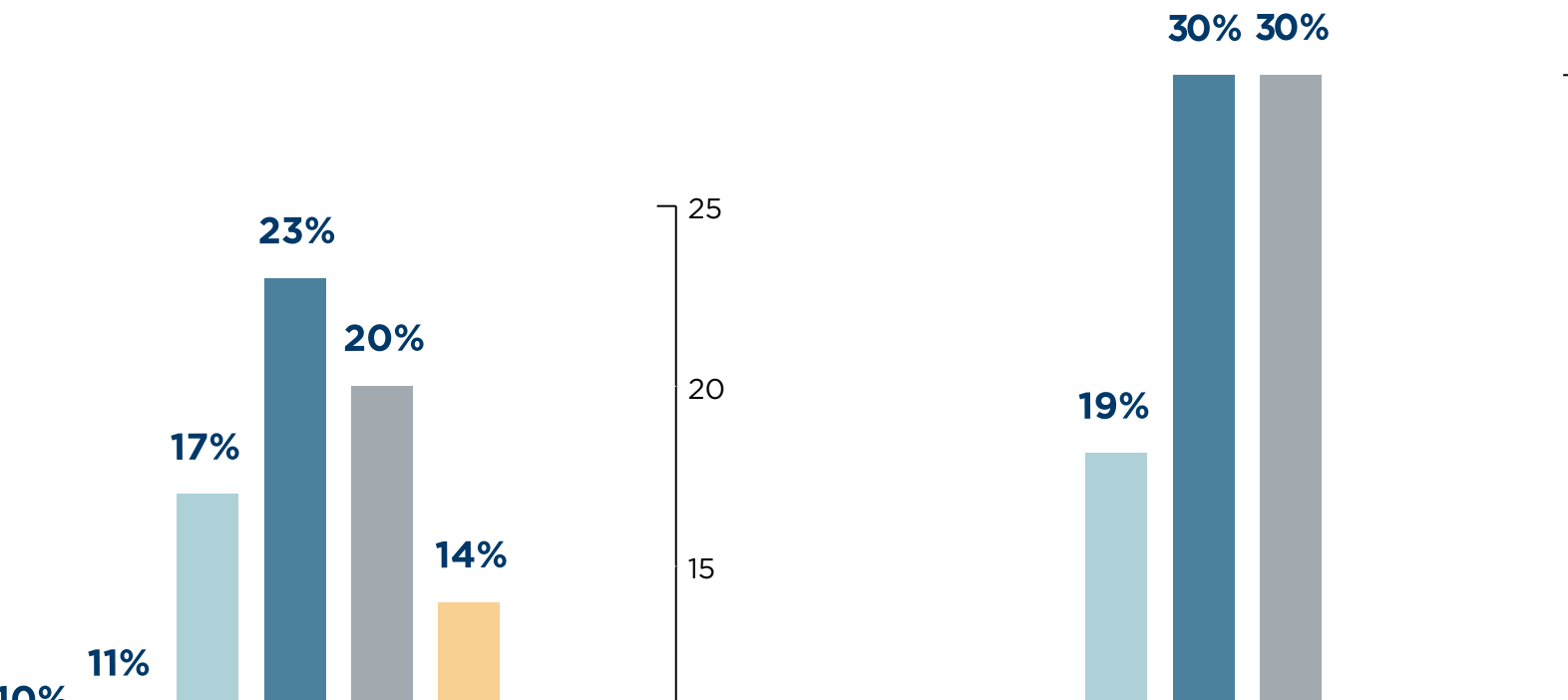
42% of respondents who anticipate **COVID-19 will have an impact on their holiday plans still plan to travel** for the holidays.



No Plans to Travel or Host for the Holidays



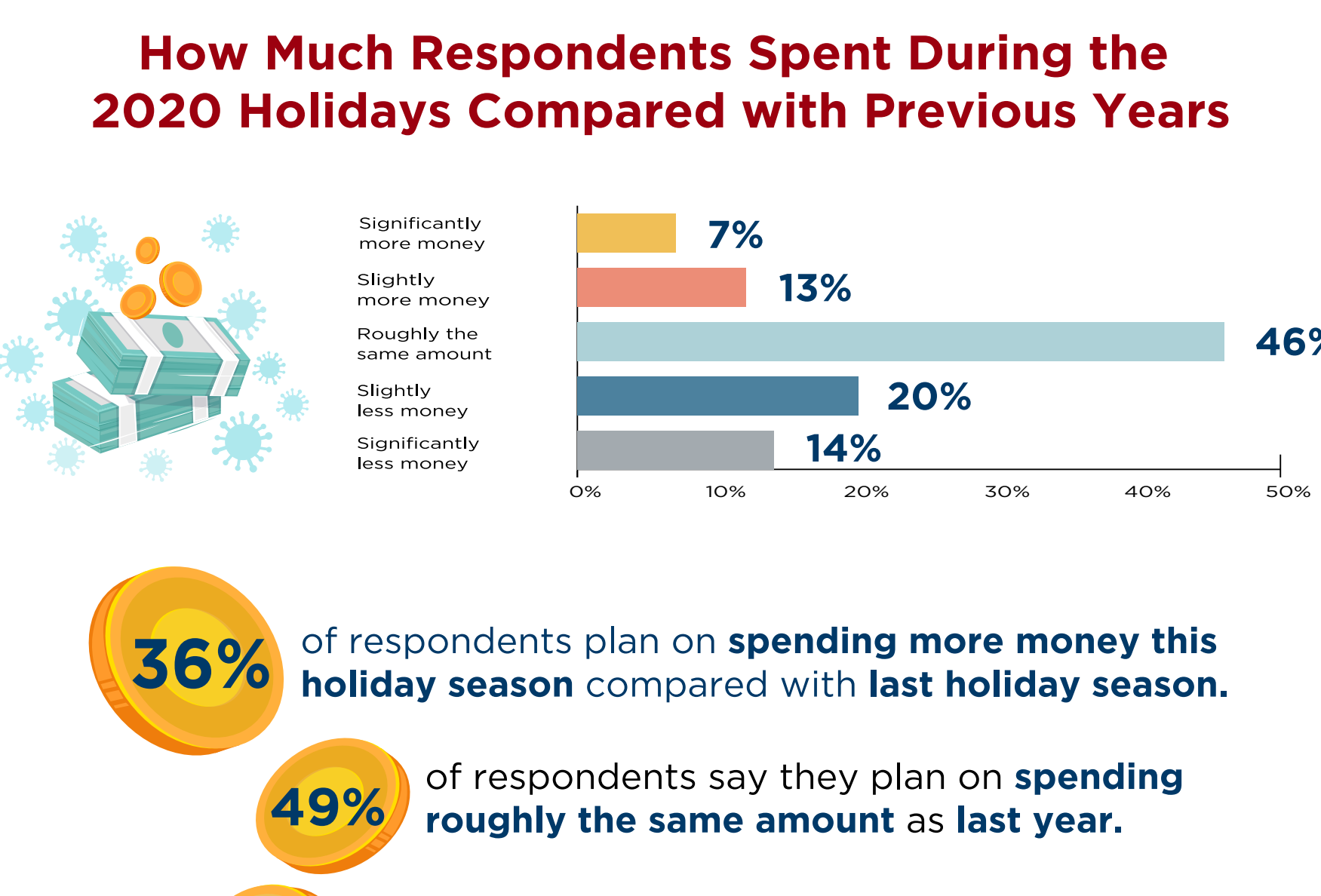
Age Breakdown of Respondents Who Will Cite COVID-19 Concerns as the Reason to Not Travel or Host This Holiday Season



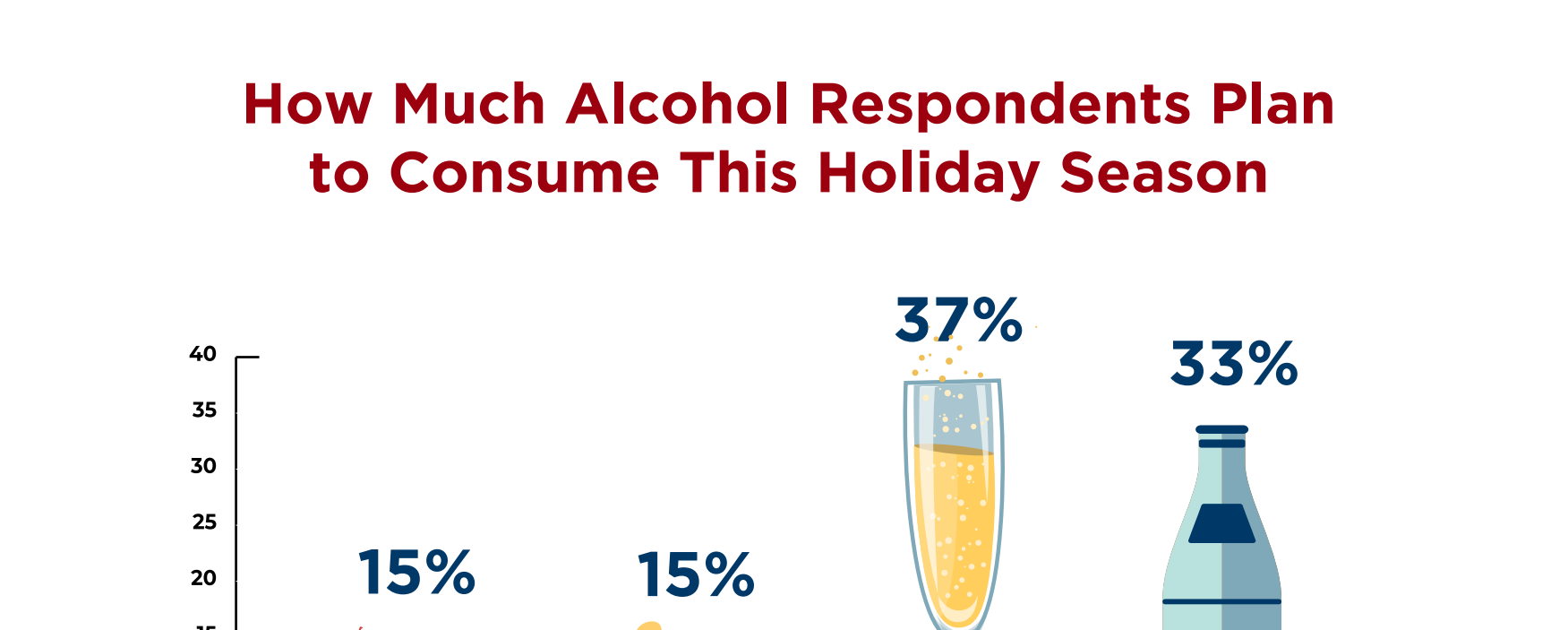
Holiday Spending Comparisons

How Much Money Respondents Plan on Spending for the Holidays on Food/Beverages

When Traveling **When Hosting**



How Much Respondents Spent During the 2020 Holidays Compared with Previous Years



36% of respondents plan on **spending more money this holiday season** compared with **last holiday season**.

49% of respondents say they plan on **spending roughly the same amount** as last year.

15% of respondents are planning on **spending less this holiday season** compared with **last holiday season**.

Alcohol Consumption During the Holidays

How Much Alcohol Respondents Plan to Consume This Holiday Season



37% of respondents plan to **consume as much, or more, alcohol** this holiday season than any other holiday in 2021.

Age Breakdown of Respondents Who Plan to Consume As Much, or More, Alcohol This Holiday Season Compared with Any Other Holiday in 2021



Actual 2020 vs. 2019 Holiday Season Alcohol Sales

(For the six weeks ending Saturday 1/2/21 versus the six weeks ending Saturday 1/4/20)



Source: Catalina Sales Data - Dollars Change YoY

Brands featured above represent the brands with the largest dollars change within each category

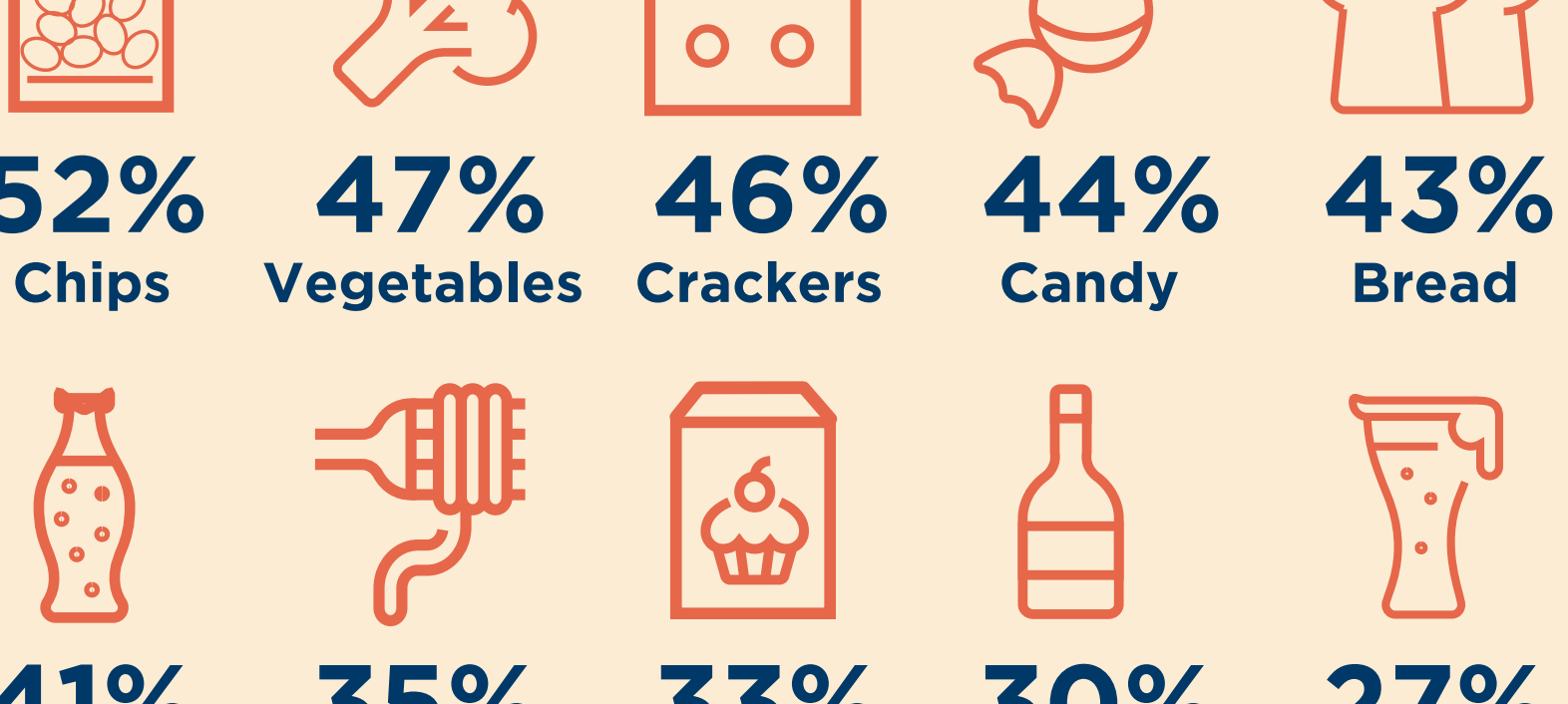
Snack Food Consumption During the Holidays

How Much Snack Foods Respondents Plan to Consume This Holiday Season



59% of respondents plan to **consume as much, or more, snack foods** this holiday season than any other holiday in 2021.

Age Breakdown of Respondents Who Plan to Consume As Much, or More, Snack Foods This Holiday Season Compared with Any Other Holiday in 2021



The Foods/Beverages Respondents Plan on Purchasing More of This Holiday Season Than in the 2020 Holiday Season



Actual 2020 vs. 2019 Holiday Season Snack Food Sales

(For the six weeks ending Saturday 1/2/21 versus the six weeks ending Saturday 1/4/20)



Source: Catalina Sales Data - Dollars Change YoY

Featured above are the top-share brands in each category that have experienced the largest dollar changes.