

Welcome to your December 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!

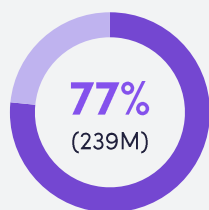
Included this month:

- Are consumers running into **gift availability** issues?
- What **gifts are we giving** for the holidays?
- Are **holiday gatherings** back?
- New Year's resolutions – **wealth or health**?
- How are consumers **stretching their protein dollar**?

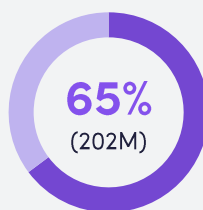
COVID Update based on People 5+¹

As of December 8th, the 7-day moving average of daily new cases was 119K, up 37.3% from the prior week.

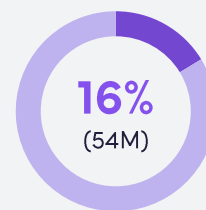
% of U.S. population with at least one vaccine dose



% of U.S. population that is fully vaccinated



% of U.S. population with a booster dose



SOURCE: CDC, "COVID Data Tracker"

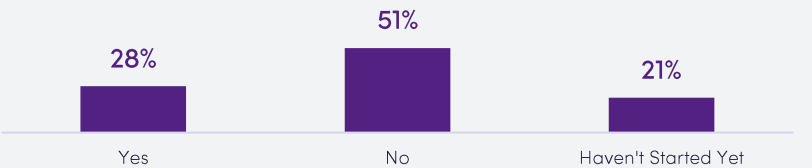
COVID Concern Increasing Among Shoppers When it Comes to Making Plans²

- 29% of shoppers claim they are extremely concerned about COVID this month, remaining consistent with the same level of concern we saw in November (also 29%).³
- With COVID cases increasing in recent weeks, shoppers are less comfortable planning for the future. 23% of customers are extremely comfortable making plans this month, down from 37% that felt extremely comfortable planning for the future in November.³
- Along with a recent increase in COVID cases and the new Omicron variant weighing on customers minds, households rank not feeling safe going in-store as their number one reason for shopping online for their groceries.

SOURCES: 1) CDC, "COVID Data Tracker"; 2) 84.51° Consumer Pulse Survey, December 2021; 3) 84.51° Consumer Pulse Survey, November 2021

Gift Availability This Holiday Season¹

Have you been running into issues with availability while gift shopping this holiday season?



SOURCE: 84.51° Consumer Pulse Survey, December 2021

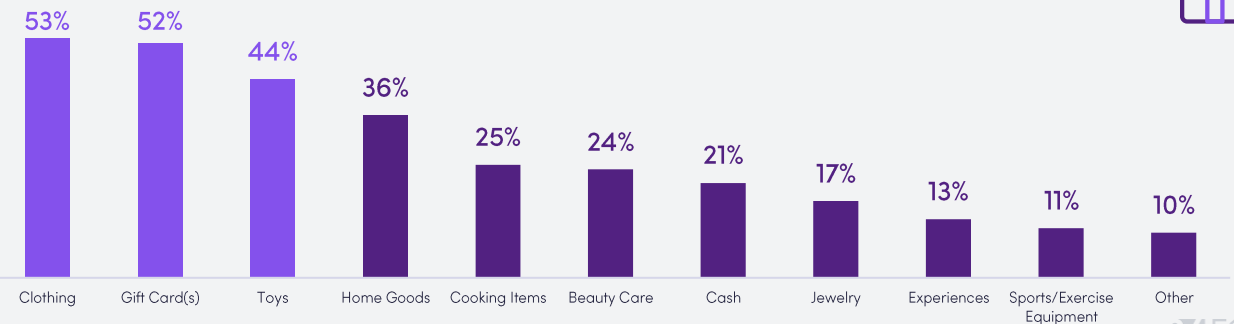
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Despite the concern that supply issues may affect holiday shopping this season, **only 28% of shoppers have run into problems with availability as of 12/7/21**, while 21% of shoppers said that they **hadn't begun their holiday gift shopping**.

Holiday Gifts Customers are Searching For

As customers fill their shopping carts this holiday season, the **top three types of gifts they will be searching for include clothing, gift cards, and toys**.

What types of gifts have you purchased or plan to purchase this year?



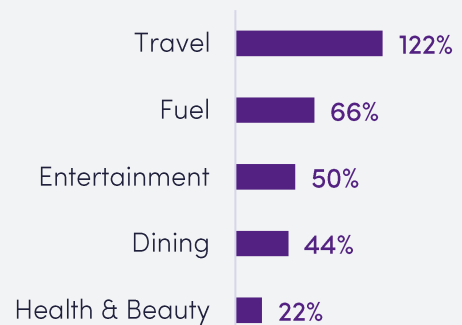
SOURCE: 84.51° Consumer Pulse Survey, December 2021

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Gift Cards – “Say vs. Do”²

- 52% of shoppers say they will be shopping for gift cards this season, and **we are already seeing an increase in gift card purchases this year vs. last year**.
- **Total spend on gift cards is up 14%** in the 4 weeks ending 12/4 when compared to the same 4-week period in 2020.
- The average **value per gift card** this holiday season is **\$51.31**, up 3% from \$49.81 last year.
- Although the highest gift card types by total sales are Amazon, Visa, and Dining, the types of **gift cards with the highest percent increase in sales vs last year revolve around travel and entertainment**.

% Change in Gift Card Sales by Type of Card this Holiday Season (as of December 4th)



SOURCE: 84.51° Custom Insights

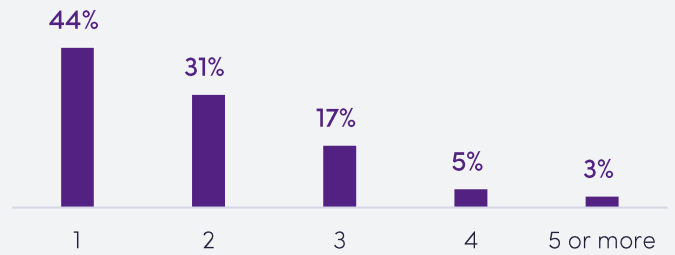
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SOURCES: 1) 84.51° Consumer Pulse Survey, December 2021; 2) 84.51° Custom Insights – % change in gift card sales in the last 4 weeks ending 12/4/21 compared to the same 4 weeks in 2020

Holiday Gatherings¹

- This year, only 20% of consumers are planning on gathering with more people for the December holidays than 2020.
- While 44% will be attending 1 gathering, 48% will be attending 2-3.
- The vast majority of consumers are staying home, with 70% not planning to travel this year for the holidays.

How many Christmas gatherings do you plan to attend?



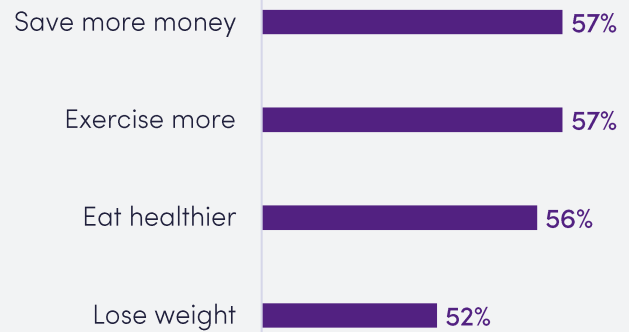
SOURCE: 84.51° Consumer Pulse Survey, December 2021

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New Year's Resolutions

- When it comes to New Year's resolutions, consumers are focused on physical and financial health. Saving more money/spending less is tied for the top slot.
- Overall health is also top of mind, with 57% saying they want to exercise more and 56% planning to eat healthier. Over half of consumers also are looking to lose weight in 2022.
- Speaking of health, 51% of shoppers are going to continue working out from home, with only 12% planning to go back to the gym and 22% will do both.
- 11% of consumers plan to attempt quitting smoking, while only 8% are going to reduce their alcohol consumption.

What New Year's goals do you plan to complete?

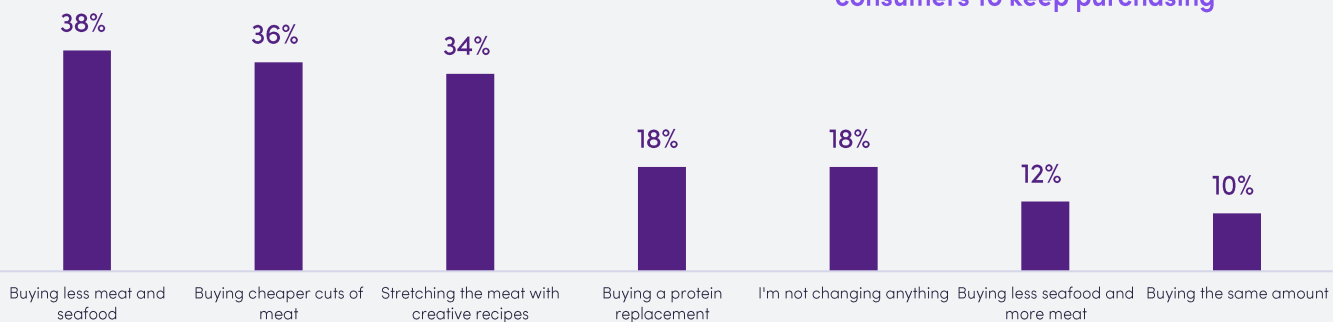


SOURCE: 84.51° Consumer Pulse Survey, December 2021

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Meat/Seafood Price Increases

How are consumers combating rising prices?



SOURCE: 84.51° Consumer Pulse Survey, December 2021

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New and unique recipes involving meat could help encourage consumers to keep purchasing

Consumers continue to notice an increase in price for meats and seafood. Over a third are choosing to simply buy less meat and seafood, while 36% are buying cheaper cuts of meat. Also, 34% of shoppers are finding new and unique recipes in order to stretch their meat budget. It should be noted that 10% of consumers aren't changing their buying habits, even if they are noticing higher prices.

SOURCES: 1) 84.51° Consumer Pulse Survey, December 2021

Making Customers' Lives Easier



Help people lead healthier lifestyles with healthier and simpler products. **Prioritize innovation and renovation that cleans up both ingredients and packaging.**



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.**



Help price-sensitive shoppers by delivering value across promotions, packaging and education for existing products & innovation **as inflation and stress increase.**



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 data from nearly 60M households to provide shopper science, analytics and strategy, giving you unparalleled business knowledge and customer intelligence. Our insights products will help you better understand the shopper's path to purchase, then empower you to build and execute the most comprehensive and personalized customer-centric strategies. Reach out to your [84.51°](#) partner or Insights@8451.com to see how we can help.



PRICE

Track the price sensitivity of shoppers and where spend may be declining with **84.51° Stratum**.

Understand the impact of price changes, optimize price and promotion strategies across brands, and determine which features of a product or promotion are most important to customers using the **Consumer Pricing Learning Plan**.



HOLIDAYS

Analyze holiday performance via reporting and Custom Segmentations in **84.51° Stratum** using the Holiday & Events time hierarchy.

Determine the impact of holiday campaigns by learning what resonates most with customers through **Recall & Perceptions**.

Know how shoppers navigate web/app during holiday with **Clickstream Insights**.



CUSTOM INSIGHTS

Understand the impact of the omnichannel shopper on your brands and products with an **Omnichannel analysis**.

Analyze customer checkout behavior on different products with a **Terminal Type Analysis**.

Have a specific question that isn't answered by one of our standard solutions? **84.51° Custom Insights** can build a custom analysis to answer your unique business questions.