

## HOLIDAYS Inflation and hybrid 2022: shopping on the rise

The 2022 holiday shopping season promises to be yet another unusual one. While global events are affecting supply chains and inflation levels, fewer health and safety restrictions have consumers looking forward to bringing back some of the traditions that put the "happy" in the holidays. And they'll be shopping differently for the groceries and other items that bring those celebrations to life.

As of July 2022

30%
OF SHOPPERS
have NO CONCERN
over COVID



OF SHOPPERS
have EXTREME
CONCERN over
inflation prices

Source: 84.51° Real-Time Insights Survey, July 20

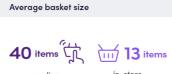


### **Evolution of the hybrid shopper**



#### **DIGITAL CHAMPS** - Highly dedicated to online shopping







#### **DIGITAL DABBLERS** - Low ecommerce loyal





Average basket size





# What shoppers say they'll be doing differently this holiday season and how brands can respond



46% OF SHOPPERS don't feel they need

don't feel they need to buy a specific brand of holiday food, except when it comes to centerpiece items 0

Drive customers from awareness to consideration by providing offers and incentives

Customers are reporting an expected

20%

increase in aift card sales



84%

TP (TP)

of shoppers plan to make mashed potatoes from scratch C

Utilize targeted offers to help ensure existing consumers stay loyal to their favorite holiday food brands.

Consider bundling gift cards with easy-to-make gifts



Source: 84.51° Real-Time Insights Survey, April 2022

