

# TREAT YOURSELF

## Snacks, drinks, produce top grocery indulgences



When it comes to treating themselves at the grocery store, shoppers turn to tasty snacks, sweet drinks, and fresh deli items, according to survey findings. With a wide variety of indulgent options, shoppers know how to reward themselves with small pick-me-ups on a regular basis.

### TOP 3 CATEGORIES CONSUMERS REGULARLY PURCHASE AS TREATS



### TOP 3 CATEGORIES CONSUMERS SOMETIMES PURCHASE AS TREATS



Source: 84.51° Real Time Insights, August 2023; survey respondents sourced from consumers who shopped at Kroger in latest 3 months. N=400

### REGULAR INDULGENCES VARY BY INCOME GROUP

	Less than \$50K <small>Base: Kroger Category Shoppers (n=125)</small>	\$50K to less than \$100K <small>Base: Kroger Category Shoppers (n=178)</small>	More than \$100K <small>Base: Kroger Category Shoppers (n=89)</small>
• <b>SNACKS/CANDY</b>	<b>38%</b>	<b>29%</b>	<b>38%</b>
• <b>DRINKS</b> <small>(SOFT DRINKS, JUICES, ETC.)</small>	<b>34%</b>	<b>36%</b>	<b>31%</b>
• <b>PRODUCE</b>	<b>32%</b>	<b>35%</b>	<b>34%</b>
• <b>BEAUTY</b>	<b>22%</b>	<b>26%</b>	<b>21%</b>

SNACKS / CANDY & BEAUTY products are nearly equally in demand among consumers who earn less than \$50K and those who earn \$100K or more

SNACKS / CANDY are significantly less popular as a treat among the \$50K to <\$100K income group while produce is most popular compared to other income groups

Compared to other income groups, DRINKS are less sought after as a treat by income groups of \$100K or more

Discover the top grocery shopping trends in our must-read ebook, "THE FUTURE: 5 KEY INSIGHTS POWERING GROCERY'S NEXT ERA."

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