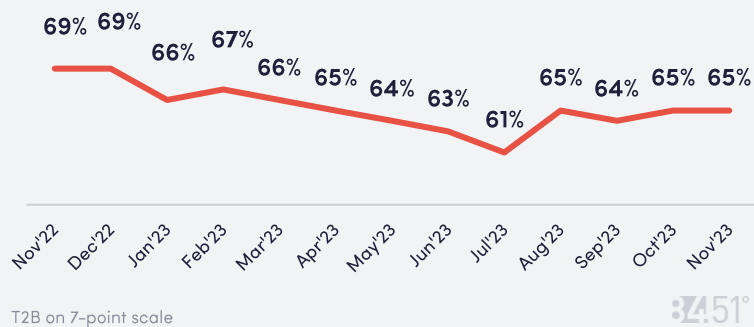


84.51°

Consumer Digest

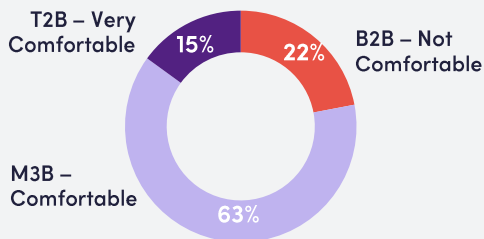
Welcome to the November Consumer Digest, where we aim to provide relevant, informative and actionable insights around consumer trends. This month, we are focusing on the holidays. First, we'll look at ways shoppers are planning to cut back for Thanksgiving this year. From there, we'll look at top ranked holiday meal side dishes and the activities they are planning to do over the next few months. Finally, we'll wrap up with how consumers anticipate they will stick to a diet through the holidays, As always, reach out to your 84.51° contact with questions or feedback.

Inflation is FLAT!

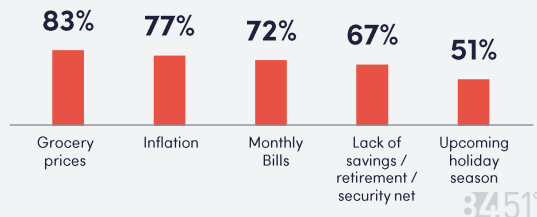
Shopper concern over inflation –
% of Households Extremely Concerned (Monthly)

- For the past 4 months, shoppers' concern over inflation has been steady at ~65%, indicating they may be getting used to the high prices of consumer goods.
- Shoppers are still responding to inflation by looking for sales/deals/coupons more often (62%), cutting back on non-essentials like snacks, candy, etc. (53%), switching to lower cost brands more often (49%), and purchasing fewer items on their grocery trips (39%).
- They also are willing to switch to lower cost brands in categories like paper products (toilet paper, tissues, paper towels, etc.) 59%; shelf-stable (canned goods, pasta, etc.) 59%; and household cleaning (dish soaps, surface cleaners, laundry detergents, air fresheners, etc.) 53%.

Financial comfort – what is driving the distress?

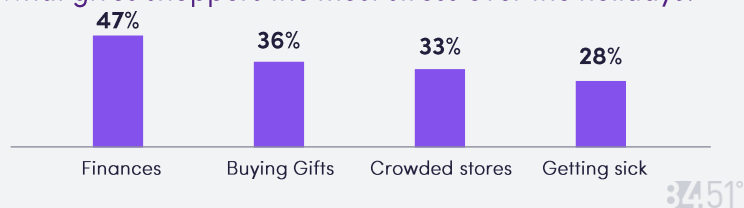
Shopper comfort about finances –
% of Household Comfort (Monthly)

What is causing shoppers to feel uncomfortable about their finances?



The Holiday Hassles of 2023

What gives shoppers the most stress over the holidays?



- Close to half of shoppers claim finances as the biggest stressor during the holidays – buying gifts (36%), crowded stores (33%), and getting sick (28%) are additional holiday worries.
- Other top holiday stressors include: cleaning/getting the home ready for guests (23%), gathering with friends and family (17%), and planning events with friends and family (15%).

Source: 84.51° Real Time Insights Survey, November 2023. Sample sourced from consumers who shopped at Kroger in latest 3 months. n=400

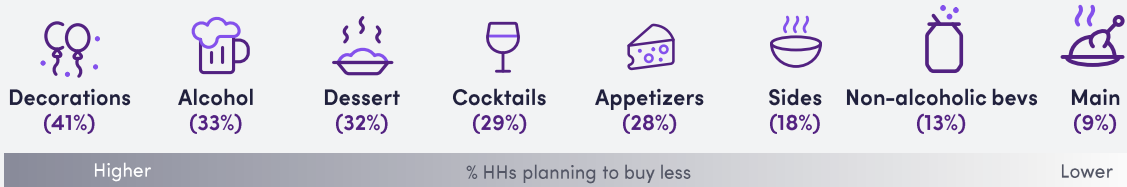
Anticipations and Plans for the 2023 Holiday Season

Finding Balance, Value and What Matters Most...

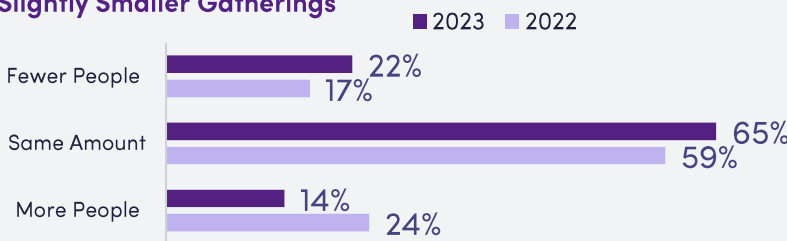
Many people are adjusting their holiday plans this year due to inflation and financial constraints. They are sticking to budgets, using shopping apps, buying less, and cutting back on spending. Consumers are planning to focus on spending time relaxing with family and friends and less on the material aspects of the season.

Ways shoppers are cutting back for Thanksgiving this year...

30% of Shoppers do NOT plan to cut back on their Thanksgiving grocery spend but among those cutting back, they are planning to buy LESS...



Slightly Smaller Gatherings



This year shoppers are dialing back their grocery spend as well as their guestlist.

63% of shoppers mention they will seek out more sales/deals/coupons this year for their holiday shopping vs. their regular shopping, while 35% will seek out the same amount. The top 5 ways shoppers say they will seek out discounts ...

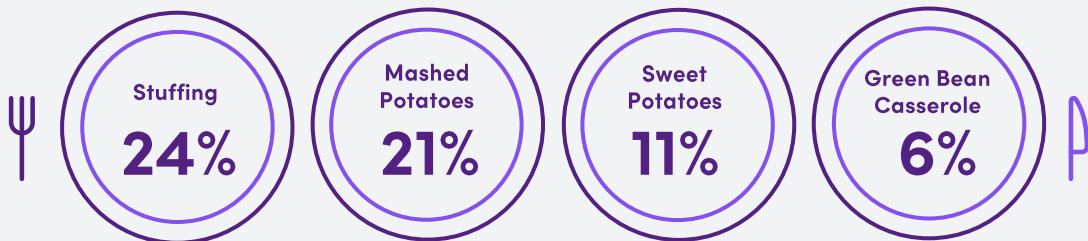
- 62%** Digital Coupons
- 58%** Weekly Ads/Circulars
- 40%** Retailer's Websites
- 37%** Retailer's App
- 29%** Personalized Paper Coupons

Source: 84.51° Real Time Insights Survey, November 2023. Sample sourced from consumers who shopped at Kroger in latest 3 months. n=400



Some say, it's all about the sides - carbolicious!

Top ranked holiday meal side dishes...



Source: 84.51° Real Time Insights Survey, November 2023. Sample sourced from consumers who shopped at Kroger in latest 3 months. n=400



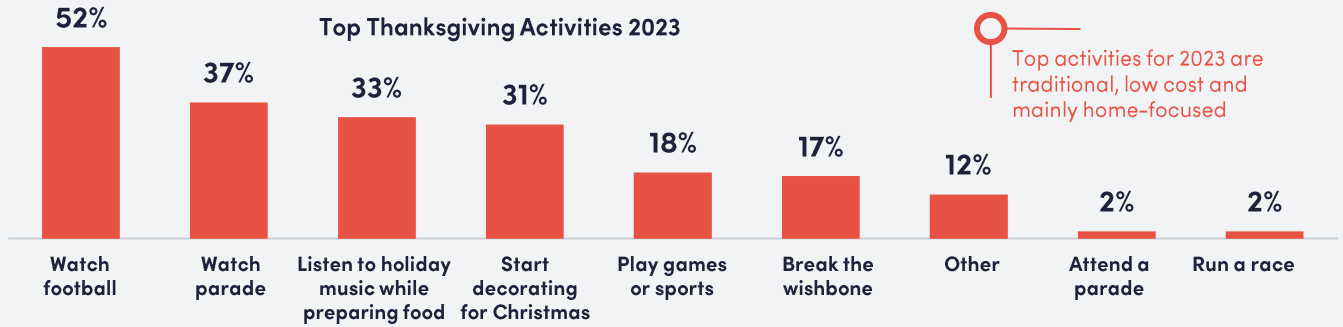
Traditions bring the holiday season to life... Who needs new when you have tried and true?

Most shoppers are not eager to try something new in the kitchen this holiday season. Those looking for inspiration are turning to people they're closest to or online resources for recipes.

27% of shoppers will be seeking out meal inspiration and will rely on the following resources for new recipes:

- 1 **41%**
Friends & Family
- 2 **39%**
Recipe Websites
- 3 **28%**
Cookbooks
- 4 **23%**
Pinterest

Tried & True: only 1% of shoppers plan to make a new tradition this holiday season compared to 14% of shoppers last year.



Source: 84.51° Real Time Insights Survey, November 2023. Sample sourced from consumers who shopped at Kroger in latest 3 months. n=400



Compared to last year, consumers are...

Planning to do **MORE** of...

- Gather with family (19%)
- Watch holiday movies (26%)
- Decorate the house (15%)

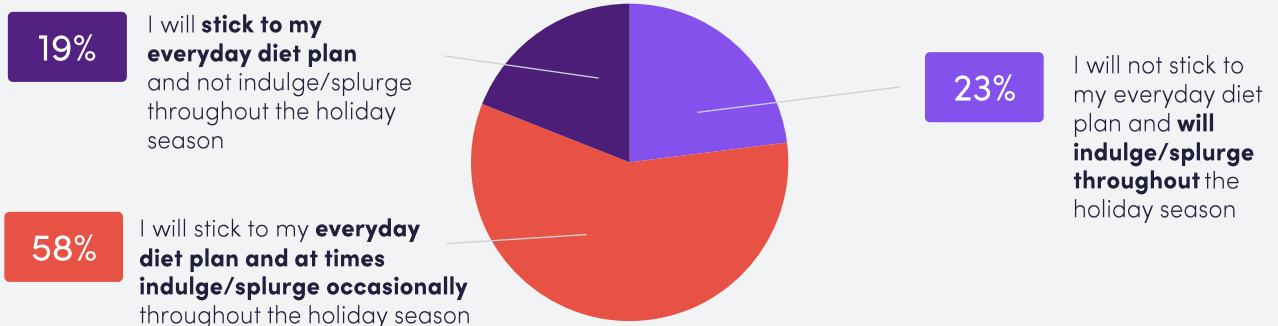
Planning to do **LESS** of...

- Going to restaurants (51%)
- Spending on entertainment (50%)
- Buying gifts (41%)
- Drinking alcohol (38%)
- Travel plans (35%)

Source: 84.51° Real Time Insights Survey, November 2023. Sample sourced from consumers who shopped at Kroger in latest 3 months. n=400



How they anticipate sticking to a diet through the Holidays...



Source: 84.51° Real Time Insights Survey, November 2023. Sample sourced from consumers who shopped at Kroger in latest 3 months. n=400



Highlighted Solutions

84.51° Insights

Dive into seasonal brand and product performance with 84.51°'s **Stratum platform, our self-serve analytics tool**, offering rich customer insights coupled with retail performance measures:

- Discover other seasonal products purchased within the same basket using the **Basket: Products Bought Together** report.
- Find out if holiday financial stress pushes shoppers to lower cost brands or to purchase different pack sizes through the **Switching: Sales Gains/Losses by Product** report.
- Observe holiday high stake items that have a strong eComm performance vs in-store by running a **Modality: Top Products** report.

Connect with us at Insights@8451.com



84.51° Stratum delivers best-in-class insights with a user experience that makes data exploration and decision making simple.

84.51° Loyalty Marketing

MyMagazine is a full-format magazine that includes highly personalized offers and engaging editorial content:

- MyMagazine is an ideal event to highlight your brand's seasonal thematic around the Holidays, utilizing the full page creative.
- Targeted HHs are a mix of both retention (60%) and acquisition (40%) strategies with a 3-month redemption window.
- My Magazine's also include Equity Ad and New Innovation Module opportunities.
- Average ROI is strong at \$5.88 STC!

Connect with us at Loyalty@8451.com



Acquire & Retain Loyal Customers



Drive engagement with shoppers during peak times this holiday season with the **Kroger special Holiday Hustle Package**.

- Package includes **Single Subject Email (SSE)**: added value (discounts), click through to a curated list, or existing promo or Kroger owned page that highlights content relevant to the audience and messaging of the email.
- Lower funnel media package with greater flexibility and added value offerings.
- Connect with your KPM team to identify the ideal audience for your brand's message this holiday season.

Connect with us at KPMinfo@8451.com



Example of Single Subject Email

Package available all of Kroger's Q4 2023 (through January 2024)