

Home Sweet Home: Post-Holiday Purchases are Surging



BETWEEN CHRISTMAS AND NEW YEAR'S DAY

Trips per household are

1.5X higher

compared to the average week throughout the year

Source: 84.51° Stratum, Total Kroger, 2024.



MONTH OF JANUARY

Trips per household are

1.6X higher

compared to the average week throughout the year

Source: 84.51° Stratum, Total Kroger, 2024.

Most people spend the time between December holidays and New Year's Day...

 **71%**
with family

 **64%**
relaxing at home



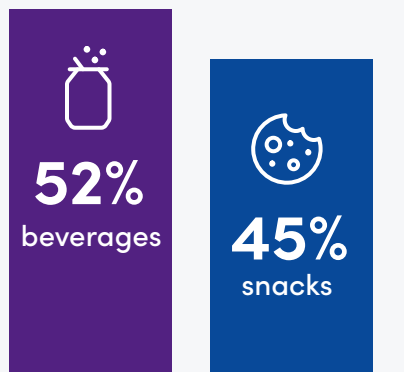
65% of shoppers are going in-store and they're shopping for...

 **62%**
celebrations

 **58%**
sales

 **44%**
pantry basics

Households tend to spend more post-holiday on...



Most Important Categories Post-December Holidays:

1. Fresh Foods
2. Beverages & Grocery Staples
3. Snacks
4. Household Essentials
5. Health Foods



Meals at home are the main staples between December Holidays and New Year's Day, with...

87% of households cooking at home

61% having leftovers

53% of households eating prepared meals at home

Shoppers are restocking. Resetting routines. Ready to buy. This is your moment to capture attention when it matters most.
Set your campaigns now to stay visible with your shoppers during restock season.