

Welcome to your February Consumer Digest, where we highlight some recent customer trends and unpack the continued Covid impacts. We encourage you to treat this as you do your morning news: read it over coffee, discuss it with your teams, use it as a reference in your current work. Feel free to reach out to your 84.51° contact with questions or thoughts!

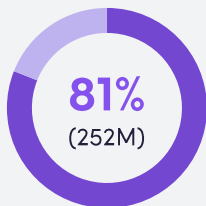
Included this month:

- Are shoppers really cutting back on snacks to **fight inflation** or are they crunching even more?
- Counter strategies – combatting COVID with new **kitchen gadgets, better coffee** – small indulgences!
- What pandemic **behaviors will stick?**
- **Speed and simplicity** – it’s what we want for dinner.
- **Spring cleaning** is it still a thing?

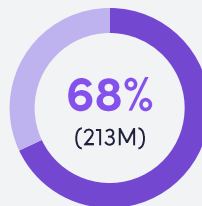
COVID Update based on People 5+¹

As of February 10th, the 7-day moving average of daily new cases was 215K, down 43% from the prior week.

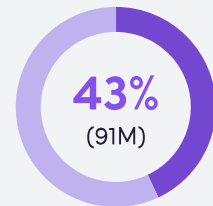
% of U.S. population with at least one vaccine dose



% of U.S. population that is fully vaccinated



% of U.S. population with a booster dose

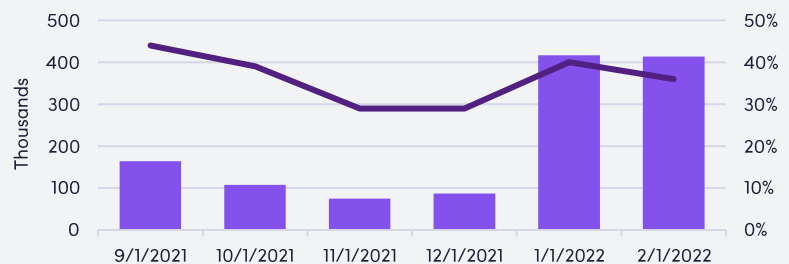


SOURCE: CDC, "COVID Data Tracker"

COVID concern is trending downward among shoppers as cases start to decline

- 36% of shoppers claim they are extremely concerned about COVID this month, down 4 percentage points from January.
- This ~40% level is similar to the level we saw during the back-to-school period and during the summer of 2020.

How does shopper concern align with COVID case counts?



SOURCE: CDC, "COVID Data Tracker"; 84.51° Real Time Insights Survey

SOURCES: 1) CDC, "COVID Data Tracker"; 2) 84.51° Real Time Insights Survey, September 2021 – February 2022

Finances, Inflation and What Consumers are Doing About it

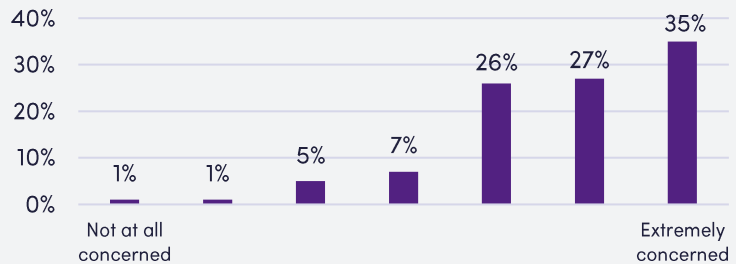
Overall, consumers have some concern with their current financial state

- Only 22% of consumers feel very comfortable with their current finances.
- This is likely driven by the 62% who claim they are very concerned with inflation.
- 56% have been looking for sales and promotions more often.
- 40% say they have switched to a lower cost brand.
- 34% say they are cooking from home and 30% are going out less.

“Say vs. Do”

- While 56% say they have been cutting back on non-essentials like snacks and candy, the actual shopper behavior shows that units are flat over the past 6 months except for the “candy holiday” peaks.

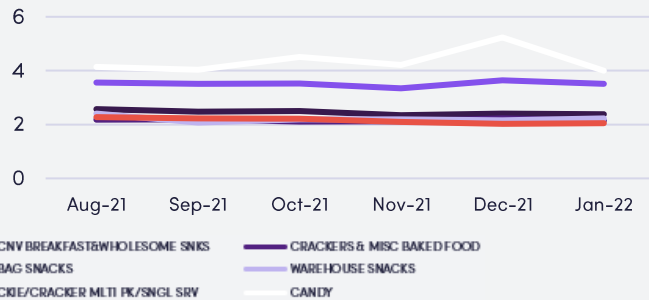
Level of concern over inflation



SOURCE: 84.51° Real Time Insights Survey, February 2022

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Latest 6 months, snacking units per HH



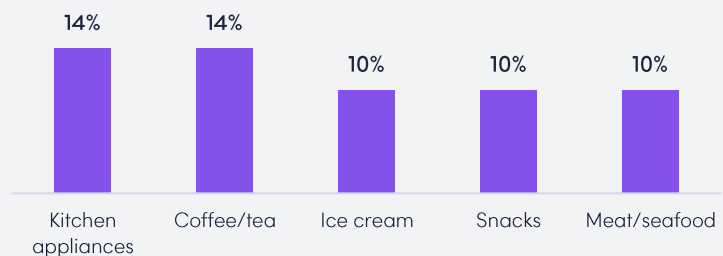
SOURCE: 84.51° Stratum

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Cost Cutting and Premiumization

- 89% of consumers are noticing higher prices in the meat and seafood categories and nearly 80% are seeing rising prices in produce and dairy.
- The top categories consumers say they would cut are adult beverages (57%), snacks (56%) and beauty (46%).
- During the pandemic, some categories experienced a shift to a more premium version, perhaps to add small indulgences to their lives.

What items have you upgraded to a more premium version during the Pandemic?



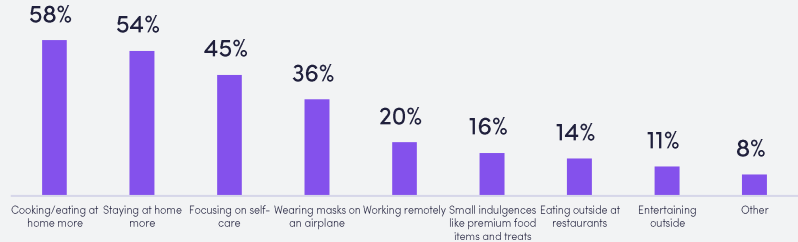
SOURCE: 84.51° Real Time Insights Survey, February 2022

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Behaviors that will “Stick”



What changes and behaviors due to the pandemic do you plan to continue?



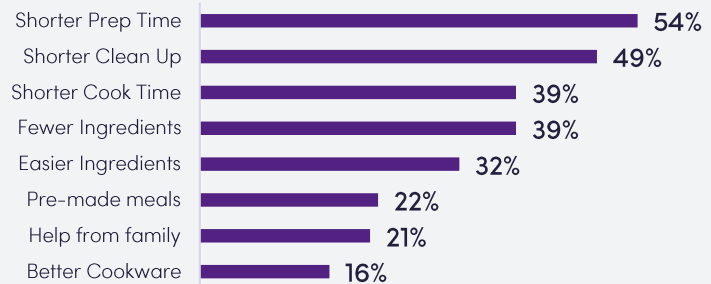
SOURCE: 84.51° Real Time Insights Survey, February 2022

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Meal Planning Goals: Speed and Simplicity

- 40% of consumers use their own cookbooks and recipes to plan their meals.
- However, many search for inspiration. Consumers google search (35%), use store ads (33%), use online sites like Pinterest (21%), and use apps on their phone (14%).
- Some consumers stick to their routine (20%) or are more spontaneous and don't plan their meals (18%).

What would make meals easier when cooking at home?



SOURCE: 84.51° Real Time Insights Survey, February 2022

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Spring is in the Air – on the Floor, and the Bathrooms!

- 35% of consumers are planning to start their spring-cleaning next month (March). While 20% of consumers are planning to do their spring-cleaning this month, the same percentage does not usually do spring cleaning.
- The top items consumers plan to purchase to help with their spring-cleaning are all purpose cleaner (75%), bathroom cleaners (69%), toilet cleaners (67%), and glass cleaner (64%).

When, if at all, do you plan to start your spring-cleaning this year?



SOURCE: 84.51° Real Time Insights Survey, February 2022

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Making Customers' Lives Easier



Although households want to find ways to cut costs, they still seek premium experiences at home. **Cross-promote** your brand with more premium product offerings.



54% of shoppers are **preparing meals at home** and more shoppers are **enjoying cooking** more this month (19%) compared to last month. **Inspire** customers with **family-friendly recipes**.



Consumers continue to **stock up** on non-perishables and frozen foods. Help shopper **build their cart** with ingredients complementary to items they have on hand.



Close to 70% of shoppers plan to **Spring Clean** in the next four months. Help shoppers with spring cleaning by providing **relevant promotions and displays across the brands they trust the most**.

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.



CHANGING HABITS

Gain an in-depth understanding of migration trends for your brand or category with a **Migration Analysis**.

Track household behavior and forecast trends through an encrypted but persistent household ID through **84.51° Collaborative Cloud**.



PROMOTION SEEKERS

Plan ahead. Understand what type of households engage with deals and promotions and how they do so through **84.51° Stratum**.

Run multiple pricing scenarios within a tactic to prioritize strategies that will impact your business with the **Price & Promotion Tactic Predictions** solutions.



HOUSEHOLD NEEDS

Field surveys of fully custom questions. Results update in real-time within 3 days of project kick off. Prepare for upcoming meetings or as a fast-follow to keep momentum going through **Self-Serve Surveys**.

Understand and prioritize gaps in your category from your core shoppers through **Unmet Needs**.



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 to see how we can help.