

# The healthy basket shift: How shoppers are rethinking food choices

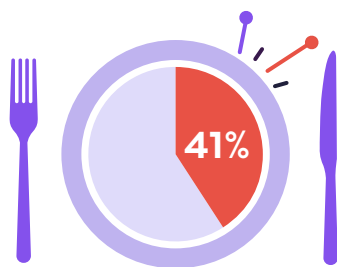
You are what you buy. Retail data and shopping behaviors show that consumers are prioritizing healthy food choices while striving to balance nutrition with value.

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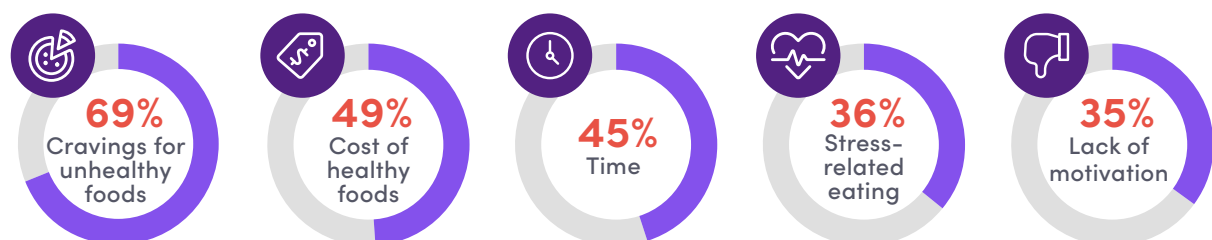


## HEALTHY EATING PERCEPTIONS

Only 41% of shoppers describe their current eating habits as healthy.

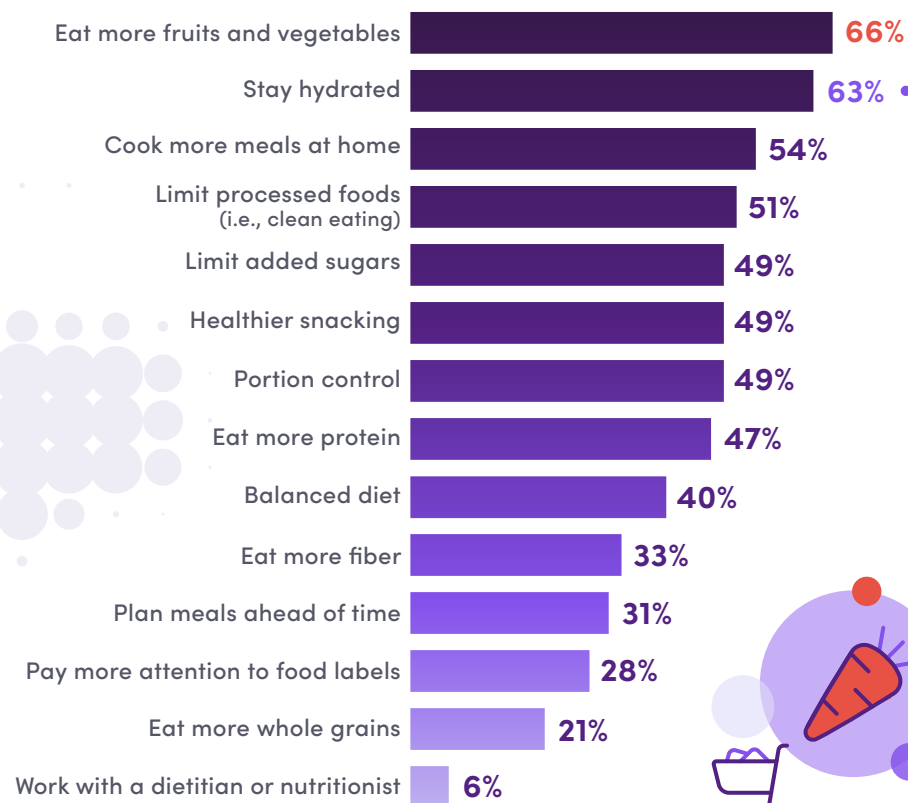


## WHEN STRIVING FOR A HEALTHIER DIET, THE TOP 5 CHALLENGES SHOPPERS FACE ARE:



Source: 84.51° Real Time Insights Survey, January 2025. Sample sourced from consumers who shopped at Kroger in latest 6 months. n=127

## DESPITE CHALLENGES, SHOPPERS ARE PLANNING TO USE A VARIETY OF STRATEGIES TO ACCOMPLISH THEIR HEALTH GOALS



Source: 84.51° Real Time Insights Survey, January 2025. Sample sourced from consumers who shopped at Kroger in latest 3 months. n=400

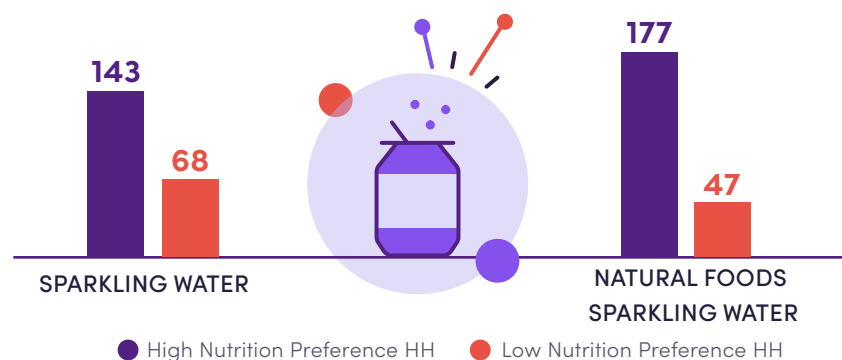
## TOP 5 FOODS THAT SHOPPERS PURCHASE IN THE SAME BASKET AS VALUE-ADDED (I.E., PRE-CUT/PRE-WASHED) VEGETABLES:

1. Pre-cut fruit
2. Mexican foods (e.g., Mexican peppers/chilies, refried beans)
3. Salad mix
4. Dressings and dips
5. Tortillas and wraps

**CROSS-PROMOTION OPPORTUNITIES**  
Consider bundling value-added vegetables with these complementary items

Source: 84.51° Stratum, Basket: Products Bought Together, L52 Weeks Ending 02-01-25, Total Products

## HOUSEHOLDS THAT PLACE A HIGHER FOCUS ON NUTRITION ARE MORE LIKELY TO PURCHASE SPARKLING WATER

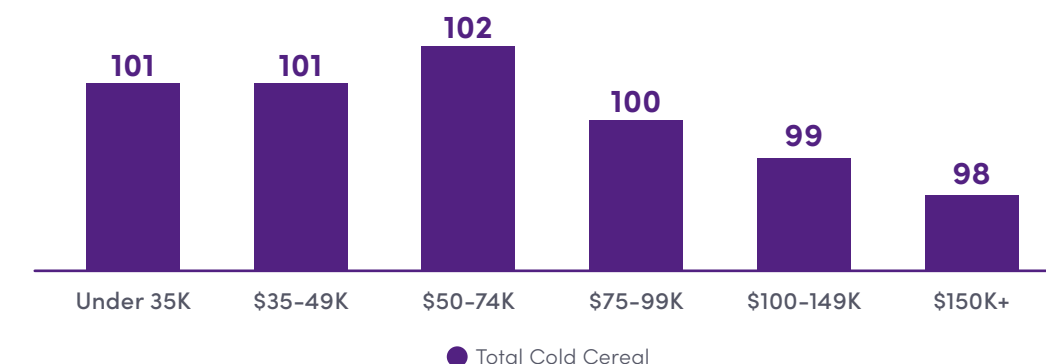


Index by nutrition preference. Source: 84.51° Stratum, Profile: Household Segmentation, L52 Weeks Ending 02-22-25

## CEREAL CHOICES BY INCOME LEVEL

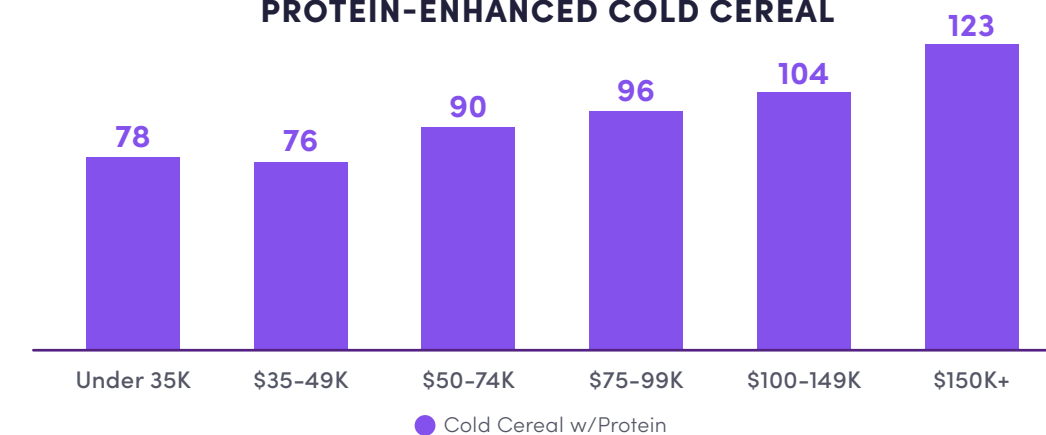
Households across various income brackets purchase cold cereal but **high-income households (\$150K+) dominate protein-enhanced cereal** purchases, while households earning **\$35K-\$49K show the lowest adoption.**

## HOUSEHOLDS ACROSS VARIOUS INCOME LEVELS BUY COLD CEREAL



Index by head of household income level. Source: 84.51° Stratum, Profile: Household Segmentation, L52 Weeks Ending 02-22-2025, HoH Income Total

## HOUSEHOLDS EARNING \$150K+ OVER-INDEX IN PROTEIN-ENHANCED COLD CEREAL



Index by head of household income level. Source: 84.51° Stratum, Profile: Household Segmentation, L52 Weeks Ending 02-22-2025, HoH Income Total, based on aggregated transaction data for five types of protein-enhanced cold cereal

## OPPORTUNITIES TO CONNECT WITH SHOPPERS

Connect with nutrition-conscious and value-minded shoppers using insight-driven activation. Examples include:

**PERSONALIZED COUPONS AND PROMOTIONS**  
Drive brand awareness in complementary categories that align with health strategies (e.g., hydration, reduced sugar)

**RELEVANT PRODUCT LISTING ADS**  
Increase brand visibility in search during peak traffic periods

**SOCIAL ADVERTISING**  
Integrate Kroger Precision Marketing's first-party retail data to provide consumers who are actively searching for healthy meal ideas with relevant ads

**NUTRITION-CONSCIOUS CTV AUDIENCES**  
Optimize your CTV campaigns by applying purchase-based audiences from Kroger Precision Marketing

**EDUCATIONAL CONTENT**  
Offer resources and guidance for making balanced dietary choices that are inspired by product offerings

**57% OF SHOPPERS** would like to receive nutrition information while shopping at a grocery store

Source: 84.51° Real Time Insights Survey, January 2025. Sample sourced from consumers who shopped at Kroger in latest 6 months. n=127



# 84.51°

## ABOUT US

84.51° is a retail data science, insights and media company. We help Kroger, consumer packaged goods companies, agencies, publishers and affiliates create more personalized and valuable experiences for shoppers across the path to purchase.

Powered by cutting-edge science, we utilize first-party retail data from over 62 million U.S. households sourced through the Kroger Plus loyalty card program to fuel a more customer-centric journey using 84.51° Insights, 84.51° Loyalty Marketing and our retail media advertising solution, Kroger Precision Marketing.

## OUR SOLUTIONS

**WE EMPOWER OUR CLIENTS AND THEIR BRANDS TO CREATE MORE PERSONALIZED AND VALUABLE EXPERIENCES FOR CUSTOMERS ALONG THE PATH TO PURCHASE THAT HELP DELIVER GROWTH.**



### INSIGHTS

We understand shoppers' needs and behaviors through actionable insights along the path to purchase. Our business solutions help our collaborators to drive relevance and real-time results.



### LOYALTY

With many communication touchpoints and 2.1 billion unique coupons customized for millions of loyal customers each year, we build long-term shopper engagement and loyalty through valuable personalized offers and communications at scale. Each household receives a unique combination of offers based on past purchases with brands and products they love and trust.



### MEDIA

Kroger Precision Marketing (KPM) is the retail media business of Kroger designed to make brand advertising more effective by closing the loop between media exposure and store sales. Powered by 84.51° data science, and Kroger's popular loyalty card program, KPM connects consumers to brands through engaging moments that inspire purchasing online or in-store.

