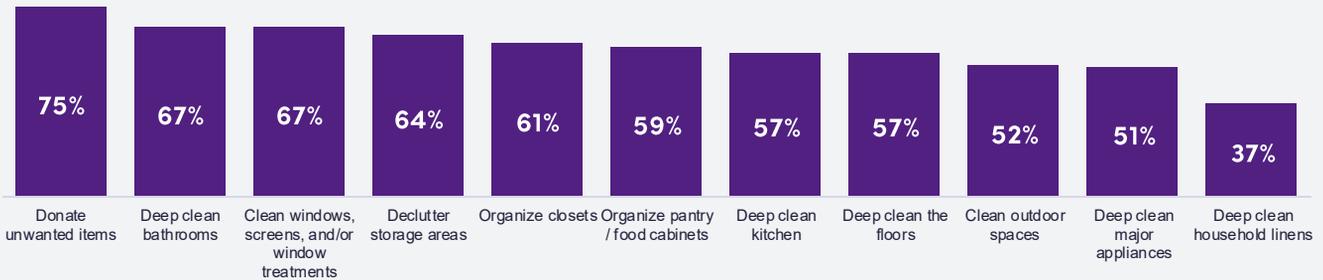


Consumer Digest

Issue 2: 2026

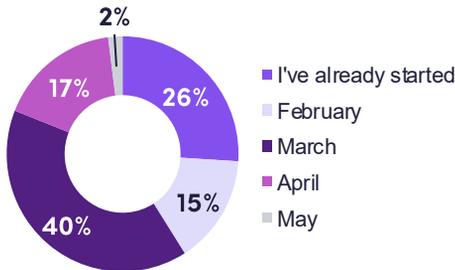
Welcome to this edition of the Consumer Digest, our periodic newsletter where we provide relevant, informative, and actionable insights around consumer trends. Spring is here, and households are in reset mode – refreshing routines at home, making small upgrades for everyday wellbeing, and gearing up for seasonal moments. This digest breaks down what’s driving shopper behavior and where the key opportunities are in the weeks ahead.

Spring cleaning is nearly universal this year – most households plan to tackle at least one refresh task.



Q: Which of the following spring-cleaning activities do you plan to do this year? (n=400)

When does the cleaning begin?




All-purpose cleaner spring sales **peak in February**, even if cleaning starts in March



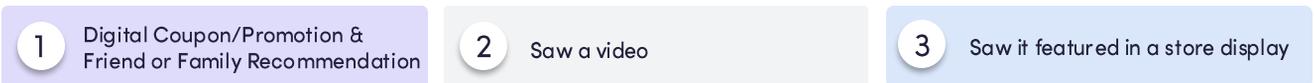
[CHART] Q: When do you plan to start your spring cleaning? Households who plan to engage in spring cleaning activities (n=391) [CALLOUT] 84.51° Stratum 2025.

Spring cleaning motivation doesn't just come from the season changing.



Q: What typically motivates you to do spring cleaning? Households who plan to engage in spring cleaning activities (n=391)

Biggest influences on spring-cleaning product purchases:



Q: In the past 3 months, have any of the following influenced you to purchase a cleaning product? (n=400)

Spring Cleaning Shopping List:

Spring cleaning spans many tasks, and **9 in 10 households are purchasing new cleaning products** — showing most people are replenishing supplies instead of just using what’s already on hand.



76%

All-purpose cleaner

66% Disinfecting wipes/sprays

65% Bathroom cleaner

63% Trash bags

62% Glass/window cleaner

57% Floor cleaning products

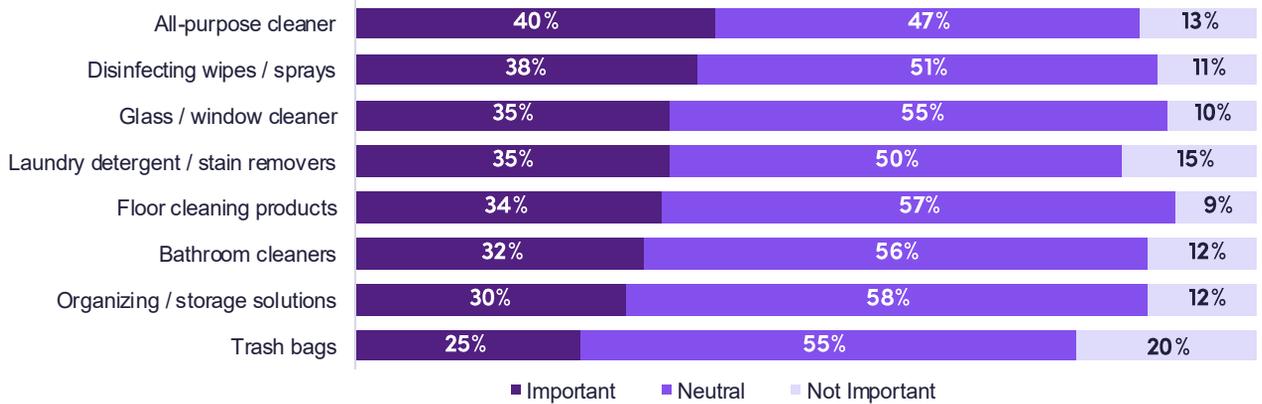
43% Laundry detergent/
stain removers

40% Organizing/storage solutions

10% I don't buy anything

Q: Which of the following supplies do you typically purchase for spring cleaning? Households who plan to engage in spring cleaning activities (n= 391)

Cleaning products that are **eco-friendly or made with natural ingredients** are a nice to have but not a must have.



Q: When purchasing the following spring-cleaning products, how important is it that they are eco-friendly or made with natural ingredients? Households than plan to purchase specific cleaning products (n= 297-156). *Based on 7-point importance scale T2B% = Important, M3B% = Neutral, & B2B% = Not Important.

Where would you consider buying spring-cleaning products?



Q: Where would you consider purchasing your cleaning products?(n= 400)

What’s your trip mission when buying cleaning products?



Q: When do you typically purchase the following cleaning products?(n=400)* Data labels < 7% have been removed from the chart.

SPRING WELLNESS

Spring isn't just for cleaning — households also use the season to refocus and renew their wellness.



Focus on my physical/mental wellness



Incorporate fresh/seasonal produce into my diet



Increase my social activities



Buy products to help with allergy season



Travel

Q: Which of the following do you typically do in spring?(n=400)

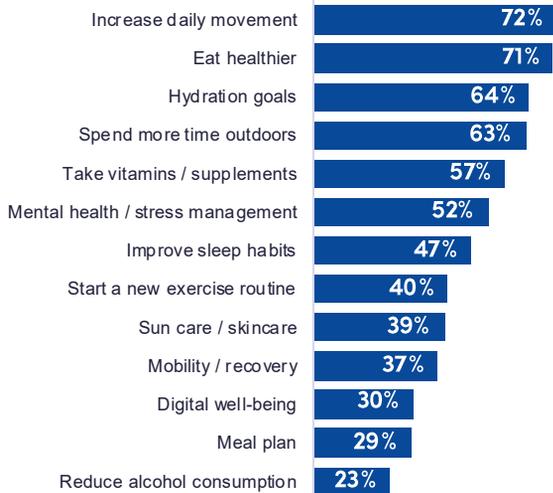


Consumers describe wellness: Wellness is a holistic state of physical, mental, and emotional health — centered on building a balanced, enjoyable, and sustainable lifestyle.

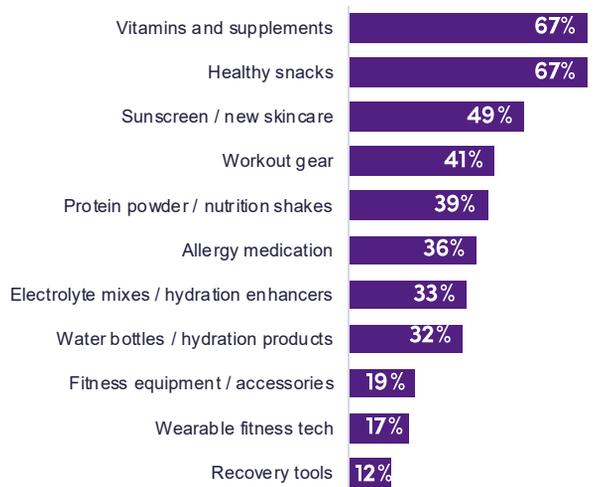
Q: In your own words, describe what 'wellness' means to you. (n=400) *Summary created with the help of an LLM.

Top spring wellness activities are centered on everyday habit upgrades & household's planned product purchases support the focus.

PLANNED SPRING WELLNESS ACTIVITIES:



PLANNED SPRING WELLNESS PURCHASES:



[RIGHT] Q: Which of the following wellness activities do you plan to focus on this spring? Households that plan to focus on physical/mental wellness this spring (n=223)

[LEFT] Q: Which of these wellness products do you plan to buy this spring? Households that plan to focus on physical/mental wellness this spring (n=223)

Shoppers are incorporating produce into their diet by buying more whole fruits and veggies — and making it stick with meal prep, seasonal recipes, and produce-for-snack swaps.



70%

buy more fruits & vegetables



45%

meal prep with fresh ingredients



43%

try new recipes using seasonal ingredients



42%

replace packaged snacks with fruits or vegetables

In spring weeks, fresh produce spend and units per household per week rise to **1.5x** the average week.



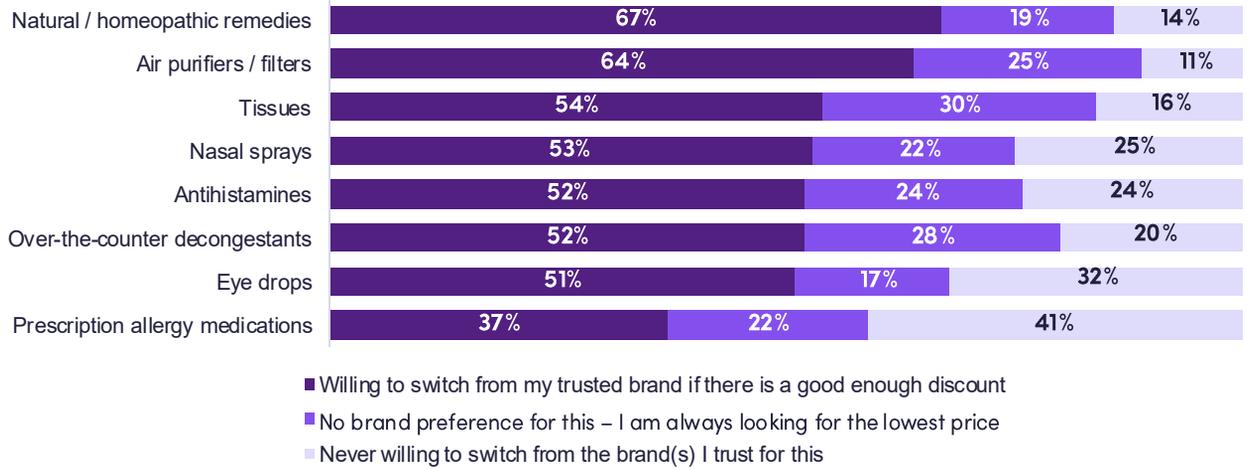
[LEFT] Q: How are you planning to incorporate more fresh produce into your diet this spring? Households who plan to incorporate fresh/seasonal produce into their diet this spring (n=198). [RIGHT] 84.51° Stratum 2025.

Top spring allergy purchases among allergy-buying households:



Q: Which of these allergy-related products do you typically purchase in the spring? Households who plan to purchase allergy products in the spring (n=169).

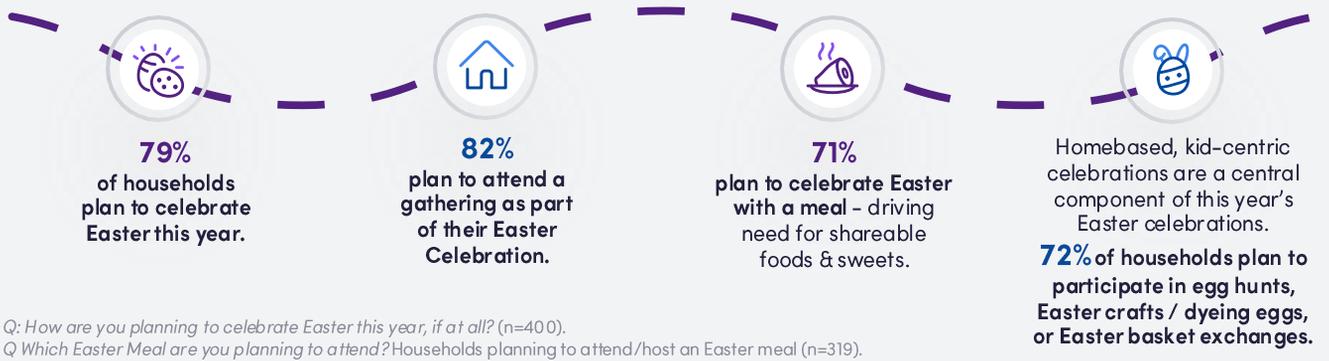
Most households will switch allergy brands for the right deal – except Rx.



Q: For each of the following spring allergy products, please select the option that best describes the brands available. Households who purchase the allergy products (n= 35- 123).

EASTER

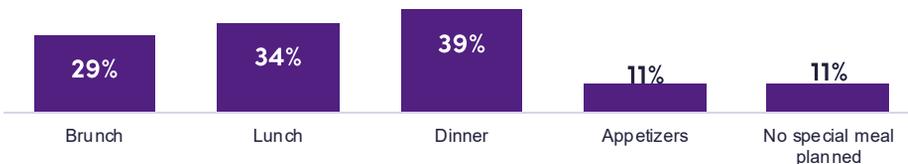
Gather, celebrate, treat: How shoppers plan to do Easter



Q: How are you planning to celebrate Easter this year, if at all? (n=400).

Q: Which Easter Meal are you planning to attend? Households planning to attend/host an Easter meal (n=319).

Which Easter meal do households plan to attend?



Ham is the go-to main dish, regardless of which Easter meal you attend.

[LEFT] Q: Which Easter Meal are you planning to attend? Households planning to attend/host an Easter meal (n=319).

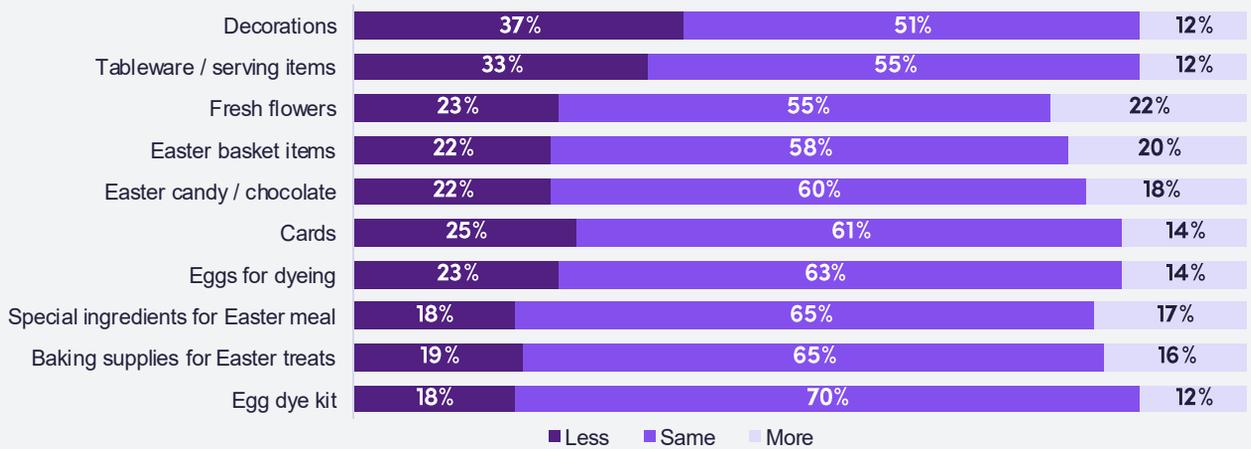
[RIGHT] Q: What do you plan to eat as your main Easter dish? Households who plan to attend an Easter Meal (n=35-156).

When do majority of households buy their Easter items?



Q: How far in advance do you typically purchase each of the following Easter-related items? (n=319). Households planning to attend/host an Easter meal (n=319).

Most are keeping Easter budgets steady this year, with plans to spend about the same on Easter categories as they did in 2025.



Q: And for each of the following items, please select how your purchases might change compared to last Easter. Households who plan to purchase the products (n=137-284)

Top-selling Easter candy in 2025 shows chocolate leading the pack – and households’ 2026 purchase plans suggest it will remain the top choice.



[LEFT] 84.51° Stratum 2025.

[RIGHT] Q: Which type of candy do you plan to buy this Easter? Households who plan to buy Easter candy (n=283).

Key brand takeaways



Spring cleaning is universal, highly planned, and heavily influenced by promotions. Consider SSEs, and TDCs to **capture shoppers already mission-oriented for cleaning trips.** Prioritize promo-based messaging on onsite placements where digital coupons are a key driver.



Spring wellness is a major seasonal reset centered on simple daily habit upgrades. Use Pinterest to **spark wellness inspiration** beyond Kroger’s ecosystem, then **reinforce it** onsite to keep those **habit-upgrade solutions top-of-mind as shoppers build their baskets.**



Easter remains a high-engagement family event, driving strong demand for candy, meal ingredients, and celebration essentials. **Sequence your media plans to match the purchase cycle of Easter essentials and entice households to add one more item to share with TDCs & PLAs.**

Dig deeper with 84.51° Consumer Research & Digital Journey



84.51° Consumer Research

- Understand the **wellness areas of focus** for consumers and **how your category or brand and competitive category or brands** are used to **address** those areas.
- Learn about the **most important factors** when selecting **spring cleaning brands** and how **your brand compares** to competitive brands on those factors.

Digital Journey

- Identify where shoppers start online (search, category pages, Digital Coupons, Start My Cart) and ensure brand presence in those high-impact components.
- Analyze basket-building patterns to find common Spring Cleaning companions (cleaners + paper goods) and use those insights to build stronger onsite placement and bundles

Connect with us at Insights@8451.com

Boost trial & acquisition of spring cleaning and allergy products with Targeted Digital Coupons



Leverage Targeted Digital Coupons to create custom, tailored digital-only offers that utilize 84.51° personalization sciences to deliver your campaign specific objectives.

- **Give households a chance to try your products with lower cost risk.** Connect with shoppers at the point of purchase to secure conversions and reward them for their brand loyalty with savings.
- **Recommended:** Campaign length 4-6 weeks, with a 2-week post-period redemption window.
- **Drive stronger sales uplift with media amplification** and 84.51° Collaborative Cloud: 6.64x aROAS, 0.94x iROAS, +18.31% Sales uplift.

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Spark wellness inspiration using Pinterest



Deliver inspirational content to shoppers as they browse and explore the world’s largest visual search engine driving consideration and trial. Inspire Kroger shoppers on Pinterest showcasing branded content including recipes, product information, and more!

- More than 50M Kroger customers are actively shopping on Pinterest seeking ideas and inspiration from brands.
- Tap into the fresh momentum of spring by featuring simple wellness routines for busy lifestyles and crave-worthy recipes that show nutritious eating can be delicious — helping customers stay on track with their spring wellness goals through Pinterest’s engaging visual content.

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Boost cleaning product visibility via Product Listing Ads



Product Listing Ads are a pay-per-click solution where brands can set a bid price to **boost individual products across highly trafficked placements in search results** and other customized carousels across Kroger.com and mobile app.

- **Basket Builder:** Get your items in the basket via personalized, science-driven carousels across the site & app.
- **Search & Browse:** Boost your brands while users are actively shopping and adding items to their cart.
- **Savings:** Remove the high price perception barrier for sweets with sales or digital coupons.

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