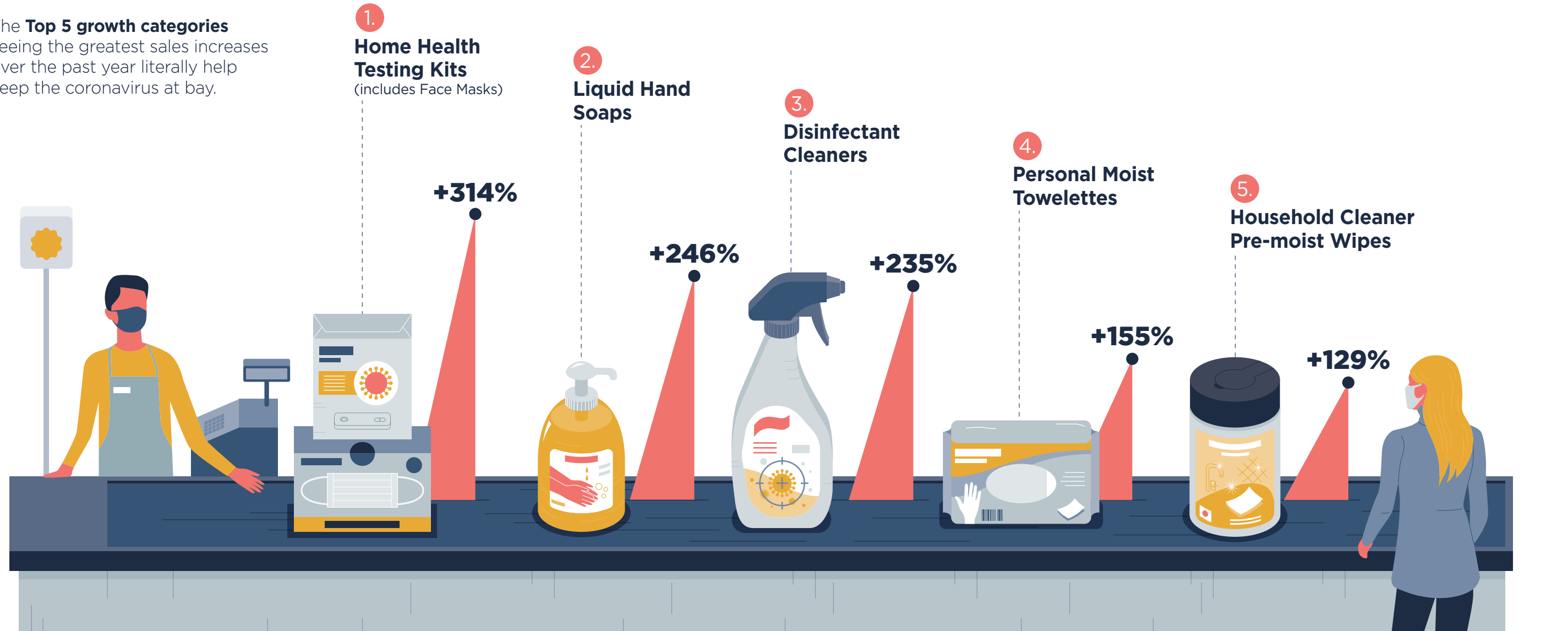


What A Difference A Year Makes!

One year after COVID-19 concerns began gripping the USA, **Catalina's Buyer Intelligence Database** reveals how shopping behavior has dramatically shifted. Which categories have surged? Which have struggled?

The **Top 5 growth categories** seeing the greatest sales increases over the past year literally help keep the coronavirus at bay.

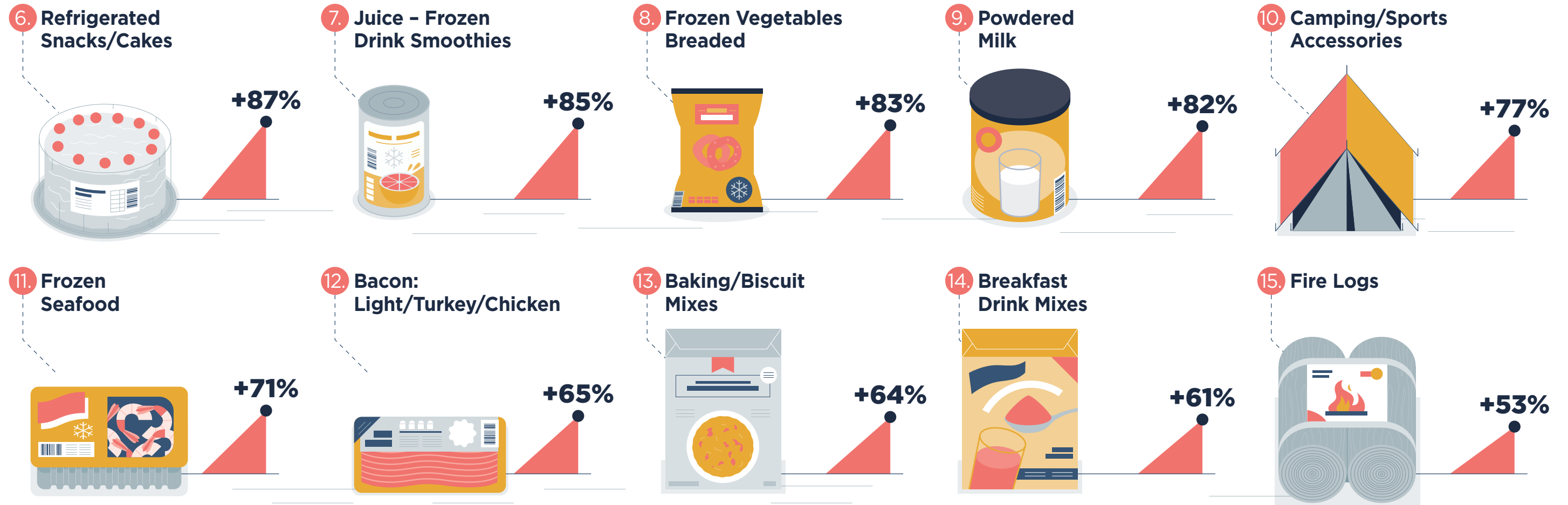


*Source: Catalina Buyer Intelligence Database, Based on \$ sales per store for week ending 2/13/21 compared to week ending 2/15/20.

CATALINA[®]

What A Difference A Year Makes!

Eight of the next 10 top-selling categories are either **food or beverages** that show an increased appetite for convenience and/or comfort. The outliers are the **Camping/Sports Accessories category**, which reflects consumer excitement to return to the great outdoors as “shelter at home” restrictions were lifted when warmer weather set in; and **Fire Logs**, which demonstrate the popularity of gathering around bonfires in Summer/Fall, while warming up in front of home fireplaces during colder weather.

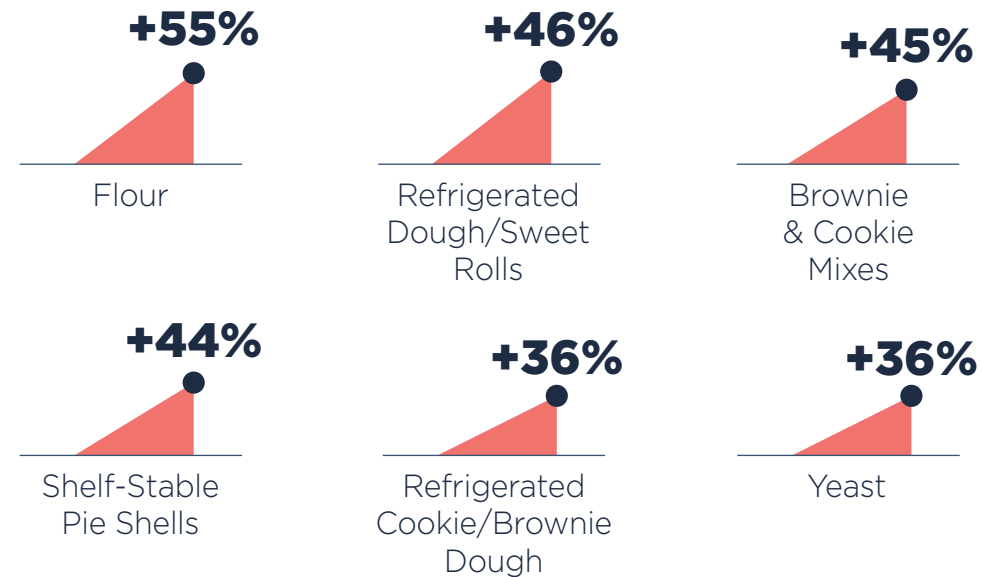
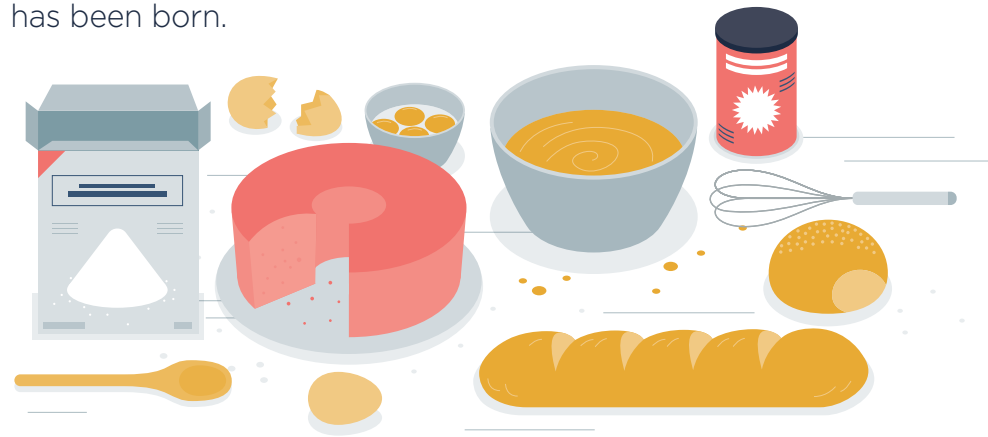


*Source: Catalina Buyer Intelligence Database, Based on \$ sales per store for week ending 2/13/21 compared to week ending 2/15/20.

What A Difference A Year Makes!

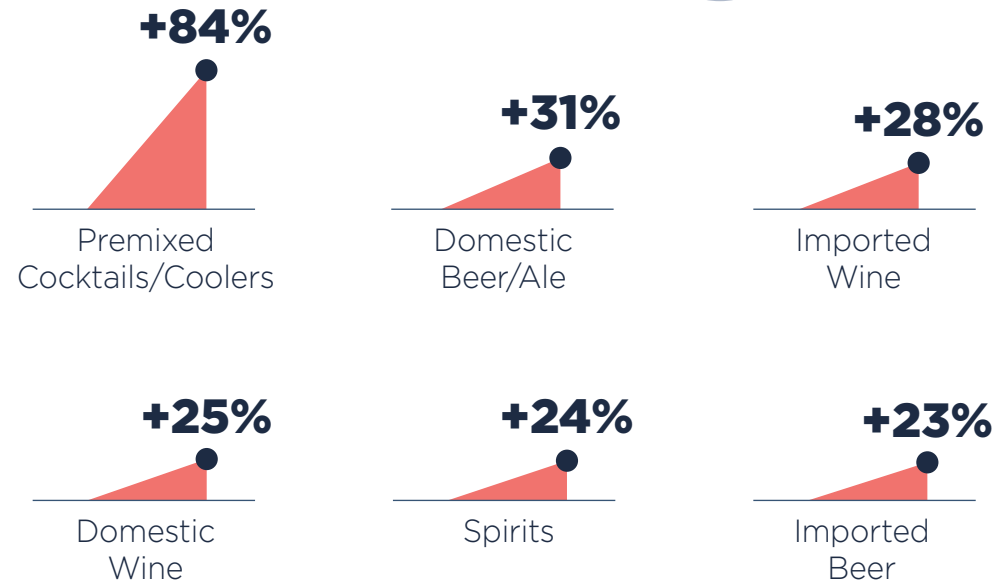
Baking Up A Storm

A generation of avid bakers has been born.



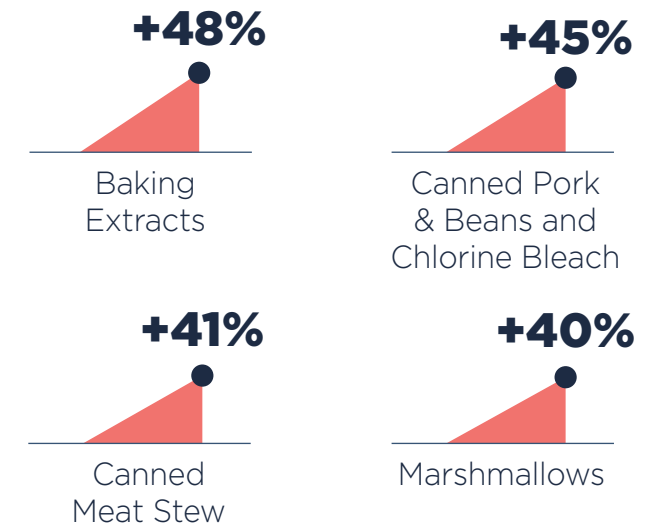
Beer/Wine/Spirits — Cheers!

Home bars and coolers have been well-stocked this past year.



A Covid Bounce?

Several categories showing modest "pre-pandemic" declines saw impressive sales spikes as the year progressed.

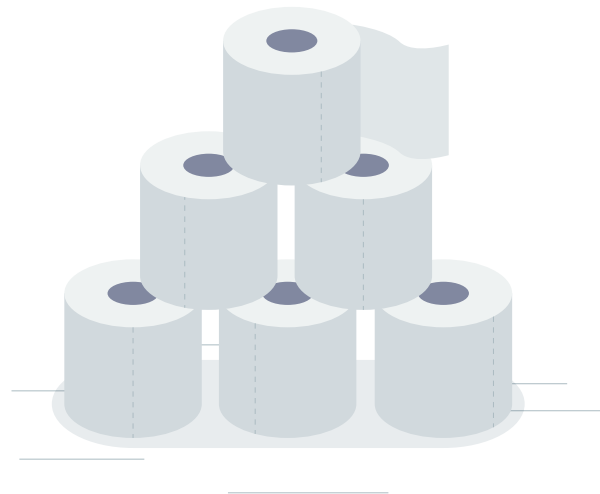


*Source: Catalina Buyer Intelligence Database, Based on \$ sales per store for week ending 2/13/21 compared to week ending 2/15/20.

What A Difference A Year Makes!

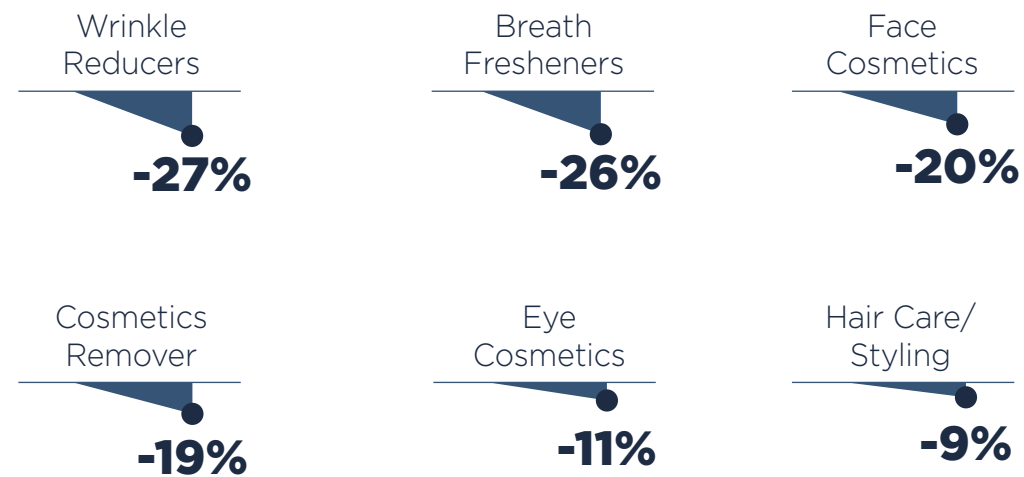
Paper Panic!

Toilet paper, the subject of much-publicized panic buying early in the pandemic, posted strong 12-month gains.



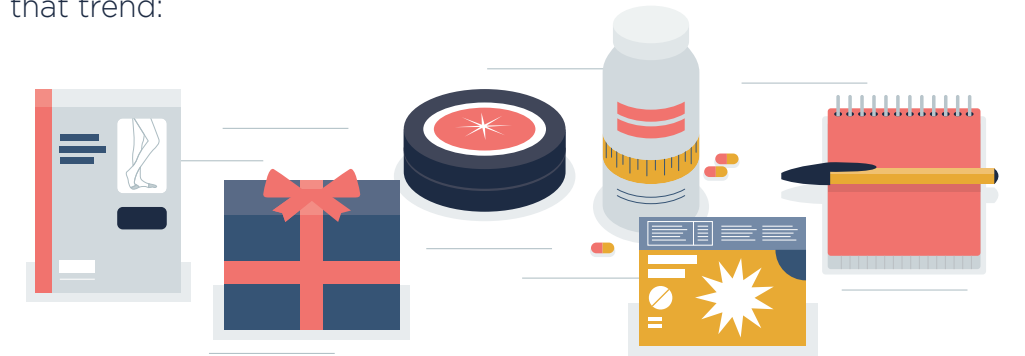
Nowhere To Go?

Homebound consumers spent less on personal care & hygiene the past 12 months:



A Continued Decline

With people having fewer chances to personally interact in business/social settings, several categories experiencing declining sales pre-pandemic continued that trend:



*Source: Catalina Buyer Intelligence Database, Based on \$ sales per store for week ending 2/13/21 compared to week ending 2/15/20.