

Welcome to your December Consumer Digest. This month, we're looking at what's causing "holiday stress" and customer's favorite hacks to save money on groceries. We'll also look at how shoppers are feeling heading into the New Year. As always, reach out to your 84.51° contact with questions or feedback.

### Included This Month:

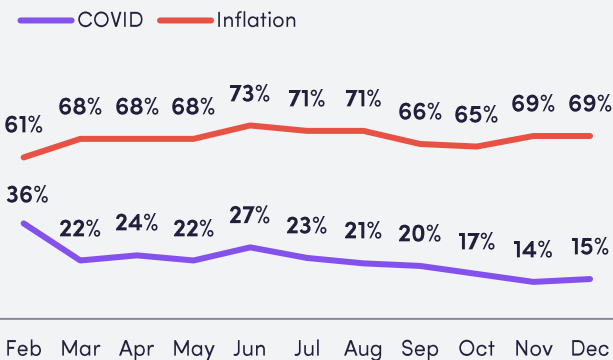
- What is causing "holiday stress"?
- Customer's favorite hacks to save money on groceries
- How shoppers are using their phones in store
- 'Tis the season of giving – so what are consumers doing for their communities?
- 2023 outlook – how are shoppers feeling heading into the New Year?

### End of Year Shopper Concern

While shoppers' comfort over their finances was lower than what we saw in November, we saw a slight increase in shopper concern for COVID.

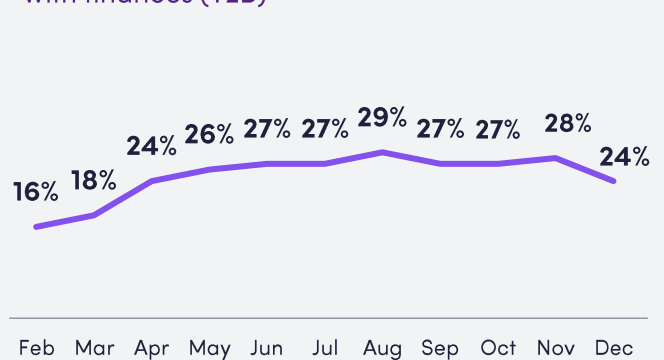
- 24% of shoppers say they are feeling very uncomfortable about their finances, like what we saw back in April.
- Inflationary concerns continue to be high this month with 69% of consumers still reporting their concern of high prices. 74% of households making \$50k or less a year are extremely concerned.

Shopper concern over COVID and inflation?  
% of Households Extremely Concerned (T2B)



SOURCE: 84.51° Real Time Insights Surveys February 2022 – December 2022

Shoppers comfort with finances?  
% of Households feeling uncomfortable with finances (T2B)



SOURCE: 84.51° Real Time Insights Surveys February 2022 – December 2022

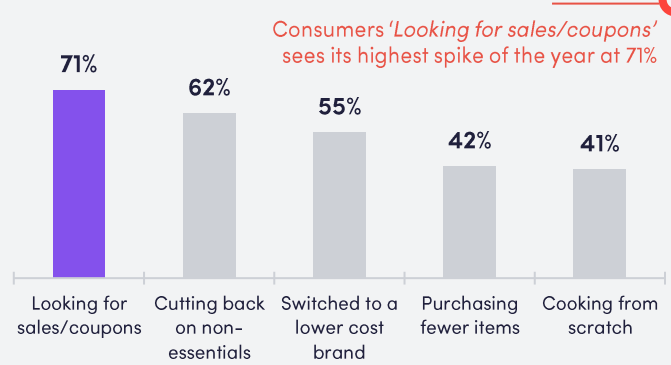
SOURCE: Real Time Insights Survey, December 2022 targeting n=400 of Gen Population who shopped Kroger in Latest 3 Months

# The Most Wonderful Time of the Year?

## What's causing "holiday stress"?



As grocery store prices increase, have you made any of the following changes?



SOURCE: 84.51° Real Time Insights Survey December 2022



## What are your favorite hacks to save money on groceries?

Stocking up when things are on sale

Buying in bulk, making meals stretch, using leftovers in different ways

Focusing on shelf stable pantry staples that last long.

## Making a List and Checking it Twice

When looking for deals or ways to spark inspiration, shoppers turn to their mobile devices, regardless of purchase modality.

How do you plan to do most of your holiday grocery shopping?

50% In-Store Only

20% Online Only

30% Hybrid

With half of shoppers planning to do their holiday grocery shopping in stores, **mobile phones are still a part of the trip:**

48% search for digital coupons while they shop

40% host the shopping list

38% scan loyalty card

38% use the store's app

I plan on doing more of this in December than I did for Thanksgiving

36% Shopping with coupons

43% Decorating

35% Paying attention to finances

24% Gathering with friends/family



Financial concerns span both groceries and gifts. **44% of shoppers won't spend as much on gifts this year**, 39% will set a budget for each person they plan to buy for and 37% are simply buying less gifts.

## Giving Back This Holiday Season

Shoppers plan to make an impact to their communities this holiday season through volunteering and donating.



32% of shoppers will not volunteer or give to charity this year. 15% of shoppers who have donated financially in prior years will not be able to do so this year due to financial constraints.

## How Are Shoppers Feeling Heading Into The New Year?

How optimistic are you feeling heading into the new year regarding the following? (T2B and B2B)



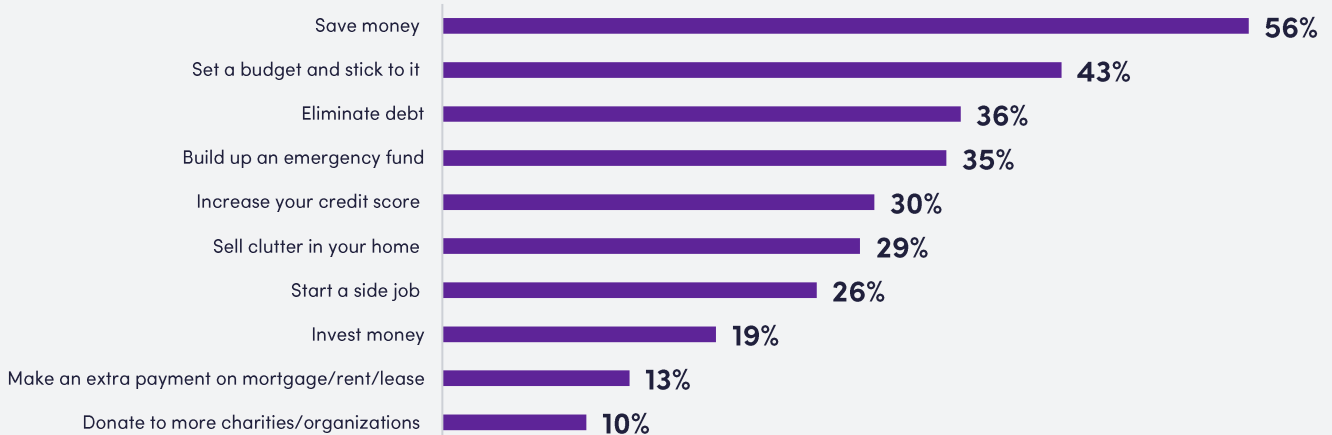
SOURCE: 84.51° Real Time Insights Survey, December 2022

Extremely optimistic

Not optimistic at all



## What type of financial resolutions do you plan to make this upcoming year?



SOURCE: 84.51° Real Time Insights Survey, December 2022



SOURCES: Real Time Insights Survey, December 2022

## Making Customers' Lives Easier



71% of consumers are looking for sales/coupons to offset an increase in rising grocery store prices. Support your loyal customers through coupons, promotions, or value packs to protect your brand against trade downs.



Shoppers are still voicing concerns with inflation, COVID, as well as their finances. Make the customer shopping journey easier through convenient solutions and savings on core products.



Help people connect this holiday season through food. Provide recipes and promotions for creative entrees to help customers stretch their budget farther in high-priced commodities like meat.



Bring families together with at-home meals and on-the-go nourishment without the stress. Provide easy meal options aligning with health trends to capture share of stomach.

## Custom or Out-Of-The Box? Learn More.

84.51° Insights leverages **first-party customer transaction data from nearly 60M households** to provide shopper science, analytics and strategy, giving you unparalleled business knowledge and customer intelligence. Our insights and research solutions will help you better understand the shopper's path to purchase and empower you to build and execute comprehensive and personalized customer-centric strategies.



### MIGRATION BEHAVIOR

Conduct an in-depth analysis of migration trends for your brand or category to better understand switching behavior over time through the **Migration Analysis** solution.

Understand which brands households are switching to and from, as well as which brands are driving New, Lost and Retained households through **84.51° Stratum**.



### PULSE ON THE SHOPPER

Identify opportunities to improve your shopper's in-store experience through understanding of reaction to changes made to their shopping experience with **Mobile Missions**.

Understand and prioritize opportunities to win in eCommerce through **Clickstream Scorecard**.



### KPM HOLIDAY MOMENTUM

January sees record traffic on Kroger digital properties and **strong, consistent KPM onsite investments** are critical to continuing Holiday success.

Maximize investments to yield optimal returns while helping consumers find the best products and deals through **Basket Builder & Savings PLAs** as well as **Savings TOAs**.



## Connect with us

Have a specific question that isn't answered by one of our standard solutions? Reach out to your 84.51° partner or [Insights@8451.com](mailto:Insights@8451.com) to see how we can help.