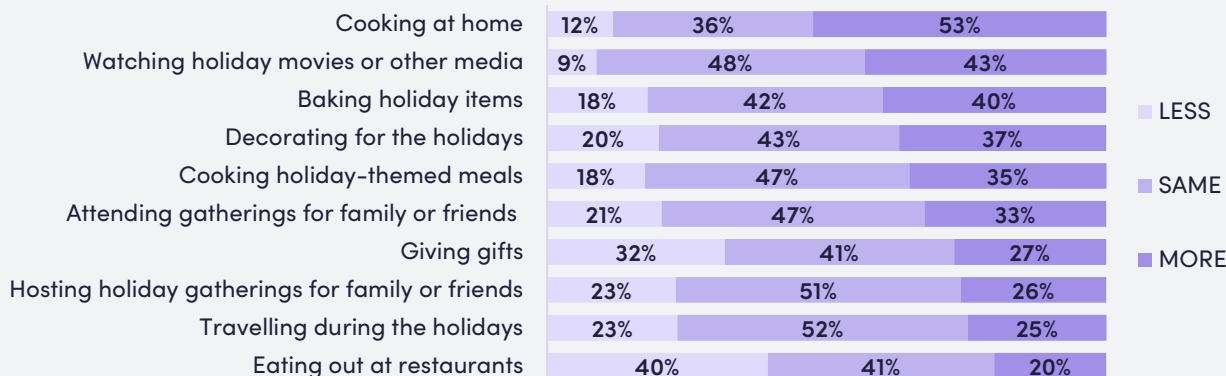


Consumer Digest

Issue 11: 2025

Welcome to this edition of the Consumer Digest, our periodic newsletter where we provide relevant, informative, and actionable insights around consumer trends. This year's holiday season is shaping up to be more close-knit, with families focusing on local celebrations and home gatherings. As financial challenges continue from the previous year, consumers are still pursuing cost-saving opportunities while embracing a more relaxed holiday season focused on quality family time.

Compared to last year, households plan to eat out less and cook at home more, while travel and hosting plans remain consistent this holiday season.



Q: How do you expect each of the following will change this upcoming holiday season compared to last year? (n=400) Based on T2B % (doing slightly more + doing significantly more) and B2B % (doing slightly less + doing significantly less).

There's no place like home for the holidays!



Q: How far do you plan to travel this holiday season? (n=400)



What kicks off your holiday shopping?



Q: Which of the following typically prompt(s) you to start holiday shopping? (n=400)



Consumers favorite Holiday Traditions are centered around: **family, sharing meals, baking, decorating and exchanging gifts.**

"Gathering with my family and enjoying a meal together."

"I like to exchange gifts. To see the happy faces of others as they seen the gift that I gave them."

"Decorating our home and front yard."

Q: What is your favorite holiday tradition? This tradition can be for any of the upcoming holidays for this season. (n=400) These insights were generated with the help of an LLM.

The most wonderful and stressful time of the year: **Top 3 Holiday Stressors**



Sticking to a Budget



Navigating Crowds and Busy Stores



Gift Giving

Q: Please rank the three most stressful aspects of holiday shopping (n=400)

Budgets continue be a source of stress, with household's concern about spending and budgets consistent with last year.



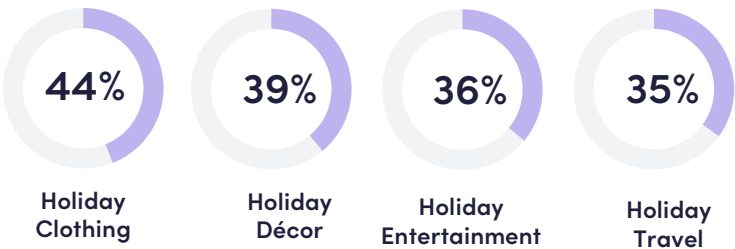
Q: How much do you agree with each of the following statements in relation to the upcoming holiday season? (n=400) Based on T2B % on a 7-point agreement scale.

2024 2025

While **most households plan to spend the same** as they did last year on Holiday purchases, **over 1/3 claim they will spend less on:** Clothing, Décor, Entertainment & Travel.

Q: For each of the following items, please select how your purchases might change compared to last holiday season. (n=400) Based on T2B % (spend slightly more + spend significantly more) and B2B % (spend slightly less + spend significantly less).

Households claim they will spend less on...



How households plan to leverage AI this holiday season:



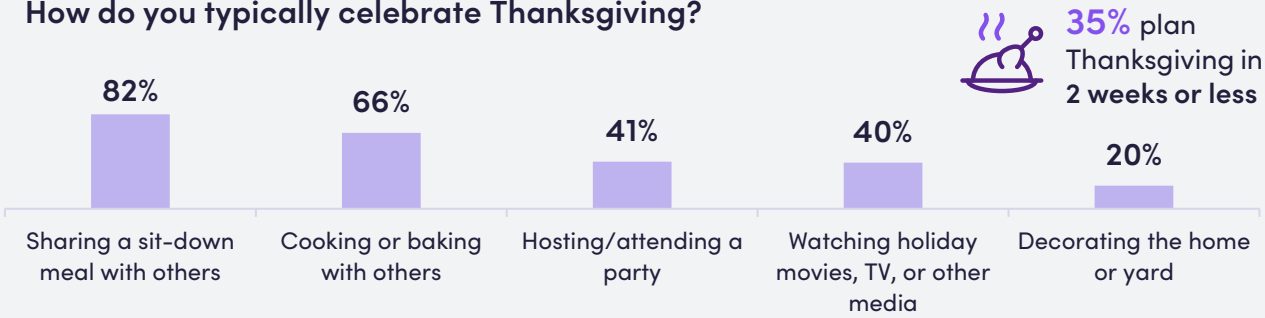
63% do not plan to leverage AI this holiday season

Q: Which of the following, if any, describe(s) how you plan to use Artificial Intelligence (AI) this holiday season? (n=400)



Keep an eye out for more AI insights from 84.51°!

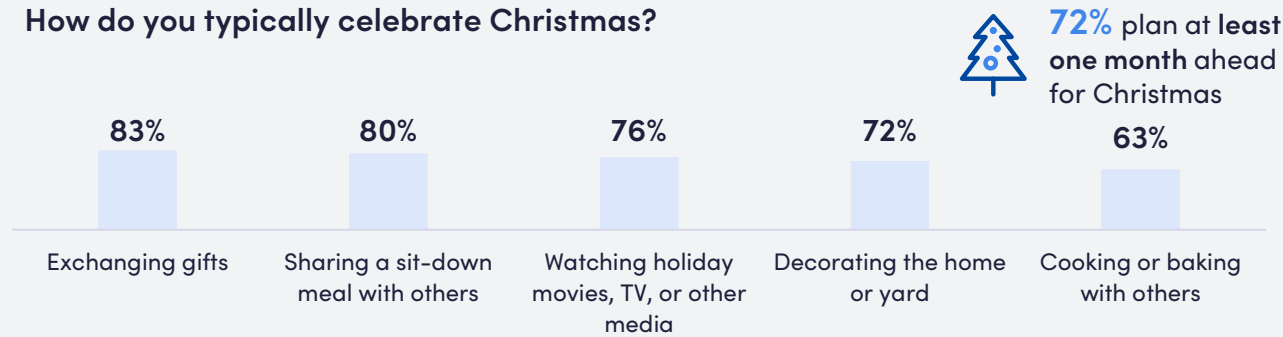
How do you typically celebrate Thanksgiving?



Q: How do you typically celebrate Thanksgiving? (n=381)

Q: When do you typically start planning for each of the following holidays? (n=381)

How do you typically celebrate Christmas?



Q: How do you typically celebrate Christmas? (n=387)

Q: When do you typically start planning for each of the following holidays? (n=387)

55% of households plan to find holiday recipe inspiration on recipe websites this year.

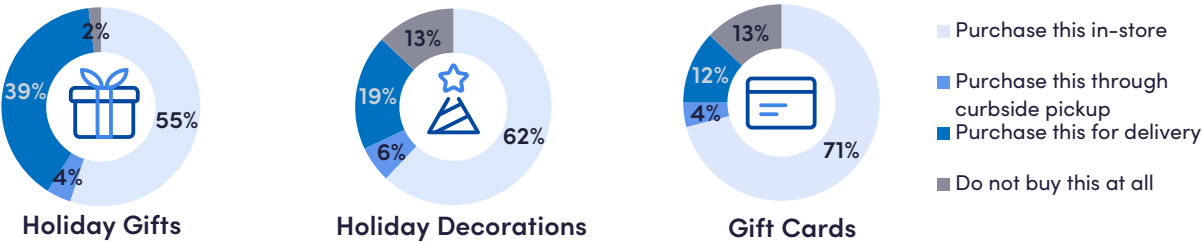
Q: Where do you typically seek inspiration for holiday recipes? (n=400)

Kitchen Traditions: How do most prepare their festive favorites?



Q: Please select your preferred method of preparation for each of the following holiday food items. (n=344-384)

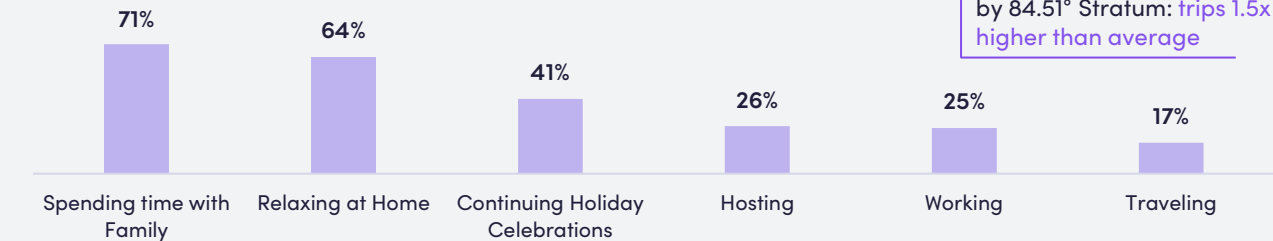
Holiday Shopping: In-Store vs. Online for their Holiday Essentials?



Q: Please select your preferred method of shopping for each of the following holiday items. (n=400)

Time between the Holidays: How people spend their week

53% claim increased supermarket visits, confirmed by 84.51° Stratum: trips 1.5x higher than average



Q: Thinking about two time frames—the period between the December holidays and New Year's Day, and the month of January—how do you plan to spend your time? (n=150)

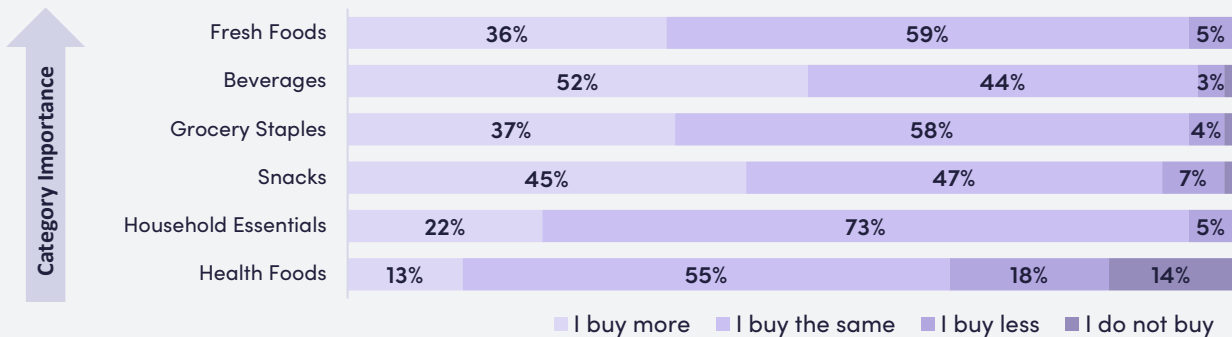
Q: Thinking about two time frames—the period between the December holidays and New Year's Day, and the month of January—how often do you visit grocery stores or supermarkets compared to your usual routine? (n=150)

What's driving increased supermarket visits between the Holidays and New Year's?



Q: Thinking about two time frames—the period between the December holidays and New Year's Day, and the month of January—what are your motivations for shopping? (n=150)

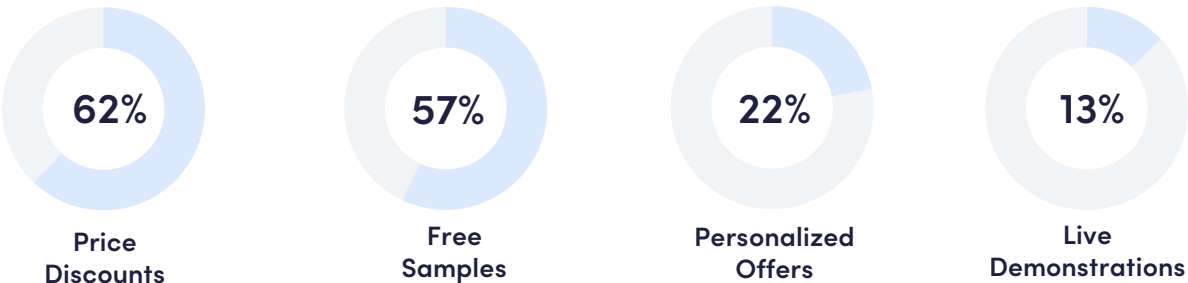
Post-Holiday Shopping Priorities: Category Importance and Spending Changes



Q: Thinking about two time frames—the period between the December holidays and New Year's Day, and the month of January—which categories are important to you? (n=150)

Q: Thinking about a SINGLE time period—the period between the December holidays and New Year's Day—how does your spend change across the following categories? (n=150) *data: labels <1% have been removed from the graph.

Week after the Holidays: What would motivate 55% of brand-loyal shoppers to Switch?



Q: Thinking about two time frames—the period between the December holidays and New Year's Day, and the month of January—are you more likely to try new brands and products or do you stick to familiar choices? (n=150)

Q: Thinking about two time frames—the period between the December holidays and New Year's Day, and the month of January—what does or would motivate you to try new brands or products? (n=82)

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.

84.51° Consumer Research

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.

Dig deeper with 84.51° Consumer Research & Customer Journey

84.51° Consumer Research

- Survey behavioral segments to better understand the reasons for their buying behavior.
- Understand perceptions of the category or your brand and compare that to competitive categories or products to inform stronger engagement strategies.



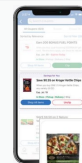
Digital Journey

- How are shoppers finding holiday items on Kroger.com or app?
- What search terms are shoppers utilizing for Holiday items and what terms are most popular?
- Where on the site are shoppers engaging with my products and at what rate does engagement lead to conversion?
- What does the basket building process look like?

Connect with us at Insights@8451.com

Reduce customer's Holiday stress with Targeted Digital Coupons

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



- **Help households stick to their holiday budgets this year.** Connect with shoppers at the point of purchase to secure conversions and reward them for their brand loyalty with savings.
- **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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Inspire new Holiday recipes this season with Pinterest

Deliver inspirational content to shoppers as they browse and explore the world's largest visual search engine driving consideration and trial. Inspire Kroger shoppers on Pinterest showcasing branded content including recipes, product information, and more!

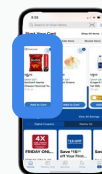


- More than 50M Kroger customers are actively shopping on Pinterest seeking ideas and inspiration from brands.
- This holiday season, brands can use Pinterest's visual platform to showcase new food products and inspire creative family recipe ideas with existing and new portfolios during peak family gathering time.

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Get your products on Holiday tables via Product Listing Ads

Product Listing Ads are a pay-per-click solution where brands can set a bid price to boost individual products across highly trafficked placements in search results and other customized carousels across Kroger.com and mobile app.



- **Basket Builder:** Get your items in the basket via personalized, science-driven carousels across the site & app.
- **Search & Browse:** Boost Holiday Meal staples while users are actively shopping and adding items to their cart.
- **Savings:** Re-engage past buyers or attract savings-oriented households with sales or digital coupons.

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