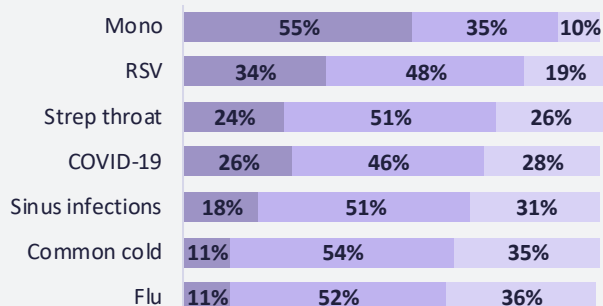
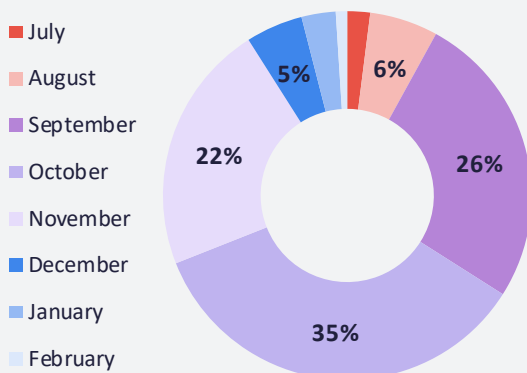


Welcome to this edition of the Consumer Digest, our periodic newsletter where we provide relevant, informative, and actionable insights around consumer trends. Colds and flu don't RSVP—they just show up and crash the party. Let's unpack how consumers are preparing, preventing, and prioritizing their cold and flu needs this season.

## Fall Signals Cold & Flu Season—But Overall Illness Concern Remains Moderate



■ Not Concerned ■ Moderate Concern ■ Concerned

## Cold & Flu Prep: 40% Start with the Season, 31% Wait for Illness, 29% Act Early

Q: When do you typically start preparing for cold & flu season? (n=400)

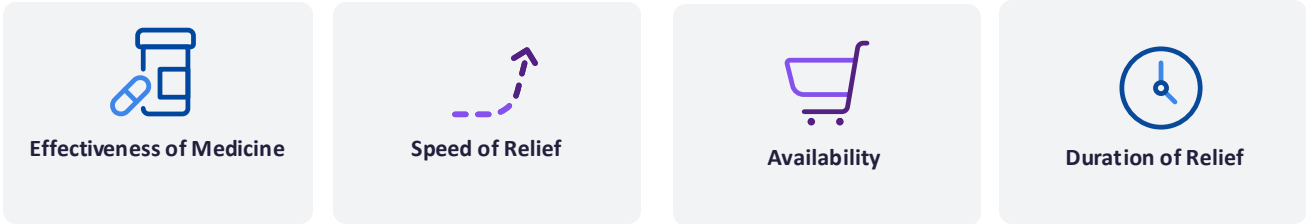
### Seasonal Shopping: Proactive Prevention, Reactive Relief

Shoppers are more likely to **stock up on preventative health items** in advance, while purchases for **symptom relief** tend to be made **reactively**. The steady rate of purchases throughout the season suggests that households **regularly replenish** both categories to stay prepared.

	Stock up far in advance	Purchase at the start of cold & flu season	Purchase occasionally during the season	Purchase only when needed
Over-the-counter medications	17%	24%	25%	32%
Vitamins and supplements	34%	21%	32%	12%
Tissues	36%	16%	30%	16%
Hand sanitizer	35%	16%	33%	15%
Tea	27%	14%	36%	22%
Soup or broth	24%	18%	38%	19%
Cleaning supplies	36%	15%	35%	13%
Disinfecting wipes	36%	16%	31%	17%
Essential oils	20%	17%	35%	23%
Humidifiers	19%	20%	29%	29%
Air purifiers	19%	21%	25%	29%

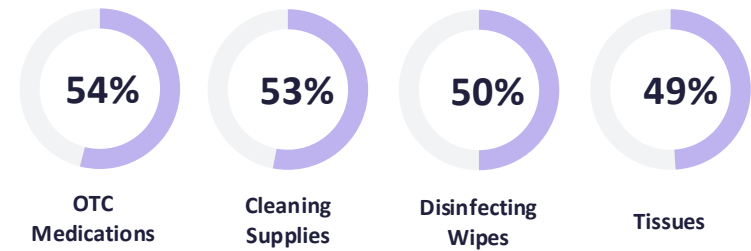
Q: When do you prefer to purchase each of the following cold & flu season items? (n=186-397) \*Excludes households who chose 'prefer not to answer'.

What Drives Brand Choice for Cold & Flu and OTC Medicines?



Q: How important are each of the following factors when choosing between brands of traditional cold & flu remedies? (n=400), based on T2B % on a 7-point importance scale  
Q: How important are each of the following factors when choosing between brands of over the counter (OTC) cold & flu medicine? (n=400), based on T2B % on a 7-point importance scale

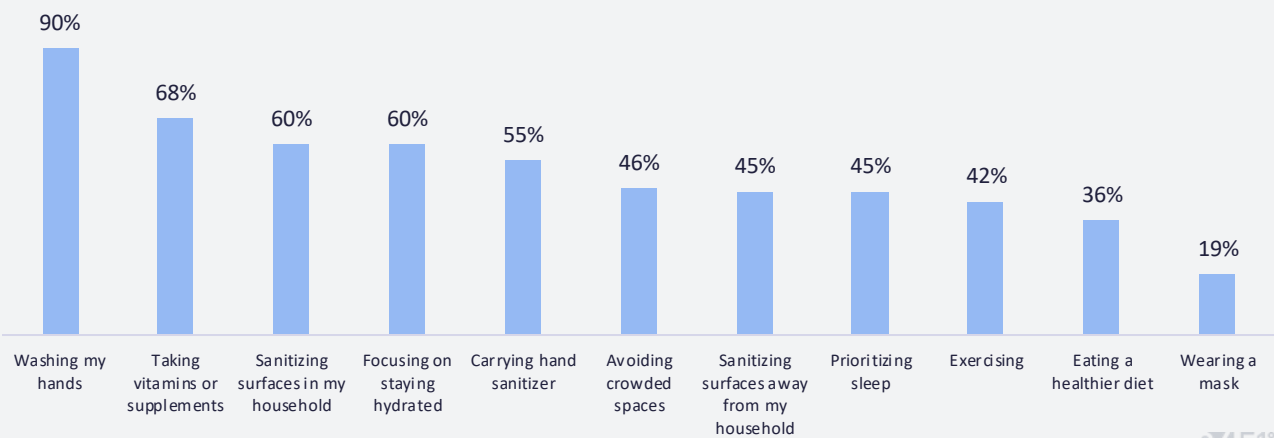
Nearly Half or more of consumers are willing to switch brands if the deal is good enough....



Q: For each of the following cold & flu season purchases, please select the option that best describes the brands available. (n=186-397)



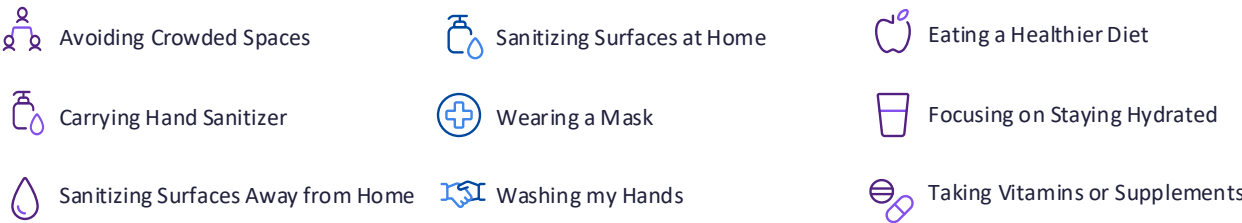
Combating Cold & Flu Season: Many shoppers are prioritizing internal wellness



Q: Which of the following describe how you protect yourself during cold & flu season? (n=400)

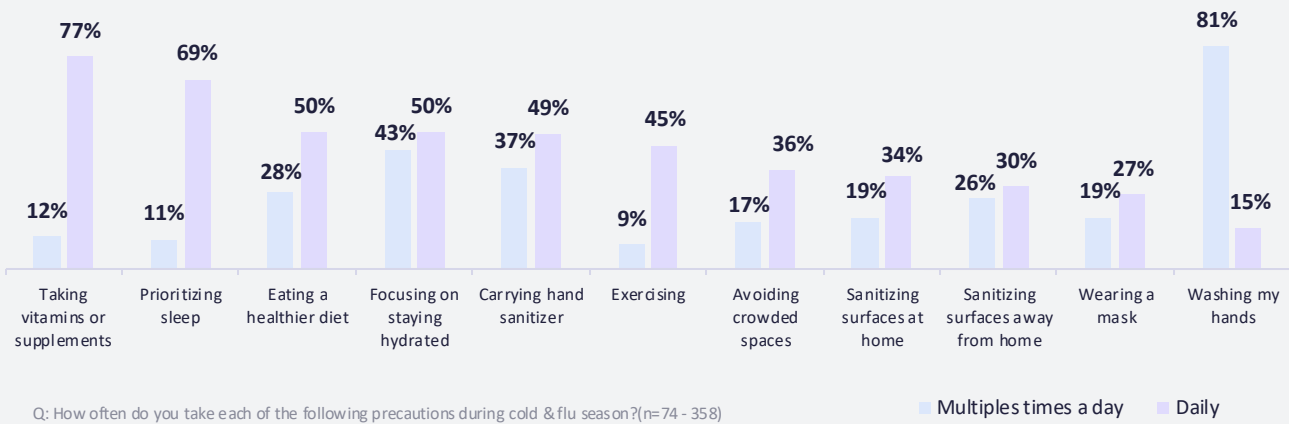


The Covid-19 pandemic has reinforced preventative health habits. Households who engage in these preventative measures claim to be doing so more often:



Q: How has the COVID-19 pandemic impacted each of the following precautions you take during cold & flu season? (n=74-358), based on T2B % (doing slightly more+ doing significantly more).

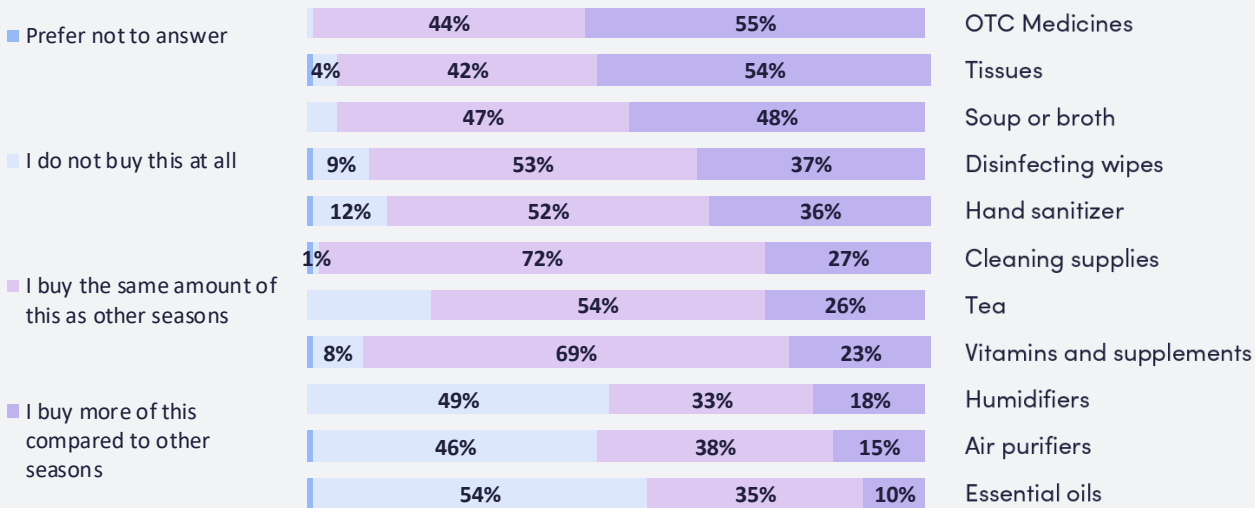
Precaution Frequency: A Daily focus on wellness strategies



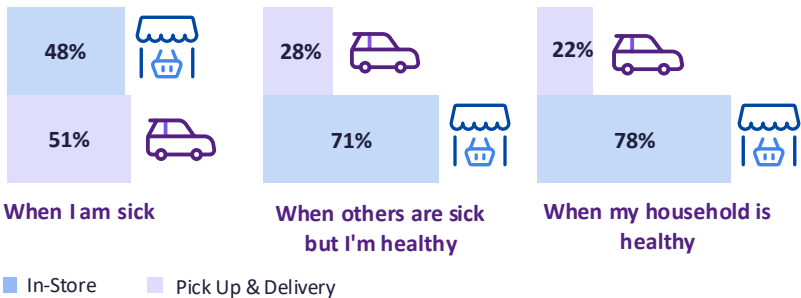
40% of consumers say relief-focused messaging is most influential for cold & flu products.

Q: Which of the following messages influences you the most when choosing between cold & flu products? (n=400)

Purchase patterns during cold and flu season underscore consumers' focus on relief.



Convenience and Safety Drive Channel Choice



Physical presence and trusted sources remain the top drivers of cold & flu product awareness: in-store displays (49%), packaging (43%), healthcare providers (42%), and TV ads (40%) lead, while digital channels like social media ads (18%) and online reviews (20%) are gaining ground—highlighting the need for an omni-channel approach.

Q: Where do you typically learn about cold & flu products?(n=400)

Q: For each of the following situations, please select how you typically purchase cold & flu products: I prefer to shop... (n=400) \*Data Labels <5% have been removed from the chart.

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

- **Understand why** consumers choose a particular retailer or brand for Cold & Flu to help **get in the consumer's consideration set**.
- Understand brand equity in categories related to Cold & Flu to **ensure half of shoppers won't switch** from your brand.



#### Digital Journey

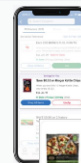
With shoppers buying Cold & Flu from the comfort of their home, comes the need to **understand how the digital shoppers searches** for Cold & Flu products

- What **search terms** are shoppers utilizing for Cold & Flu products and **what terms are most popular**?
- Are shoppers **searching by brand, or by symptom**?
- **Where on the site** are shoppers **engaging** with my products and at what rate does engagement lead to conversion?

Connect with us at [Insights@8451.com](mailto: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' willingness to switch brands**, 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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### Pinterest Powers Shoppable Wellness Moments

Activate on Pinterest to reach engaged, high-intent users as they search, save, and shop for new brands! **Turn cold and flu season awareness into an opportunity for shoppers to stock up, replenish, and prepare with preventive essentials.**



- More than 50M Kroger customers are actively shopping on Pinterest seeking ideas and inspiration from brands.
- Throughout the peak cold and flu season months, consumer brands have a **strategic opportunity to leverage Pinterest's visual discovery platform** to effectively **build brand awareness** for newly launched health products while simultaneously **inspiring creative usage ideas and applications** for their existing remedy portfolios

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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 cold and flu essentials while users are actively shopping and adding items to their cart, reminding them to replenish these products
- **Savings:** Re-engage past buyers or attract savings-oriented households with sales or digital coupons.

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