

Consumer Digest

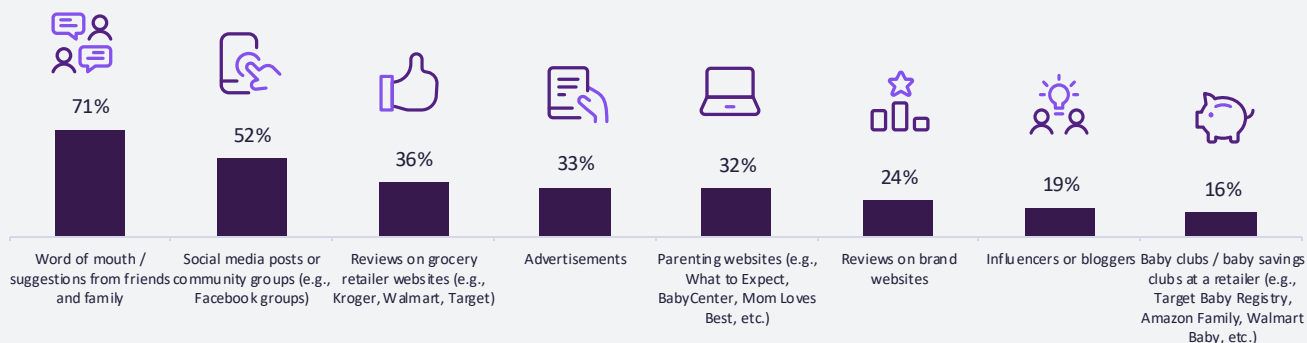
Issue 6: 2025

Welcome to this edition of the Consumer Digest, our periodic newsletter where we provide relevant, informative, and actionable insights around consumer trends. Shoppers are spending with their smallest (and furriest) family members in mind. This issue, we uncover how babies & pets influence shopping trips, how households discover products, and what factors are most crucial in their purchasing decisions.

Bringing Up Baby

Today's parents are savvy, value-driven, and well-connected—turning to friends, family, and social feeds to guide baby buys. Price matters most with one-stop shops and trusted essentials like diapers + baby food. As families grow, so do carts—fresh food and everyday essentials become even more of a focus.

Learning What's Best for Baby: Where do parents get the scoop on baby items?



Q. Where does your household typically learn about baby items (e.g., baby food, baby toys, diapers, etc.)? (n = 75)

For today's parents, **convenience** and **value** go hand in hand—baby households are drawn to one-stop shops that offer everyday low prices on essentials. **Affordability** tops the list for both baby food and diapers, alongside key attributes like leak protection for diapers and age-appropriate formats for baby food.

Drivers to combine baby and non-baby baskets:

- 81% Baby items were on sale, promoted, or had coupons available more often
- 58% Cross promotions for baby items with non-baby
- 33% My household could find baby items more easily in the store
- 33% Baby items were offered in different pack size or multi-pack options

Q. Which of the following would encourage your household to purchase baby and non-baby items at the same retailer? (n=73)

Most important diaper attributes:

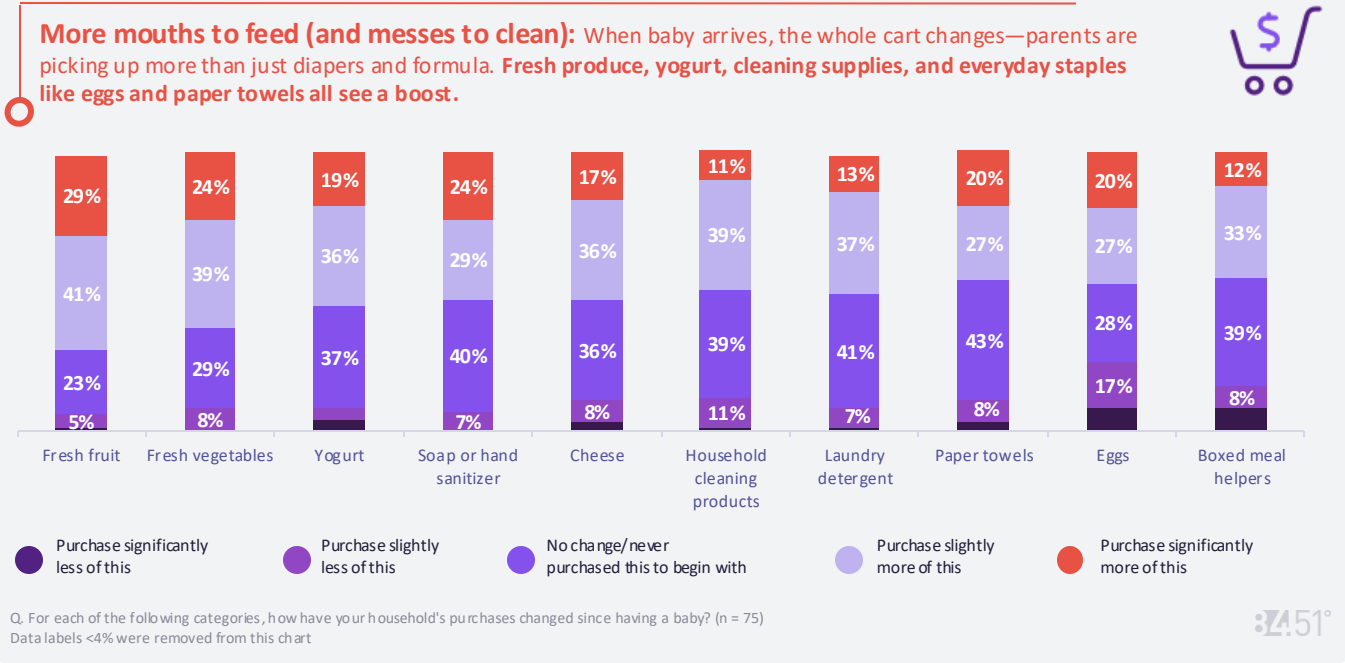
- 76% Everyday low price
- 68% Leak protection guarantees
- 68% Absorbency claims
- 68% Bulk packaging options available

Q. How important are each of the following when shopping for baby diapers? (n=75).
T2B - Top 2 boxes on 7-point agreement scale

Most important Baby Food attributes:

- 72% Everyday low price
- 55% Age-appropriate form
- 47% Resealable containers
- 47% No additives or preservatives

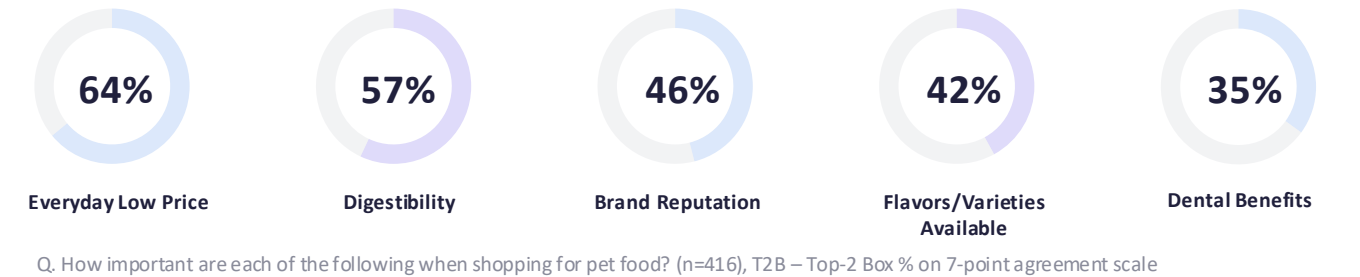
Q. How important are each of the following when shopping for baby food? (n=75)
T2B - Top 2 boxes on 7-point agreement scale



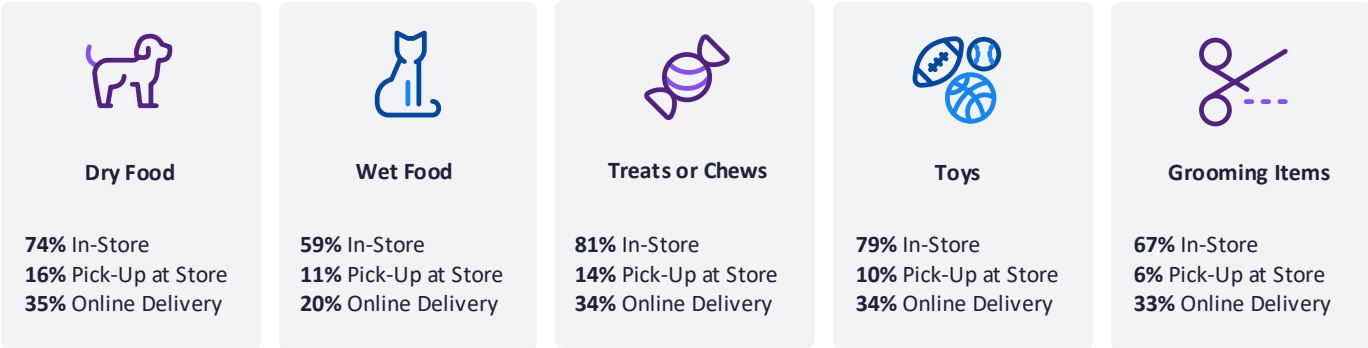
The Pet Perspective

The focus on family extends to pets. Pet shoppers are adapting—balancing what matters most with where and how they shop. With new ways to find products and changing spending habits, pet shoppers continue to adjust to what suits their needs best.

Top 5 must-haves when shopping pet food—Everyday Low Price Leads the Pack!



While in-store remains the primary channel for pet purchases, **nearly one-third of pet households also turn to online shopping** for dry food, treats, toys, and grooming items.



Q. How do you typically shop for each of the following pet products? (n=416)

Pet households shopping online tell us they choose to do so for three main factors:
Convenience, Price & Variety.

“Lower prices and more options”

“Great deals and convenience of delivery”

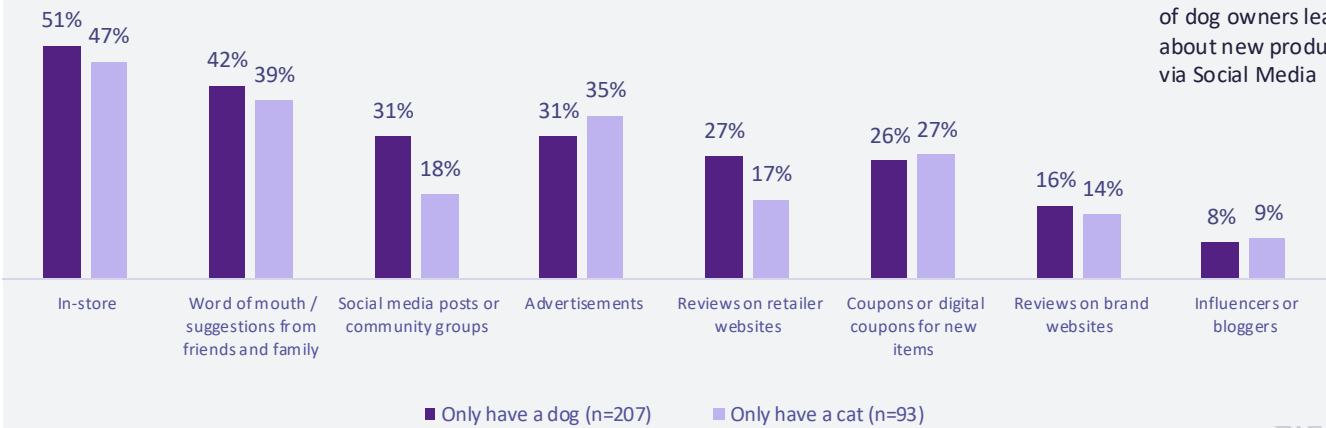
“Litter and food is very heavy so having them delivered is easier for me.”



Q. In the previous question, you mentioned shopping online for pet products. When choosing to shop online, why do you purchase these products online instead of purchasing them in-store? (n=262)

Most pet owners still discover new products in-store- but dog owners are more likely than cat owners to sniff out the latest finds on social media.

31% 
of dog owners learn about new products via Social Media

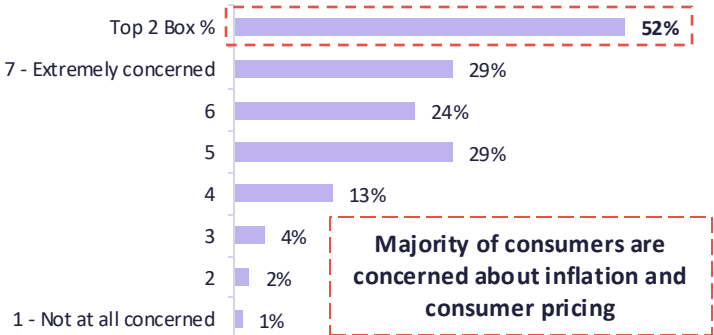


Q. Where does your household typically learn about new pet items?



The current economic climate is influencing pet spending, with households **cutting back on both essentials and extras.**

Sentiment towards Inflation & Consumer Prices :



Q. How concerned are you with inflation/consumer prices right now? (n=424)

Pet Owners who claim Economic Impact:

-  **64%** of pet households are purchasing fewer toys and accessories.
-  When it comes to **treats**, **55%** of pet owners are opting for **less expensive options**.
-  **44%** of pet owners are willing to trade down to a **less expensive food option**.

Q. Which of the following describes how the current economic environment is influencing the way your household makes decisions on pet care? (n=203)

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 & Customer Journeys

84.51° Consumer Research

- Survey behavioral segments to better understand the reasons for their buying behavior.
- Inspire innovation and sell-in strategy through concept evaluation or claims testing.
- Understand perceptions of the category or your brand and compare that to competitive categories or products to inform stronger engagement strategies.



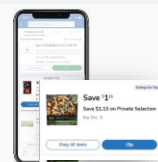
Customer Journey

- Dive into the Customer to understand the complete path a shopper takes from discovery and purchase to exploring and exiting an item or category.
- Drive new household acquisition by understanding how they enter a product group through pricing, promotions, modality and multiplicity.
- Discover how households shift their behavior in other product groups after exiting one.
-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 pet and baby households**, 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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Inspire milestone shopping with Pinterest

Pinterest is where household milestones drive real-world purchases. From welcoming a baby to bringing home a new pet, shoppers come to Pinterest for inspiration, advice, and the motivation to fill their carts with everything their growing family needs.



Big moments lead to bigger baskets. Welcoming a new baby or pet reshapes household habits.

- Pinterest reaches 1 in 2 parents of infants in the US, and expecting parents rank Pinterest the #1 social platform for parenting
- 70% of parents saved a shoppable pin during their parenting milestone moment
- Pet product purchases are up +50% YoY on Pinterest, with basket sizes up +10%
- 6 in 10 new pet owners engaged with life moments on Pinterest before adoption, offering brands a head start on reaching future pet shoppers.

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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 pet and baby items in the basket via personalized, science-driven carousels across the site & app.
- Search & Browse:** Boost products when users are actively shopping for specific pet and baby categories 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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