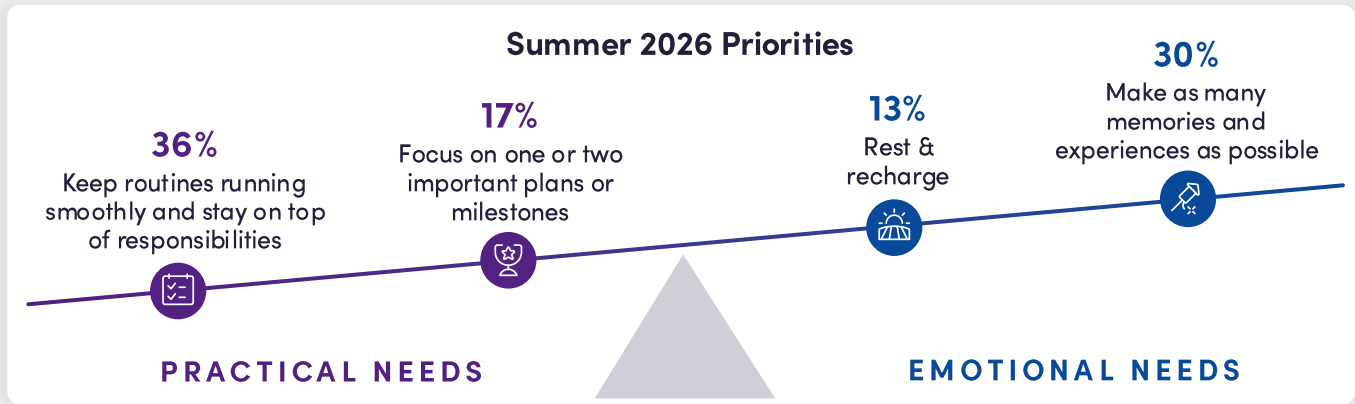


Consumer Digest

Issue 4: 2026

Welcome to this edition of the Consumer Digest, our periodic newsletter where we provide relevant, informative, and actionable insights around consumer trends. This summer isn't about doing more — it's about doing what fits. Shoppers are balancing two competing forces: a desire to create meaningful moments and a need to protect routines, budgets, and energy. As a result, summer behaviors look steady, selective, and grounded in familiarity rather than aspiration or excess. In this issue, we unpack how those priorities are shaping the season — and what they mean for brands.

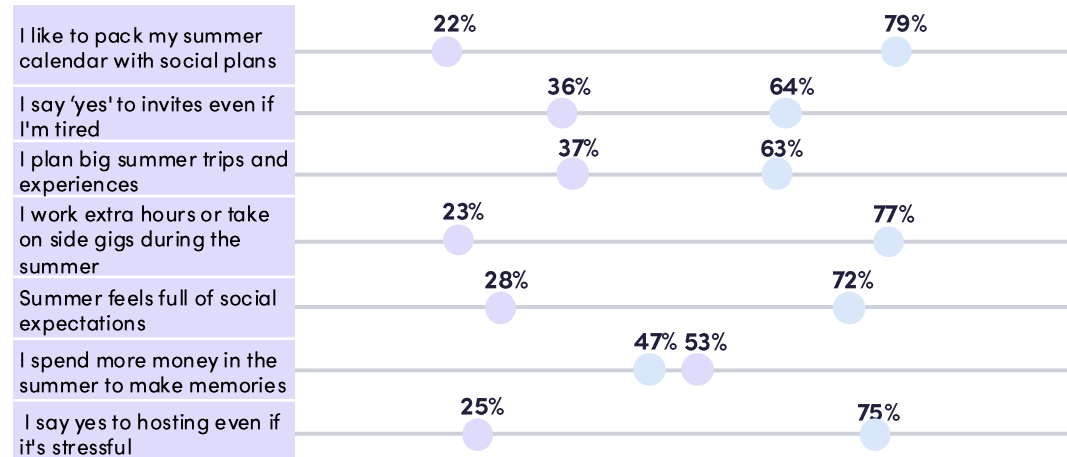
Summer is a balancing act, not a break. Shoppers are looking to maintain routines and responsibilities while still making space for rest and meaningful experiences — rather than fully escaping everyday life.



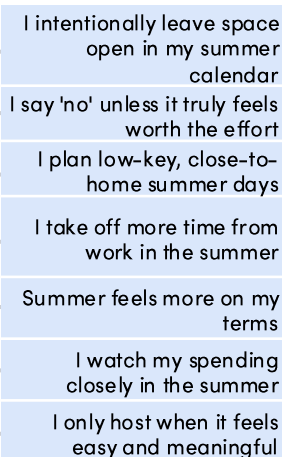
Q: Thinking about this summer, what is your household's main goal? (n=400)

What's your summer persona? Most shoppers are redefining summer as slower, more intentional moments — prioritizing ease, boundaries, and balance over packed schedules and high-effort expectations... but they are still willing to spend the money to make the memories!

Summer Maximalist



Mindful Summerer



Q: For this question, you will be shown pairs of statements that represent opposite ends of a spectrum. Please read each pair of statements and select the one that best describes your summer mentality. (n=400)

While many shoppers are willing to spend more on summer experiences, budget remains the biggest constraint on how far that indulgence can go, alongside environmental factors.

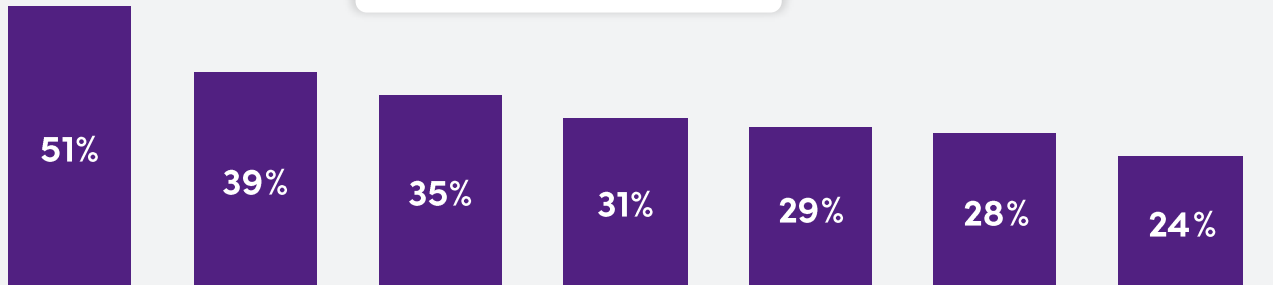


Q: Which of the following may limit what you do this summer? (n=400)

When budgets tighten, shoppers cut back on high-cost, high-discretion activities first, protecting everyday needs and core summer moments.



Traveling is the #1 place shoppers hate to cut back on

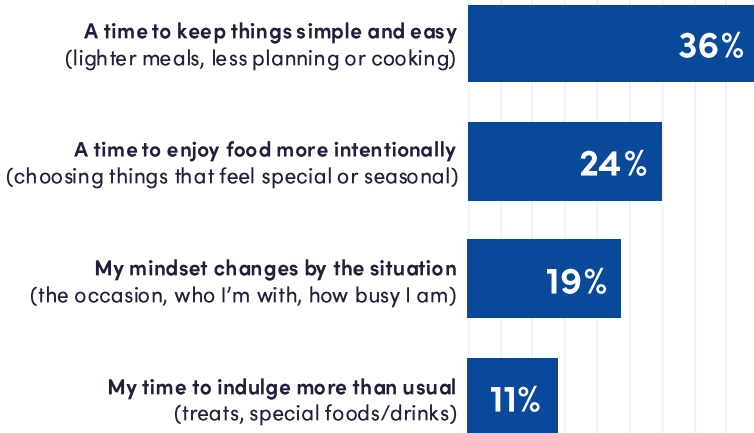


Eating out at restaurants | Ordering delivery or takeout | Traveling | Splurging on specialty or premium grocery items | Last minute shopping impulses | Décor, themed items, or extras that make gatherings feel special | Alcohol or special beverages

[CHART] Q: When you need to tighten the summer budget, what gives first? (n=400)
 [CALLOUT] Q: Which one of these do you hate cutting back on the most? (n=400)

Summer food is less about indulgence and more about ease and intention, with shoppers prioritizing simplicity and situational flexibility.

What is your summer food mindset?



Q: When it comes to summer food, which statement best reflects your mindset? (n=400)



What's your summer social personality? Most shoppers see themselves as socially low-key this summer, preferring home-centered or flexible participation rather than leading or planning social activity.

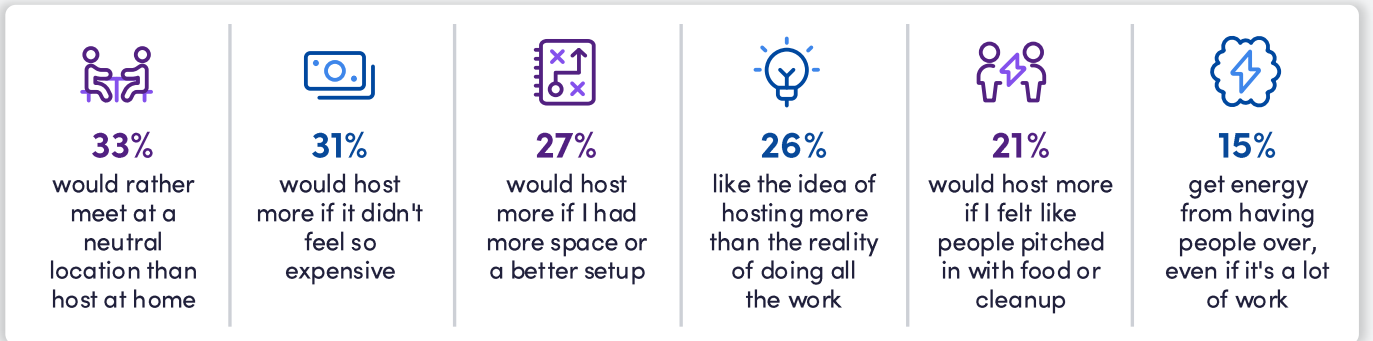


Q: Which of the following best describes how you see yourself socially this summer? (n=400)

Majority of households planning to host this summer are planning to host more gatherings but keep them simple and low effort.

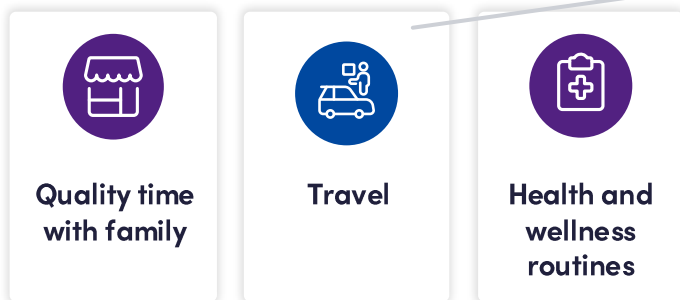
Q: Which of the following best describes how you see yourself socially this summer? (n=400)

Hosting fatigue is high — shoppers like the idea of hosting but are held back by cost, effort, and a preference for lower-burden alternatives.



Q: How much do you agree with each of the following about hosting this summer? *T2B% on a 7-point agreement scale (n=400).

This summer's top non-negotiables are focused on restoration.



Q: When you think about this summer, which parts of life are you most determined to protect even if it means cutting back elsewhere? (n=400)



For "The Host," travel is the top summer non-negotiable — ensuring their own restoration, too.

Q: When you think about this summer, which parts of life are you most determined to protect even if it means cutting back elsewhere? Households who selected 'The Host' as their summer social persona n=400.

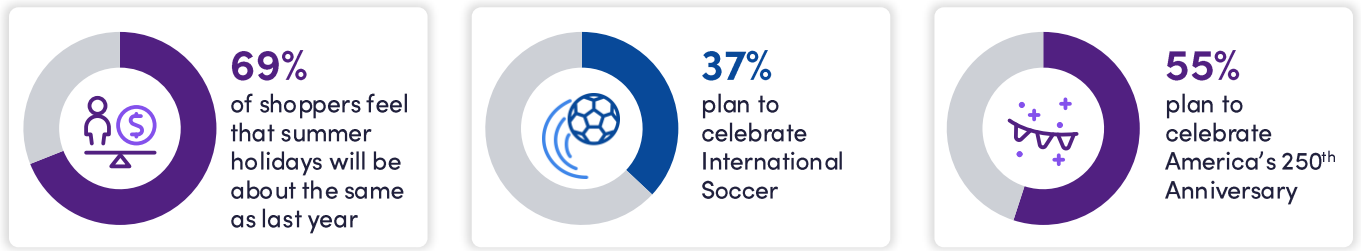
Summer celebrations skew chill — until the Fourth. Most holidays mean relaxing at home, while July 4th turns on the grill and brings people together.



Compared to other summer holidays, **July 4th drives the most meaningful shifts in social behavior** — especially in who people celebrate with and how they celebrate.

Q: For each holiday / event you plan to celebrate, what changes for you? (n=400)

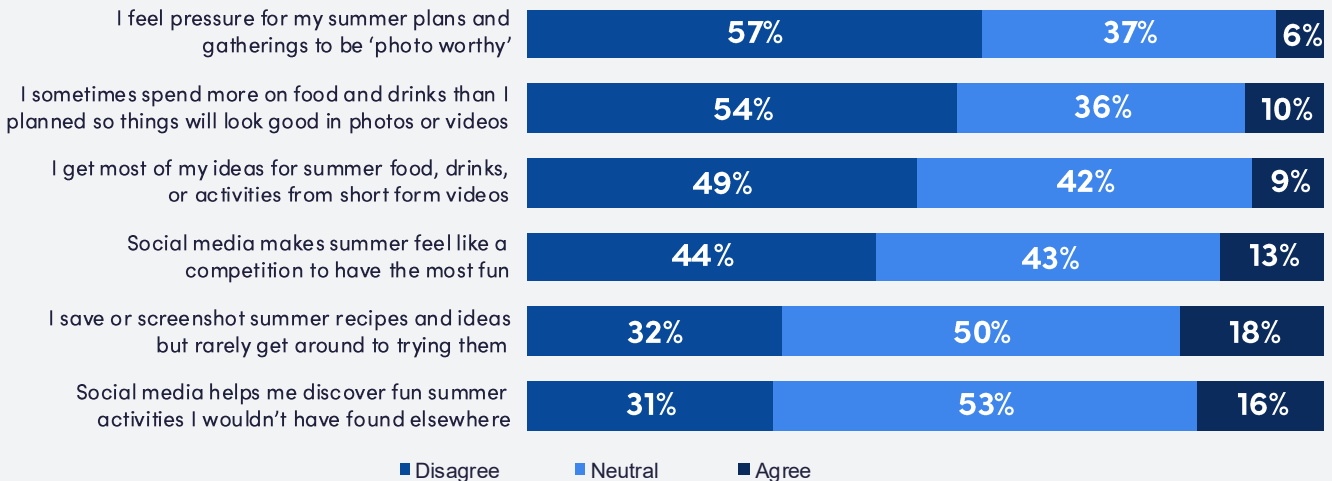
Most say summer holidays feel the same as last year, but events like International Soccer and America's 250th Anniversary are seeing less celebration than key summer holidays.



[LEFT BOX] Q: Compared to last summer, how do summer holidays feel this year? (n=400)

[MIDDLE & RIGHT BOXES] Q: How do you plan to celebrate each of the following summer holidays / events this year? (n=400)

Social content is creating inspiration opportunities around summer food, drinks, and activities, even if it's not the primary driver for most shoppers



Q: How much do you agree with each of the following about social media and summer? *T2B%=Agree, M3B= Neutral, B2B%= Disagree, based on a 7-point agreement scale (n=400).



Where do shoppers get their cooking, shopping and activity inspiration during summer?



Q: Where do you usually get ideas or inspiration for what to do, cook, or buy in the summer? (n=400)

Online summer trends drive action — especially saving and shopping.



1 in 3
shoppers save or bookmark summer food and drink trends for later



3 in 10
shoppers buy specific groceries to try a summer trend they see online



About 1 in 6
shoppers invite friends or family to try a trend with them

Q: When you see summer food or drink trends online (e.g., a viral recipe, drink, or hosting idea), how often do you actually do each of the following? (n=400)



This publication is developed by the same research and insights experts who provide consultation to help grow your business.



Powered by cutting-edge science, we use 1st-party retail data from over 62 million U.S. HHs to fuel a more customer-centric journey.

84.51° Stratum combines rich customer behavior insights with retail performance measures to deliver science-powered insights that drive results.

We know that reliable insights start with trustworthy data. That's why we've always prioritized quality—working exclusively with verified households (leveraging double-verified behavioral sample) to ensure accuracy and integrity at every step. These practices aren't new to us — they're just part of how we operate. It's our way of making sure the insights you rely on are grounded in reality, not noise. If you ever want to learn more about how we protect data integrity, we're always happy to share.

Key brand takeaways



Design for "intentional ease," not summer excess. Summer shoppers are actively balancing enjoyment with protecting routines, budgets, and energy. **Brands win by positioning products and experiences as low-effort, flexible, and supportive of everyday life** — rather than aspirational or high-maintenance summer moments.



Help shoppers preserve their non-negotiables when budgets tighten. Even value-conscious households are determined to protect core summer priorities like travel, quality time, and wellness. **Brands that frame offerings as enablers of these protected moments** — through affordability, multi-use value, or stress reduction — **stay relevant when discretionary spend gets cut elsewhere.**



Make hosting feel lighter, cheaper, and more shared. Hosting interest is there, but hosting fatigue is real. Shoppers want gatherings that are simple, casual, and collaborative. **Brands that reduce cost, prep time, and cleanup — or emphasize "everyone pitches in" solutions** — can unlock more at-home occasions without adding pressure.

Dig deeper with 84.51° Consumer Research & Digital Journey

84.51° Consumer Research

- Understand which social media content resonates with shoppers placement, product fit, and search optimization
- What are the drivers and barriers to shopping e-comm for a particular category?



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

Protect the moments that matter with personalized value

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



- Targeted Digital Coupons **appeal to key audiences**, driving trial of new products, recapturing lapsed households, and re-engaging repeat purchase
- **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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Turn summer inspiration into shoppable action

Pinterest Collection Ads are a **premium shoppable media format** that blends lifestyle inspiration with real-time product availability, creating a **seamless path from discovery to purchase**.



- More than 50M Kroger customers are actively shopping on Pinterest seeking ideas and inspiration from brands.
- Immersive new format showcasing a hero visual alongside complementary products to inspire action.
- YoY the number of pinners engaging with shopping content has increased by 44%

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Influence choices in High-Intent Shopping Moments

Elevate brand visibility, Promote products, build baskets, Acquire and retain shoppers with our suite of onsite advertising, from **Product Listing Ads, Targeted Onsite Ads, Promoted Product Carousels, Premium Placements** and more.



- **Basket Builder:** Get your items in the basket via personalized, science-driven carousels across the site & app.
- **Search & Browse:** Capture demand when shoppers are actively searching for summer needs
- **Savings:** Reinforce value perception with offers and promotions

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Keep brands present in the summer scroll

Reels, Stories, and in-feed formats support low-effort inspiration and repeat exposure during passive browsing – where many summer ideas are casually discovered.



- Lean into simple, relatable summer moments (easy meals, casual gatherings, everyday wins) rather than aspirational or "perfect" summer content.
- **Recommended:** 4-6 week campaign length

84.51° Consumer Research

Coming Soon: A collaborative exploration of third-party delivery and omnichannel behaviors across select Kroger departments. Relevant suppliers will be notified by their KPM team as the research plan is finalized.