

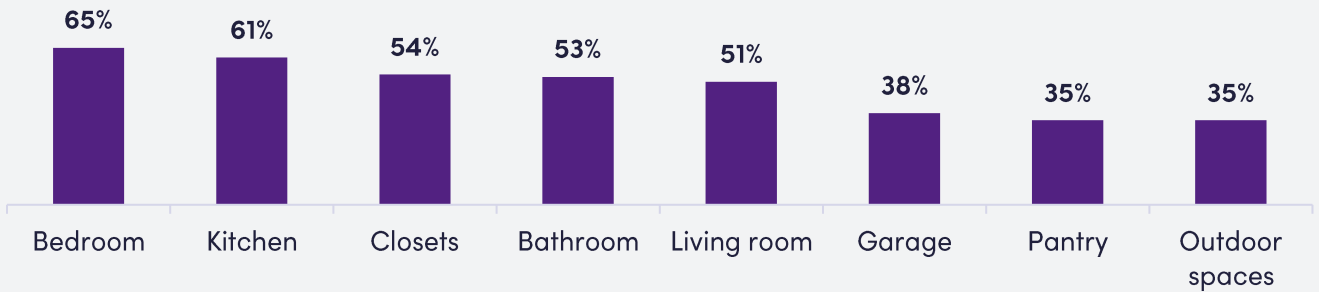
Welcome to the March Consumer Digest, our monthly newsletter where we provide relevant, informative, and actionable insights around consumer trends. This month, we'll look at how shoppers are preparing for spring cleaning, what they are planning to do for spring break, how they are planning to watch March Madness and which snack items are on the list to consume, as well as shoppers' plans for Easter.

Note: you can find our trended topics on page 5.

'Springing' for Spring Cleaning!

Most shoppers (89%) are planning to participate in spring cleaning this year, with about 1/5th having already started their spring cleaning routines.

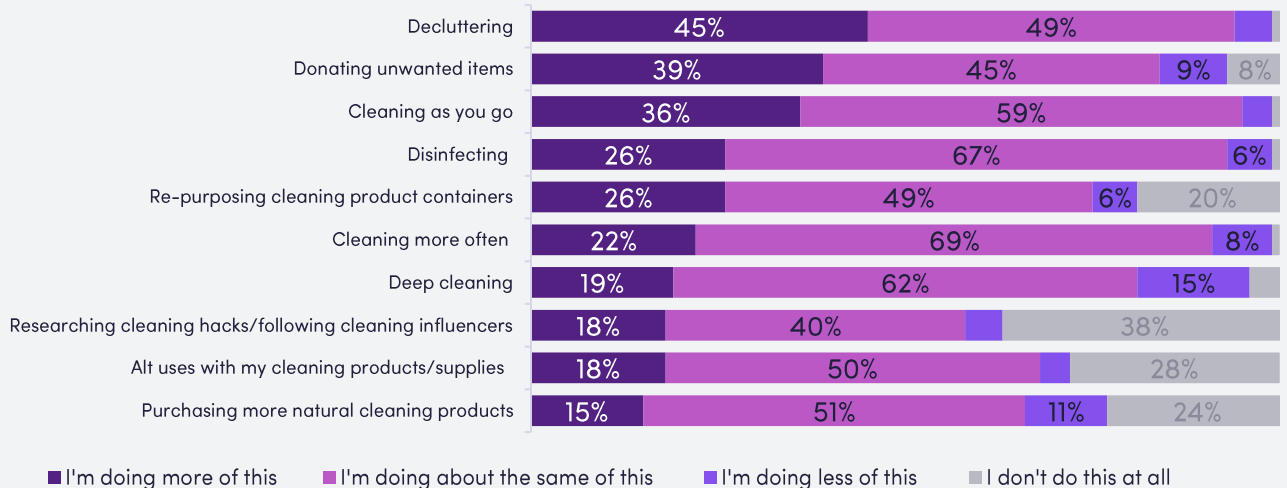
What shoppers are prioritizing for spring cleaning



Q: What areas of the home do you prioritize during your spring cleaning? (n=356, among those planning to spring clean)



Shoppers' cleaning habit changes



Q: How have your cleaning habits changed, if at all, in the past year when it comes to the following? (n=400, data labels 5% and lower have been removed from the chart)



Top 10 products shoppers will purchase for spring cleaning



Idea: Start promoting early for popular items shoppers plan to purchase for their spring cleaning

Q: Which of the following supplies will you purchase for your spring cleaning this year? (n=356)



How shoppers feel during the different phases of cleaning

Before you begin cleaning

45% feel *determined*
 43% feel *motivated*
 37% feel *overwhelmed*

While you are cleaning

47% feel *determined*
 37% feel *motivated*
 27% feel *satisfaction*

After you clean

87% feel *satisfied*
 29% feel *excited*
 27% feel *renewal*

Q: Which of the following emotions do you feel during different phases of the spring-cleaning process? (n=356)



How shoppers plan to take a 'break' this spring

Roughly ¼ of shoppers plan to take some type of spring break this year



29% are planning a 'staycation'



19% are planning to go to the beach / ocean



25% are planning to visit out of town family or friends



9% are planning to visit a city

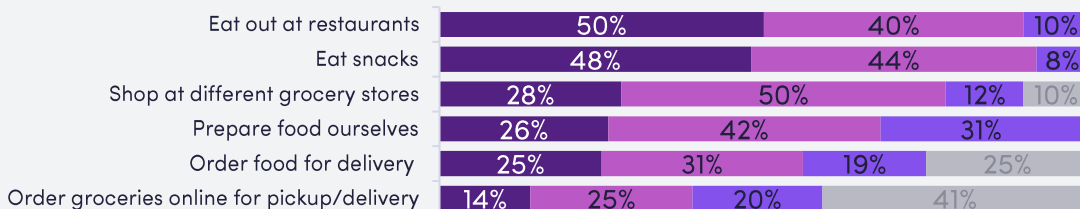
Q: Will you or anyone in your household take any type of spring break this year? (n=400)

Q: Where do you plan to go for spring break? (n=113)



How shoppers' eating habits will change while on spring break

■ More ■ Same ■ Less ■ I don't ever do this at all

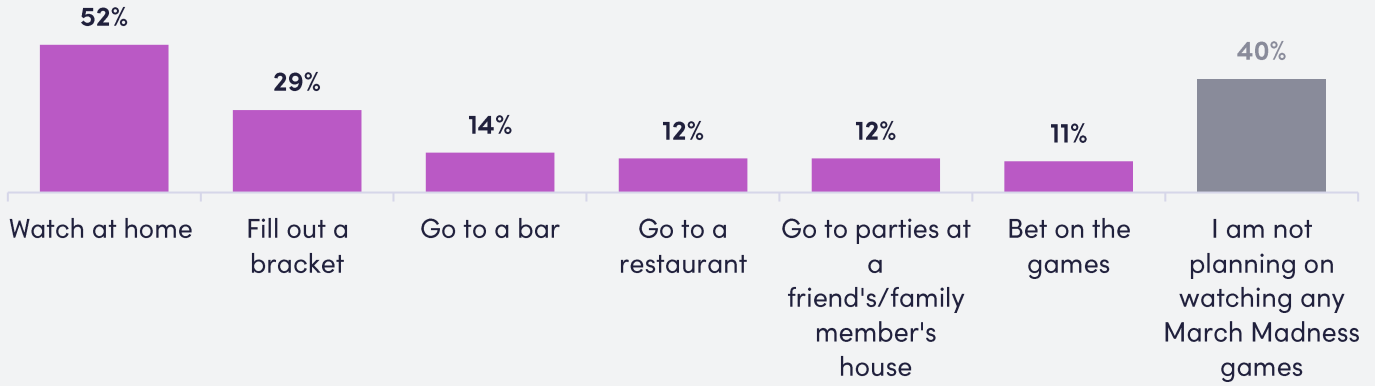


Q: How do your eating habits change, if at all, during spring break compared to other times of the year when it comes to the following? (n=113)



March MADNESS!

What shoppers are planning to do for March Madness



Q: What are your plans for March Madness? n=400



Most liked March Madness Snacks

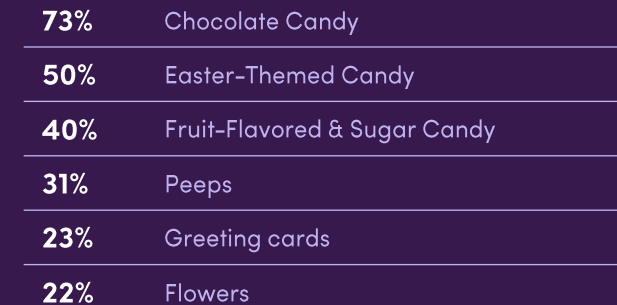


Q: Please rank your top snack items you like to consume during March Madness? (n=241)



How shoppers are planning to celebrate Easter

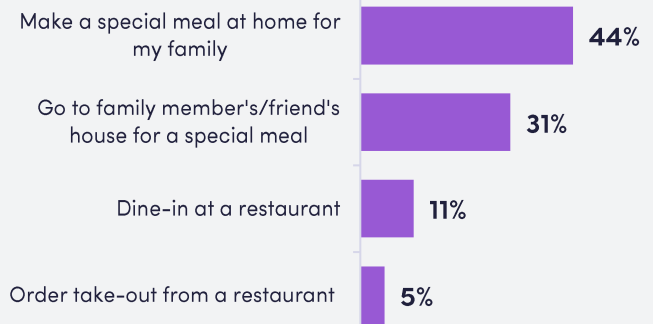
What shoppers are planning to purchase for Easter



Q: If you plan to celebrate Easter, what do you plan on purchasing? (n=338, among those planning to celebrate Easter)



How shoppers are planning their Easter meals

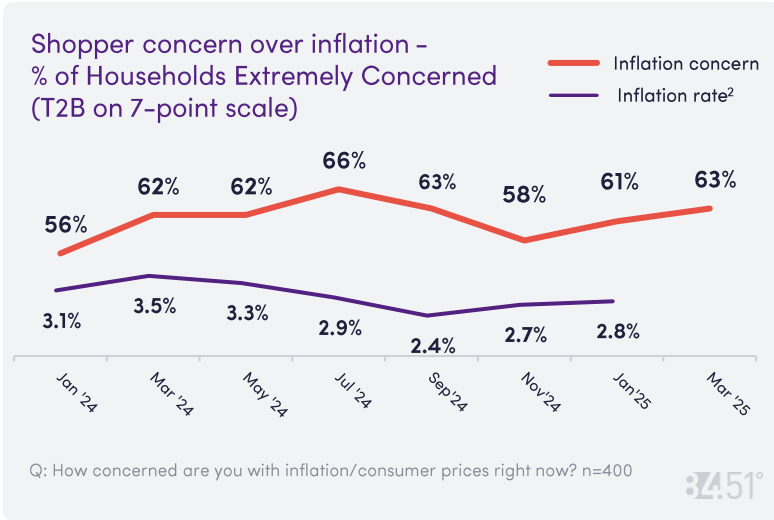


Q: Do you plan on doing anything special for any of your Easter meals? (n=338)



Trended Topics

Shopper concern over inflation and actions they are taking as a result to price increases

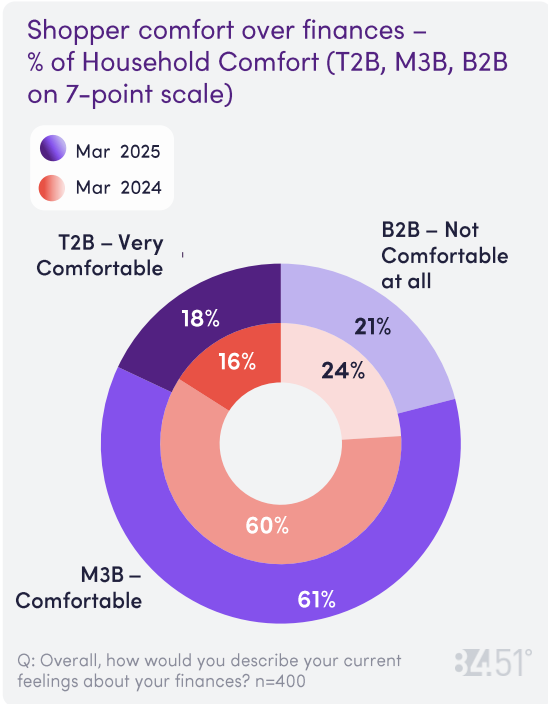


Response to inflation - Top-3 attributes trended (Monthly)

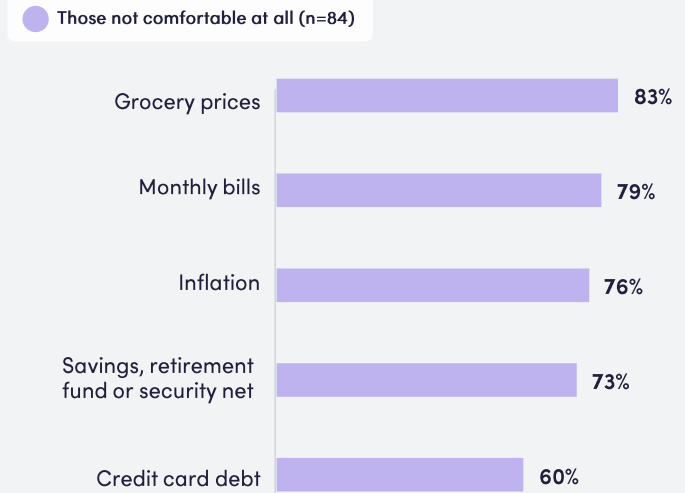
	Nov'24	Jan'24	Mar'25
I have been looking for sales/deals/coupons more often	69%	70%	69%
I have been cutting back on non-essentials like snacks, candy, etc.	54%	54%	52%
I have switched to a lower cost brand more often	49%	50%	56%

Q: As grocery store prices increase, have you made any of the following changes? n=400

Comfort over finances and what is driving those comfort levels



Financial discomfort level drivers - % selected



Q: What is driving your current level of comfort with your finances? n=400

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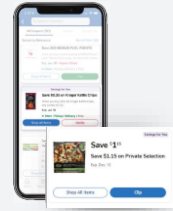


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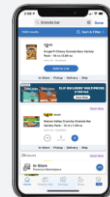


Targeted Digital Coupons are delivered digitally based on custom personalization objectives.

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Targeted Onsite Ads (TOA) are a pay per view (CPM Based) solution where advertisers can set bid prices in the Kroger Ad Platform and join eligible auctions. TOAs drive inspiration and consideration with relevant shoppers across highly trafficked Kroger.com site and app placements like Home, Search and Savings pages.

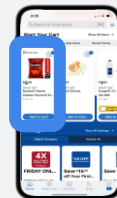
- Inspire shoppers with ads similar to what they're already buying; used to drive strong engagement with new & existing HHs.
- Deliver messages on pages that over-index with price sensitive shoppers & amplify promotions.



Targeted Onsite Ads can drive to destinations like direct add-to-cart, product detail page, brand page, and digital coupons

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- **Search & Browse:** Boost products when users are actively shopping and adding products to their cart.
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