



Meal Planning

WHEN URGENCY HITS, DISCOVERABILITY DRIVES MEAL DECISIONS

When time is tight, shoppers look for last-minute meal ideas online where they are...

31%
 already shopping for ingredients



31%
 on recipe pages

Another **30%**



start with search, reinforcing the importance of discoverability at moments of urgency.

RECIPES ARE A DISCOVERY ENGINE FOR BRAND SWITCHING



66%
 of households are open to trying a new ingredient or brand through recipes.



MEAL PLANNING IS BECOMING MORE DYNAMIC, NOT ROUTINE

PLANNING HAPPENS CLOSER TO THE MOMENT OF PURCHASE

RECIPE CHOICE IS INCREASINGLY ABOUT SPEED, SIMPLICITY, AND MINIMIZING WASTE

59%
 of households plan meals weekly...

...but a meaningful **39%** now plan daily

signaling a shift from routine planning to real-time decision-making.



Nearly **one-third of shoppers** use meal-planning tools while actively shopping, blurring the line between planning and execution.
(Retailer App/Website, Written Lists, Store Weekly Ads)

Top Factors in Recipe Selection



59%
 Prep & cook time/difficulty



49%
 Ingredients already on hand



42%
 Budget or price per serving

Brand Activation Strategies – Meal Planning

1 Intercept the “Right Now” Meal Decision

Meal planning is happening in real time, with shoppers solving for one more meal while actively shopping.

ROLE FOR BRANDS: BE THE FASTEST, LOWEST-FRICTION DINNER SOLUTION WHEN URGENCY HITS.

Recommended Activations:

- **Product Listing Ads (PLAs):** Basket Builder + Search & Browse placements to capture last-minute, high-intent cart-build moments
- **Targeted Onsite Ads (TOAs):** Home, Shop & Discover, Search & Savings placements acting as a digital endcap when shoppers are browsing for solutions, not brands.
- **Offsite Display & Online Video:** Time-of-day optimized display and video using Kroger 1P audiences to create late-day urgency before shoppers enter Kroger.com or the app
- **Pinterest Collection Ads:** Pinterest is a discovery driven platform where users actively seek ideas, recipes, and products. Collection ads are a premium shoppable ad format creating a seamless path from discovery to purchase.



2 Use Recipes to Drive Brand Switching

Recipes act as discovery engines – 66% of shoppers are open to trying new brands through them.

ROLE FOR BRANDS: TURN RECIPES INTO LOW-RISK BRAND TRIAL MOMENTS.

Recommended Activations:

- **Product Listing Ads (PLAs):** Search & Browse placement tied to meal-based and “easy dinner” queries to intercept discovery at the point of intent.
- **Offsite Display & Online Video:** Recipe-led creative driving traffic back to Campaign Pages or curated product lists to encourage brand switching
- **Pinterest Ads:** Pinterest captures shoppers during meal planning—when brand switching decisions are actively being made.



3 Solve Speed, Budget, and Waste in One Moment

Recipe choices are driven by prep time, ingredients already on hand, and price per serving.

ROLE FOR BRANDS: POSITION AS THE EFFICIENT, FLEXIBLE OPTION THAT MAKES MEAL DECISIONS EASIER.

Recommended Activations:

- **Product Listing Ads (PLAs):** Highlight value, multi-use, and repeat-purchase cues directly in high-intent placements like Basket Builder and Search & Browse.
- **Targeted Onsite Ads (TOAs):** Use promotional messaging and price-per-serving callouts on Savings and Shop & Discover placements to reinforce efficiency and affordability.

