

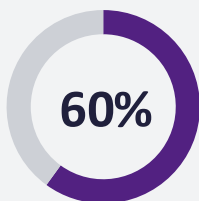
Consumer Digest

Issue 8: 2025

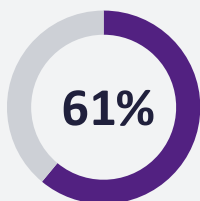
Welcome to this edition of the Consumer Digest, our periodic newsletter where we provide relevant, informative, and actionable insights around consumer trends. Football season changes the playbook for households, shaping plans, priorities, and daily decisions. In this installment we're breaking down what matters, where it happens, and the sources for inspiration.

Game Day: Watch, Cheer, Feast and Celebrate Together!

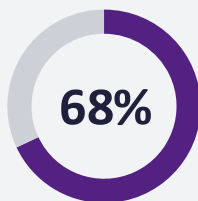
Football households are highly engaged, with most tuning in weekly and focusing on NFL and college games. These fans often overlap with basketball and baseball audiences and make football season a social event by hosting or attending watch parties & tailgates throughout the season.

Football Fans: All-In on the Action

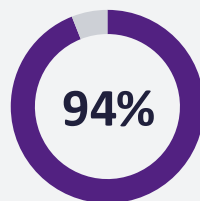
Also watch Basketball



Also watch Baseball



Watch College Football



Watch NFL

Q: Which of these sports do you or your household typically watch or play? (n=400)

Q: Which of the following football leagues do you or your household follow? (n=400)

**Where are they watching?**

94%

At home



63%

At a friend/family
member's house

46%

While
tailgating

Q: Where do you or your household watch football games throughout the season? (n=400)

75% of households who watch football, do so at LEAST once a week**Top 4 game day staples remain the same for football parties, tailgates, and casual viewing**

1



Chips

2



Dips

3



Soda

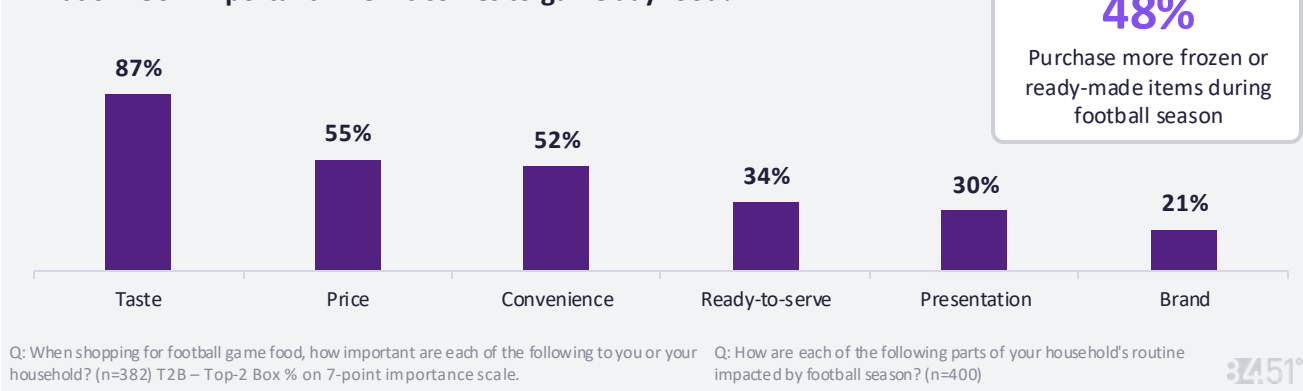
4



Alcohol

Q: What items do you or your household typically purchase when you are going to or hosting a football watch party? (n=299), going to a tailgate? (n=213), watching football in general? (n=400)

What's MOST important when it comes to game day food?



Game Day Gains: Football Season Sparks Fresh Tastes and New Households to Win Over!



84%

shop for tailgating
1 to 3 days before



51%

buy fresh produce
for watch parties



62%

buy game day snacks & meals on
the weekend

Q: When do you or your household prefer to shop for tailgating? (n=213)

Q: What items do you or your household typically purchase when you are going to or hosting a football watch party? (n=299)

Q: What day of the week do you or your household usually shop for football game snacks or meals? (n=382)

New Purchases, Parties, and Excitement...



Around **one-third** of households report **purchasing items they don't typically buy during** other times of the year, with football season sparking their interest in **trying new flavors and products**.

63%

say football season is
exciting and engaging

54%

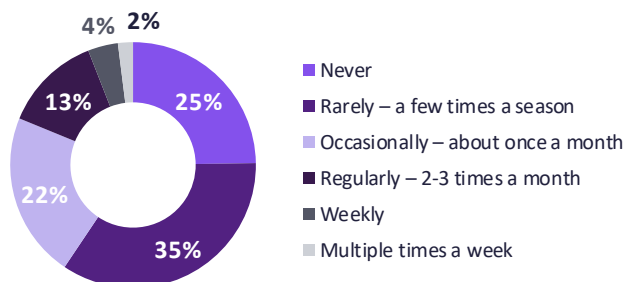
notice a lot of media content
about football during the season

53%

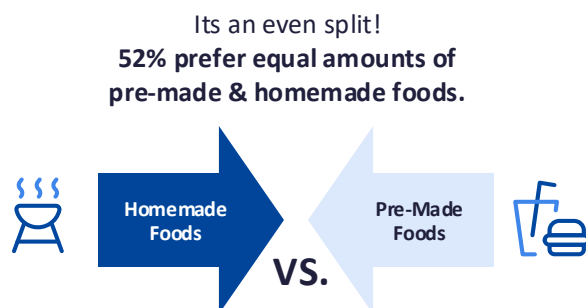
say football is easy to host
parties and gatherings for

Q: How much do you or your household agree with each of the following statements about football season? (n=400) T2B – Top-2 Box % on 7-point agreement scale

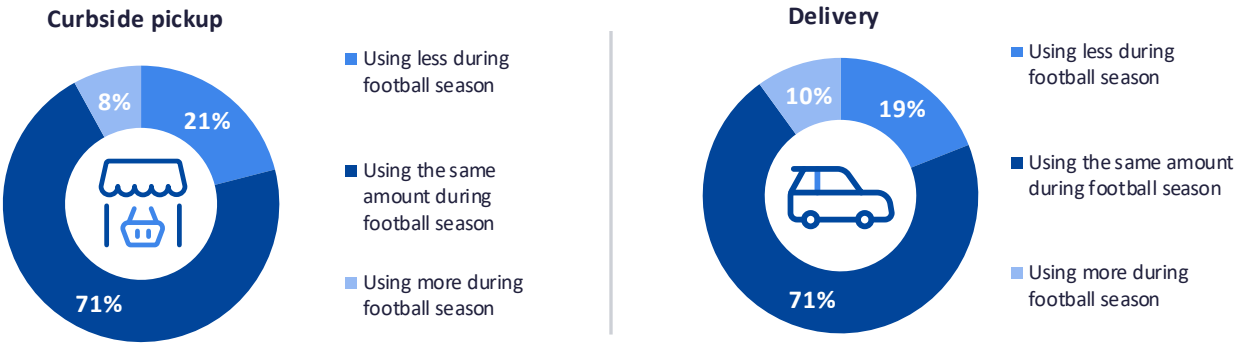
How Often Do You Host or Attend Football Watch Parties?



Are you making the food or is someone else?



...but some things stay the same: *Pickup and Delivery Habits Stay in Bounds!*



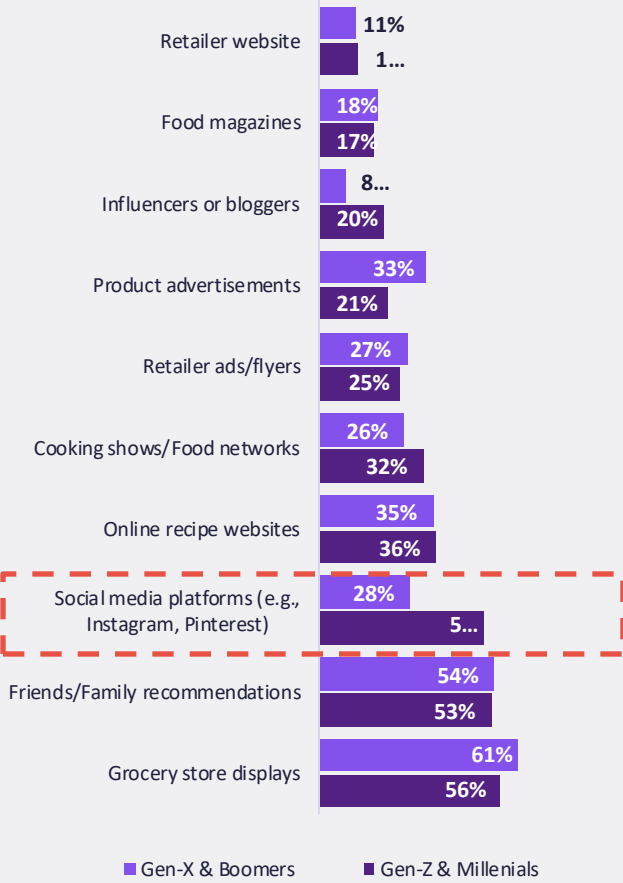
Q: Which of the following best describes your household's shopping preferences during football season? (n=400)

Generational Playbook: Food Inspiration, Drinks, and Packaging Preferences

Serving up Inspiration!

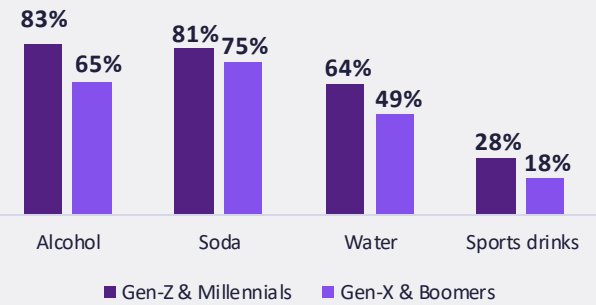
2x

Gen Z and Millennials are nearly 2x more likely to use Social Media for Game Day Food ideas



Who's bringing the beverages?

Gen-Z & Millennials are the MVP's when it comes to bringing the beverages to the party.



Q: What items do you or your household typically purchase when you are going to or hosting a football watch party? (25-44 n=75, 45-74 n=306)

Generational Preferences for Themed and Seasonal Packaging During Football Season

	Gen-X & Boomers	Gen-Z & Millennials
Team branding	1st	2nd
Event-specific packaging (e.g., Super Bowl)	2nd	1st
Seasonal designs (e.g., fall or holiday themes)	3rd	3rd
Limited edition packaging	4th	4th
Collaborations with sports personalities	5th	5th

Q: When purchasing food and drinks during football season, which types of themed or seasonal packaging do you or your household look for? (25-44 n=75, 45-74 n=306)

Q: Where do you or your household seek inspiration for tailgate/game day foods? (25-44 n=75, 45-74 n=306)



This publication is developed by the same research and insights experts who provide consultation to help grow your business.



STRATUM

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 & Digital Journey

84.51° Consumer Research

- Learn which football campaigns resonated and the reasons why they resonated to develop stronger creative in 2026.
- Understand consumer reaction to in-store or digital displays through mission-based activities to optimize football strategies for next year.



Digital Journey

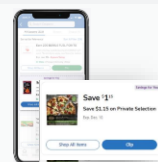
With the rise in ecommerce during Football Season, comes a need to understand the digital shopper to optimize the online experience and activate in the right ways.

- Where on the site are shoppers engaging with my products and at what rate does engagement lead to conversion?
- What search terms are shoppers utilizing and what terms are most popular?
- What does the basket building process look like?
- ... 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.



- Tap into households' enthusiasm for trying new products and flavors**, drive trial of new products, 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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Create unique shoppable moments with Meta

Facebook & Instagram advertising meets customers when they are browsing and boosts awareness & traffic back to high-performing products or custom pages on Kroger.com.



Transform curiosity into a cart building opportunity

- Facebook commands **53% of all social media site visits** in the United States and 63% of shoppers who use Facebook use it for shopping activities.
- Engage younger generations and **spark product trial** during football season, a time when **consumers are more tuned in to media** and more open to **trying something new**.

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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 items in the basket via personalized, science-driven carousels across the site & app.
- Search & Browse:** Boost products when users are actively shopping for game day staples 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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