

Consumer Digest

Issue 5: 2025

Welcome to this edition of the Consumer Digest, our periodic newsletter where we provide relevant, informative, and actionable insights around consumer trends. This month, we're diving into how the values of retailers and brands impact shopping behavior. We also review how these stated behaviors do or do not play into their planned summer activities and purchases. The outlook is sunny...at least for some!

Moral Value

Shoppers' expectations of retailers are evolving to include their moral stances. Consumers seek retailers and brands that have a clear stance on topics and often vote with their dollars accordingly.

How important are values when it comes to purchase behavior?

(Top 2 Box on a 7-point scale, where 7 = "Extremely Important")



GROCERY RETAILERS

- 28%** I am more likely to engage with retailers if they support or partner with local businesses in my area
- 27%** If a retailer aligns with my values, I am more likely to purchase from them over others
- 25%** I avoid retailers that noticeably contradict my values
- 24%** I am more likely to recommend retailers that align with my values to others (e.g., friends, family)
- 23%** I feel a sense of pride when purchasing from retailers that align with my values

Q. How much do you agree with the following statements as they relate to shopping at grocery retailers that align with your personal values and practices? (n=400)



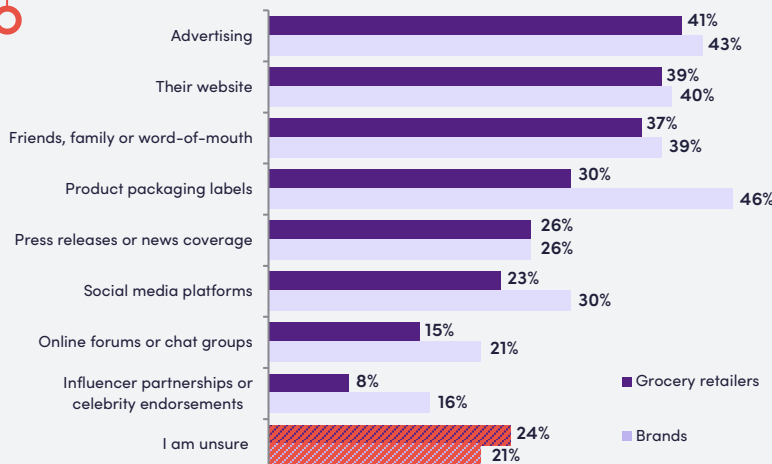
BRAND

- 29%** I am more likely to recommend brands that align with my values to others (e.g., friends, family)
- 27%** If a brand aligns with my values, I am more likely to purchase from them over others
- 27%** I feel a sense of pride when purchasing from brands that align with my values
- 27%** I avoid brands that noticeably contradict my values
- 27%** I am more likely to engage with brands if they support or partner with local businesses in my area

Q. How much do you agree with the following statements as they relate to shopping for brands that align with your personal values and practices? (n=400)

How shoppers learn about Retailers' & Brands' values and how it impacts their purchasing

Advertising is the #1 way shoppers learn about Retailer Values and Product Packaging labels are #1 way shoppers learn about Brand Values



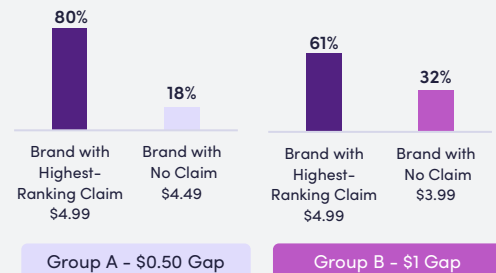
Q. What are the typical ways you learn about the values and practices of each of the following? (n = 400)

84.51°

Choice Exercise Using Top Claims for Ice Cream Brands



Most shoppers are willing to purchase products at a higher price point if the packaging features a claim related to a cause that is important to them, especially when the price difference is less than \$1

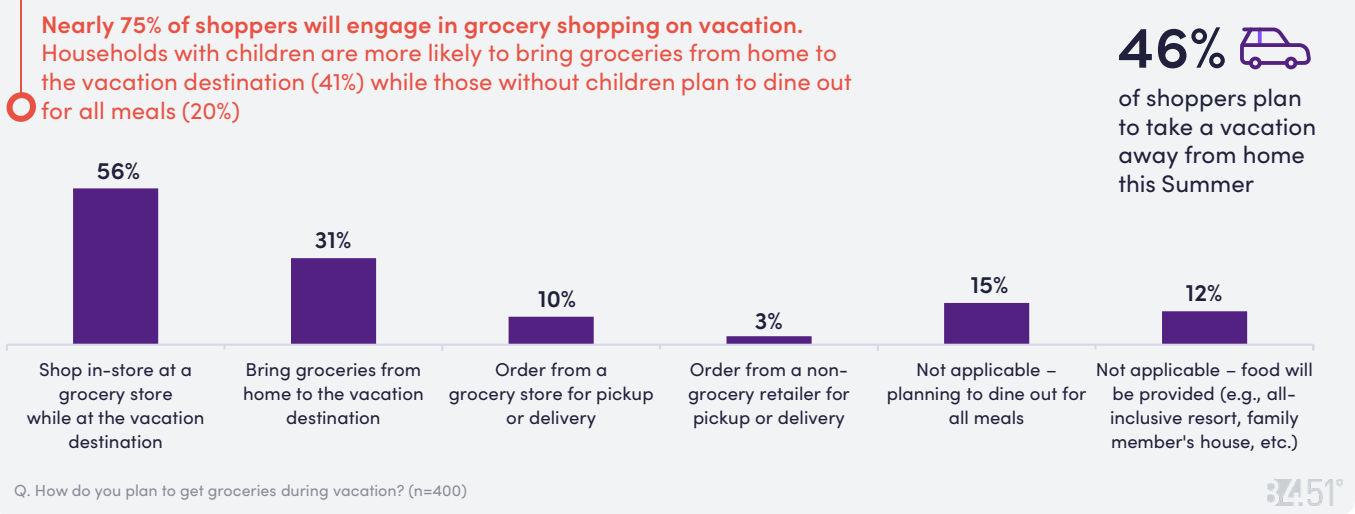
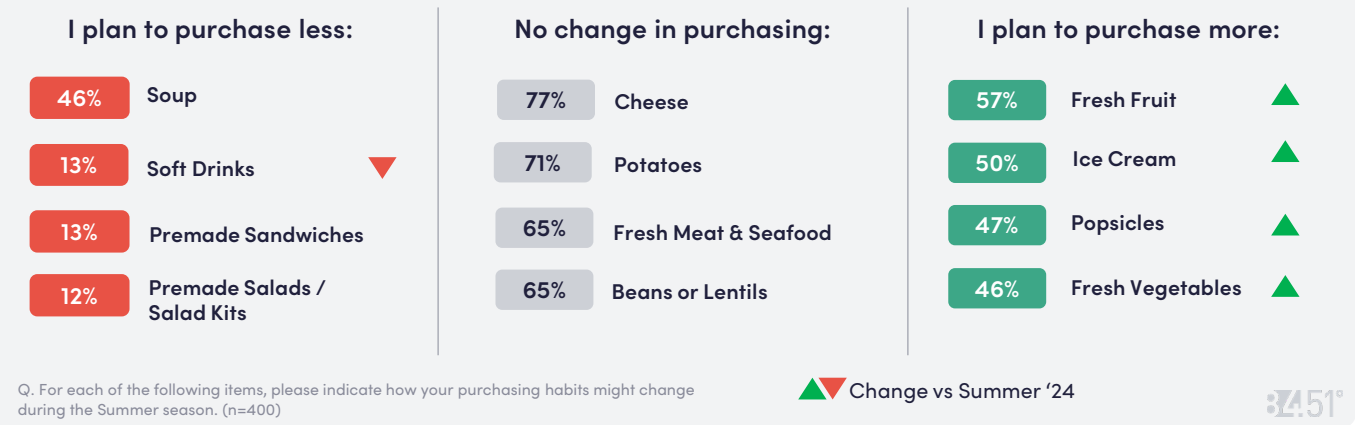


Q. For this question, please imagine you are shopping for ice cream at Kroger and each item is packaged in the same 48 oz tub. Which brand would you purchase? (n=400)

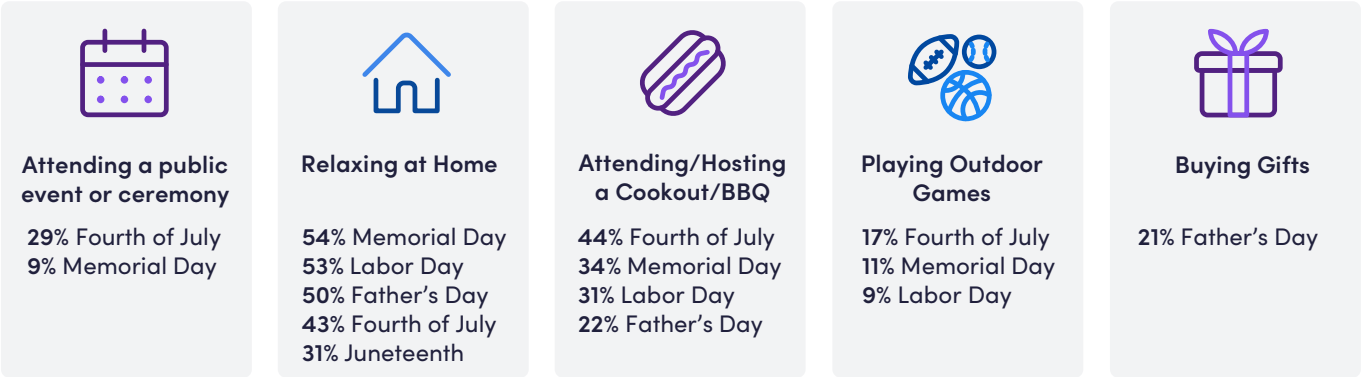
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How are shoppers preparing for Summer fun?

Purchase habits by category changes seasonally – Shoppers adjust purchasing by category during summer months with **18% claiming they'll shop less** than other seasons and only **15% claiming to shop more**.

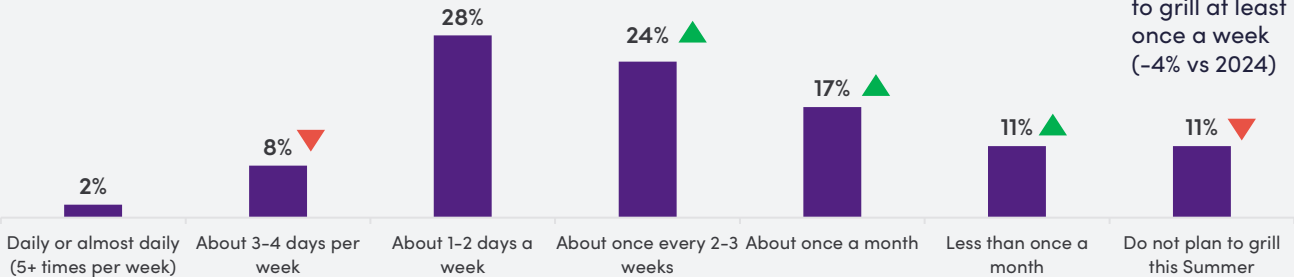


Despite vacation plans being lighter, shoppers are still planning for a relaxing Summer – focused on celebrations close to home




Grilling heats up in the summer – with even more shoppers planning to grill this summer
(+7% more planning to grill at some point vs. YA)

38% 
of shoppers plan
to grill at least
once a week
(-4% vs 2024)

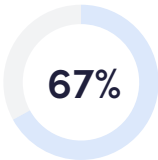


Q. How often are you planning to grill this summer? (n=400)

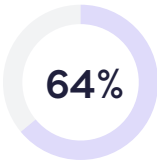
  Change vs Summer '24

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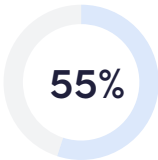
Fresh flavors, hot off the grill
Fresh foods rise to the top as Summer Staples



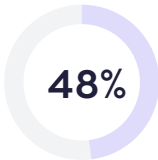
Hamburgers or
Hot Dogs



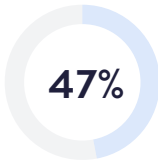
Seasonal Fruits
(watermelon, strawberries,
cherries, etc.)



Popsicles or
Ice Cream



Grilled Cuts of Meat
(chicken, steak, etc.)



Seasonal Veggies
(corn, zucchini,
cucumbers, etc.)

Within Beverages, Lemonade (40%) is the preferred Summer beverage, followed closely by Iced Tea/Sweet Tea (38%); with Seasonal Beer and Wine coming in at 20%.



Popsicles or Ice Cream jump to 66% within 25–34-year-olds. We see a similar increase within households with children (67%).




Seasonal Beers & Wines also spike within both 35–44-year-olds and households with children.


Q. Which of the following items does your household consume more often during the summertime or during the summer holidays? (n=400)

Summer sides that shine

1 
Corn on the cob or
other vegetables

2 
Potato Salad

3 
Seasonal fruits or
fruit salad

4 
Deviled Eggs



Q. Which of the following are your favorite summer cookout side dishes? (n=400)

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.



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° In-Queries & Digital Journey

84.51° In-Queries

- Gain insights into niche products and buyers to build customized summer strategies
- Identify drivers of behavioral changes to uncover household opportunities
- Improve innovation and sell-in strategy based on concept evaluation from real shoppers...and More!



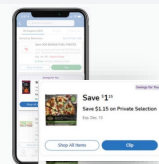
Digital Journey

- Dive into shoppers' digital behavior (Kroger web and app), with the ability to filter on specific household segments and product groups (down to UPC level) to optimize ecommerce strategy for your brand
- Unlock the most common summer search terms within the category, and see how your brand shows up
- Activate on insights from wide array of modules (Path to Purchase, Search Journey, etc.) to inform activations based on your customers' behaviors...and More!

Connect with us at Insights@8451.com

Deliver on custom objectives through 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.



- Appeal to key summer audiences, drive trial of new grilling products (and more!), recapture lapsed households and re-engage repeat purchases.
- 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 summer shopping with Pinterest

Pinterest is where shoppers go to plan their ideal summer. Activate on Pinterest to reach engaged, high-intent users as they search, save, and shop for warm-weather moments through:



Seasonal Search Intent: Pinterest is where users turn for summer ideas. From grilling recipes and backyard party setups to festive Fourth of July inspiration, people are actively planning how to make the most of the season. Show up with content that fuels their next celebration, gathering, or summer event.

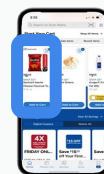
High Summer Engagement: Pinterest sees >6 million searches and 74 million saves in the summer food and drink category, with grilling content alone driving 169 million saves. Users are actively engaging with seasonal inspiration at scale.

Build Brand Interest: Pinterest helps turn summer ideas into brand interest. Pinterest drives 10x more branded searches off-platform than other social media platforms.

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Reach relevant shoppers through 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 summer items in the basket via personalized, science-driven carousels across the site & app.
- **Search & Browse:** Boost products when users are actively shopping for summer meals and adding products to their cart.
- **Savings:** Re-engage past buyers or attract savings-oriented households with sales or digital coupons.

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