

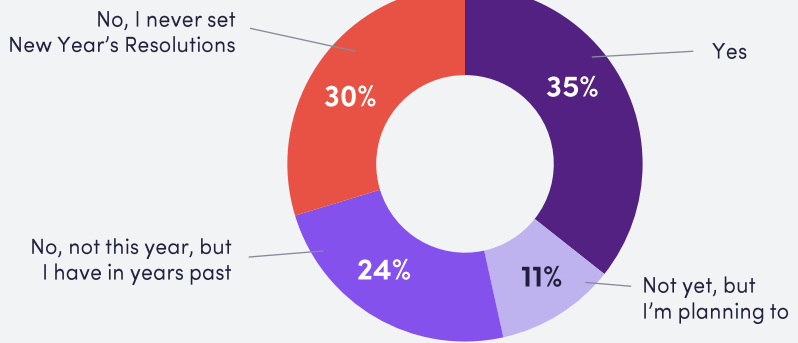
Welcome to the January Consumer Digest, our monthly newsletter where we provide relevant, informative, and actionable insights around consumer trends. This month, we'll focus on consumers' New Year's resolutions, examining how they plan to adjust their spending, reshape their diets, and redefine healthy eating for the year ahead. We'll explore consumers' perspectives on food as medicine and their priorities when choosing fruits and vegetables. Finally, we'll discuss Valentine's Day. *Note: you can find our trended topics on page 5.*

Starting Fresh in the New Year

Resolutions Setting in 2025?



46%
of HHs have
(or plan to)
set New Years
Resolutions
in 2025

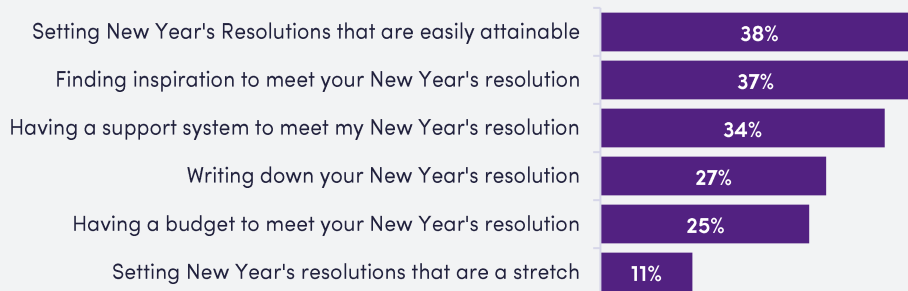


Q: Have you set any New Year's resolutions for 2025? n=400



The most important factors for shoppers when considering New Year's Resolutions

Top 2 Box - Shoppers who have set resolutions, plan to make resolutions or have set resolutions in the past.



Q: How important are the following when it comes to setting New Year's resolutions? n=280



Top New Year's Resolution Themes

Of Shoppers who have set resolutions or plan to set resolutions

1. Physical health – **75%**
2. Personal finances – **52%**
3. Emotional wellbeing – **47%**

Q: What area(s) of life do your New Year's resolutions apply to? n=186



Top 5 sources of resolution inspiration

Of Shoppers who have set resolutions or plan to set resolutions

- | | |
|------------------------|------------------------------------|
| 1. Personal reflection | 4. Religious practices |
| 2. Friends and family | 5. Current events or social issues |
| 3. Social media | |



Q: Where did you find inspiration for your New Year's resolutions? n=186



Top 3 category spending shifts based on resolutions



SPENDING MORE

1. Savings/Investments **52%**
2. Travel **27%**
3. Supplements **23%**



SPENDING LESS

1. Dining out/Carry out **63%**
2. Outside of home entertainment **45%**
3. At home entertainment **39%**

Q: Do you plan to change your spending in these categories due to New Year's resolutions?
n=186 (Those planning to make resolutions)

Consumers look to adjust their diet entering 2025

The biggest changes that most shoppers plan to make in 2025 relate to healthy eating habits

"I plan to incorporate more fruits and vegetables into my diet. I also plan to include foods that are organic with less (or no added) sugar."

"Less eating fast food. Eat a healthier diet with portion control during my meals."

"I do not plan to make any changes. I already choose fresh fruits/veggies/meats prepared in a healthy way. I exercise every day. I read labels. I choose to eat a healthy diet."

"Making healthier meals at home and for my kids to eat more fruits/vegetables, lower sweets intake and increase water intake."

"Making more foods from scratch"

Q: Thinking about 2025, what are the biggest changes you're planning to make related to the foods that you eat?

Healthy eating is defined in a variety of ways by individuals



"Reading labels and tracking my caloric and other nutrient intake. Eat fresh foods and less processed foods cooked in a healthy way."

"I feel it means that you are including all of the important food groups in your diet."

"More fruits and vegetables, protein with every meal, more water each day, less candy and sweet snacks."

"Everything is good in moderation. Eat whole foods but still enjoy your life."

"Organic vegetables and meats that contain no pesticides."

"Appropriate portions, avoiding added sugars"

Q: In your own words, describe what 'healthy eating' means to you?



Cost is the #1 influencer when it comes to what shoppers decide to eat and is the biggest challenge for healthy eating



TOP 5 variables contributing to shoppers' eating decisions:

- 73%** – Food costs
- 53%** – Foods that are available where I shop for groceries
- 44%** – Time required to prepare food
- 22%** – Recommendations from friends and family
- 18%** – Ability to eat on the go

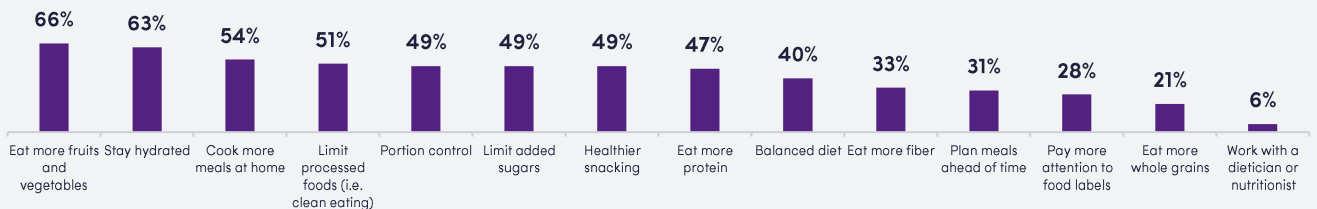
Q: Which of the following influence the type of foods you eat? n=400

TOP 5 challenges shoppers face when it comes to healthy eating:

- 36%** – Food costs
- 13%** – Finding healthy options that taste good
- 12%** – Lack of time
- 9%** – Finding healthy options that fill me up
- 7%** – Knowing which foods to eat

Q: Which of the following are your biggest challenges when it comes to healthy eating? n=400

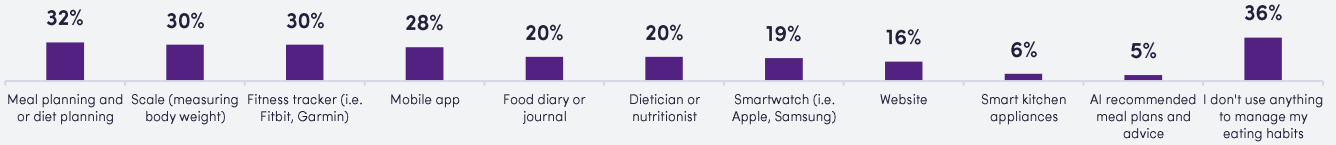
Shoppers plan to use a variety of strategies to accomplish their health goals in 2025



Q: Which of the following are you planning to do this year to help you eat healthy? n=400



While many shoppers do not use any resources to manage their eating habits, the top management techniques among those who do are:



Q: Which of the following do you use to help manage your eating habits? n=400



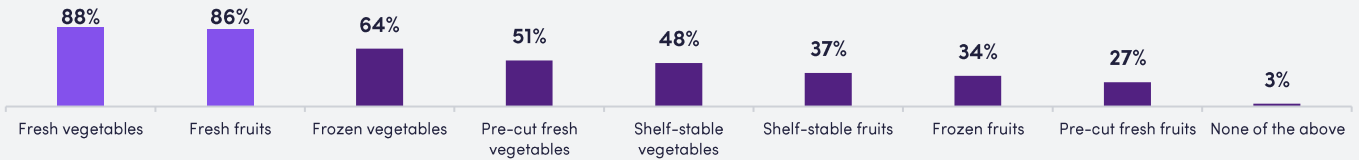
Food as Medicine – Managing weight, heart health and energy are the most common concerns across all ages (T2B)

AGE	Manage Weight	Heart Health	Energy	Blood Sugar	Gut Health	Cholesterol	Brain Health	Bone Health	Blood Pressure	Protect against disease	Boost Metabolism	Improve Sleep	Dental Health	Skin Health	Muscle Repair	Reduce Stress
18-34	64%	55%	60%	55%	53%	49%	55%	47%	47%	51%	58%	47%	40%	45%	42%	40%
35-54	68%	67%	64%	64%	60%	57%	55%	53%	52%	51%	51%	51%	47%	47%	43%	42%
55-74	71%	75%	64%	65%	57%	67%	51%	51%	53%	53%	43%	51%	47%	33%	41%	41%

Q: How important do you believe the food you eat is, if at all, when it comes to the following? 18-34 n=56; 35-54 n= 272; 55-74 n=76

Legend: Dark Green= Highest Concern; Light Green=2nd Highest Concern; Light Red= 2nd Lowest Concern; Dark Red: Lowest Concern

“Fresh” is the main form of fruits and vegetables that shoppers purchase



Q: Which of the following types of fruits and vegetables have you purchased in the past 3 months? n=400

Shoppers purchase Fresh Produce for health benefits; Frozen and Shelf Stable for longevity / availability / price; and Pre-cut for convenience

FRESH n=377	FROZEN n=275	SHELF STABLE (Canned, jars, cups) n=237	PRE-CUT FRESH n=229
<ul style="list-style-type: none"> Is a healthier option (66%) Helps me incorporate these into my diet (38%) Easier to use for meals or recipes (28%) 	<ul style="list-style-type: none"> Lasts longer (59%) Available out of season (52%) More cost effective (45%) 	<ul style="list-style-type: none"> Lasts longer (56%) Available out of season (49%) More cost effective (43%) 	<ul style="list-style-type: none"> Saves me time washing and slicing (54%) Easier to pack for snacks and lunches (38%) Easier to use in meals/recipes (31%)

Q: Why do you purchase each type of fruits and vegetables? (base sizes vary amongst those who purchase each produce type)

The following inspire trial of new fruits and vegetables – though 13% of shoppers say nothing will get them to try new fruits and veggies



In-store sampling or tasting stations (52%)



Recipe suggestions (48%)



In-store signage (22%)



Social media posts (15%)

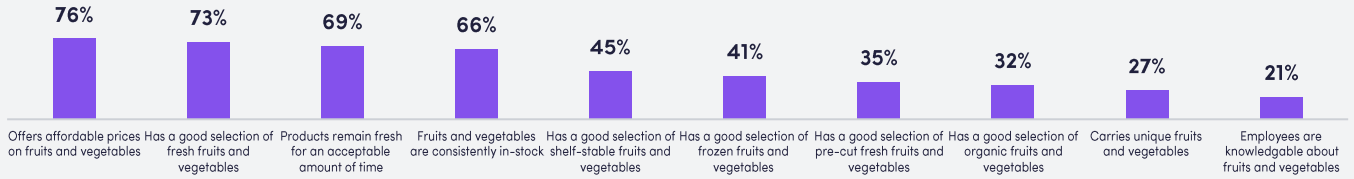


Social Media soars to the 2nd most popular source of trial inspiration among 18-34 year olds (30%)

Q: Which of the following would encourage you to try new fruits or vegetables? n=400; 18-34 n=56



Retailer drivers: Price, assortment, freshness and availability of produce are the main reasons shoppers choose where to shop (T2B)



Q: How important are each of the following when deciding where to purchase your fruits and vegetables? n=400



Drugs used for weight loss have gained traction among shoppers in the past year

24% of Kroger Shoppers are very familiar with GLP-1 Drugs to support weight loss (T2B)

18% of Kroger Shoppers are very interested in GLP-1 Drugs to support weight loss compared to 17% in 2024 (T2B)

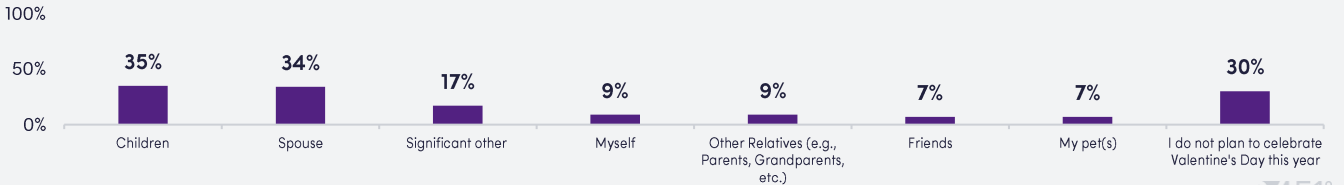
Q: How familiar are you with the recent trend of consuming GLP-1* drugs to support weight loss? *GLP-1 (glucagon-like peptide-1) drugs are a type of medication being prescribed for diabetes and one of the side effects of these drugs is weight loss. Common brands include Ozempic, Wegovy, Mounjaro) n=400

Q: How interested are you in using GLP-1 prescription drugs (e.g., Ozempic, Wegovy, Mounjaro) in the future? n=400



Showing the LOVE on Valentine's Day...

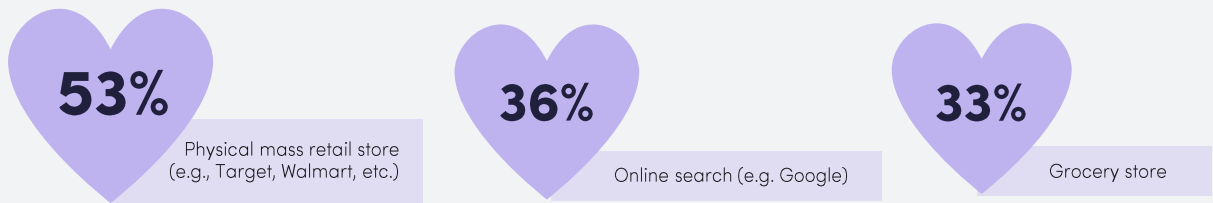
Who are you buying for?



Q: Who do you plan to buy gifts for this Valentine's Day? n=400



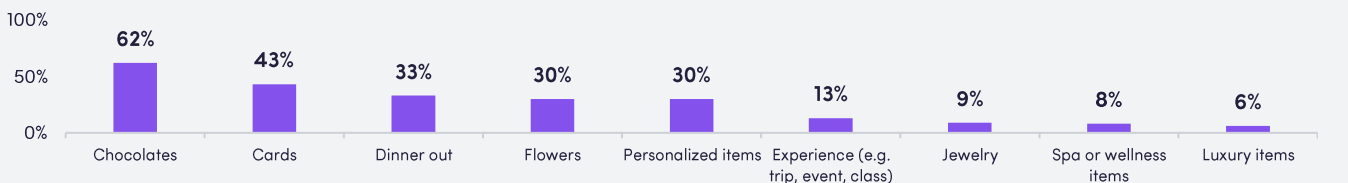
Valentine's Day gift inspiration



Q: Where do you look for Valentine's Day gifts inspiration? n=279 (Those planning to celebrate)



More shoppers plan to purchase less expensive, simple gifts for Valentine's Day vs. more expensive, involved purchases

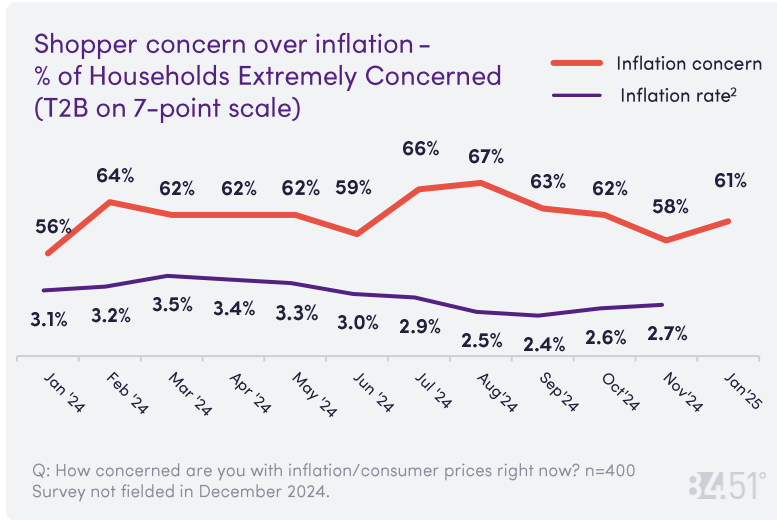


Q: What type of gifts do you plan on buying for Valentine's Day? n=279 (Those planning to celebrate)



TRENDED TOPICS

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

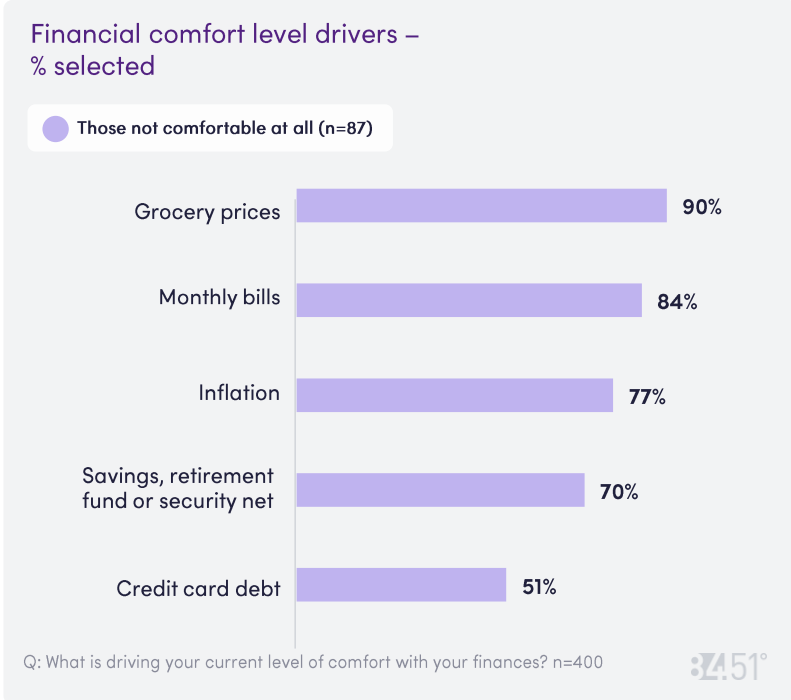
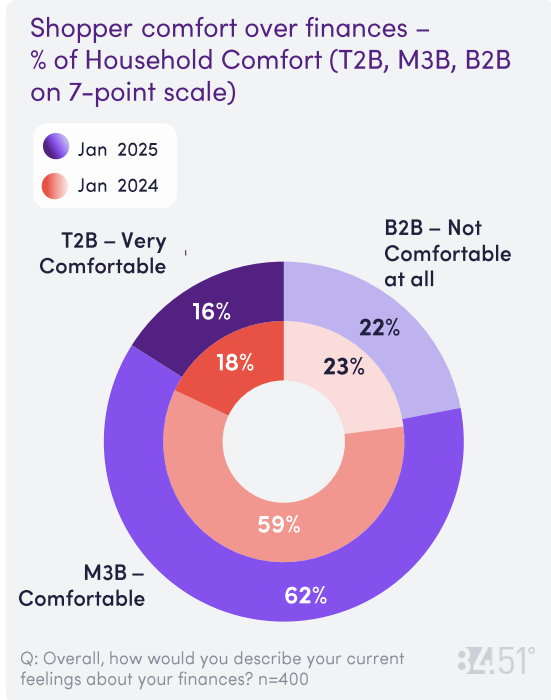


Response to inflation - Top-3 attributes trended (Monthly)

	Oct'24	Nov'24	Jan'25
I have been looking for sales/deals/coupons more often	71%	69%	70%
I have been cutting back on non-essentials like snacks, candy, etc.	55%	54%	54%
I have switched to a lower cost brand more often	51%	49%	50%

Q: As grocery store prices increase, have you made any of the following changes? n=400
Survey not fielded in December 2024

Comfort over finances and what is driving those comfort levels



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This analytics solution combines rich customer behavior insights with retail performance measures to deliver science-powered insights that drive results.

84.51° Real Time Insights:

This survey measures the attitudes, perceptions, and behaviors of 400 people verified to have shopped at a Kroger banner in the past 3 months.

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Get quality and control without sacrificing speed

84.51° Loyalty Marketing

Retain and Reward current customers with Loyal Customer Mailers (LCM), while increasing share by driving incremental visits, units and sales through personalized offers on items customers buy most.

- LCMs are sent to 12M HHs monthly, with a 1-month redemption window.
- Performance: 10.22% redemption rate and \$4.74 sales to cost
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 - Inventory: up to 12 offers in each LCM
 - 5.01% redemption rate and \$2.97 sales to cost

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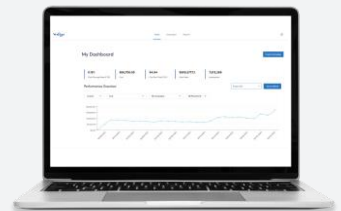
Loyal Customer Mailers are delivered via direct mail and digitally based on customer engagement



The Kroger Ad Platform is your all-in-one self-service tool designed to boost your brand's visibility on Kroger's eCommerce sites and apps. Build impactful onsite search and display campaigns with customizable features, select relevant audiences, and measure real results— all with minimal effort.

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