

# COVID-19 Continues Impacting Buying Behavior Two Years Into Pandemic

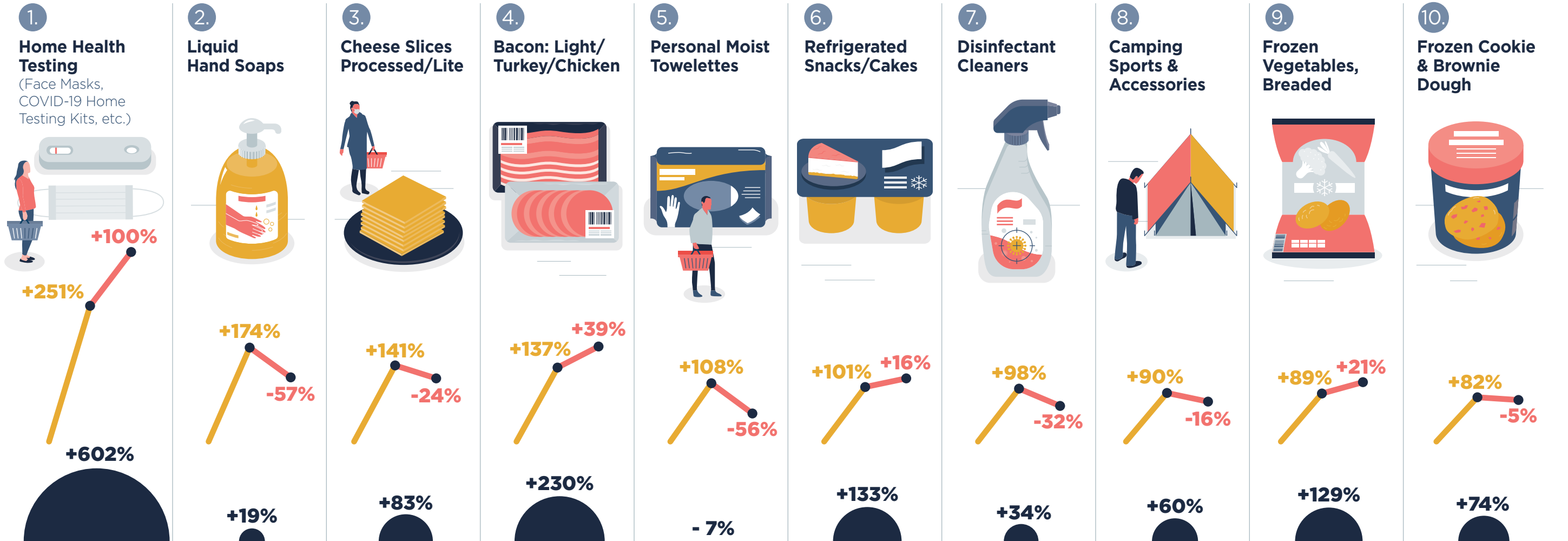
Two years after the World Health Organization (WHO) officially declared COVID-19 a global pandemic on March 11, 2020, shopper intelligence leader Catalina continues to closely track the pandemic's impact on buying behavior at grocery stores across the U.S. Many categories that experienced high growth during the pandemic's first year retreated partially in Year 2, but remain higher than pre-pandemic levels. Other previously struggling categories have seen modest increases over the past year. The top 10 growth categories from Year 1 are shown below, along with their subsequent performance in Year 2.

## Top 10 Categories

Year 1 - Dollars/Store Change  
52 weeks ending 3/13/21 vs. prior year

Year 2 - Dollars/Store change  
52 weeks ending 3/12/22 vs. prior year

Cumulative - Dollars/Store change  
Year 2 vs. 2 years ago



\*Source: Catalina Buyer Intelligence Platform

# Grocery Buying Behavior Two Years Into Pandemic

Year 1 - Dollars/Store Change  
52 weeks ending 3/13/21 vs. prior year

Year 2 - Dollars/Store change  
52 weeks ending 3/12/22 vs. prior year

Cumulative - Dollars/Store change  
Year 2 vs. 2 years ago

## Select Baking Categories



\*Source: Catalina Buyer Intelligence Platform

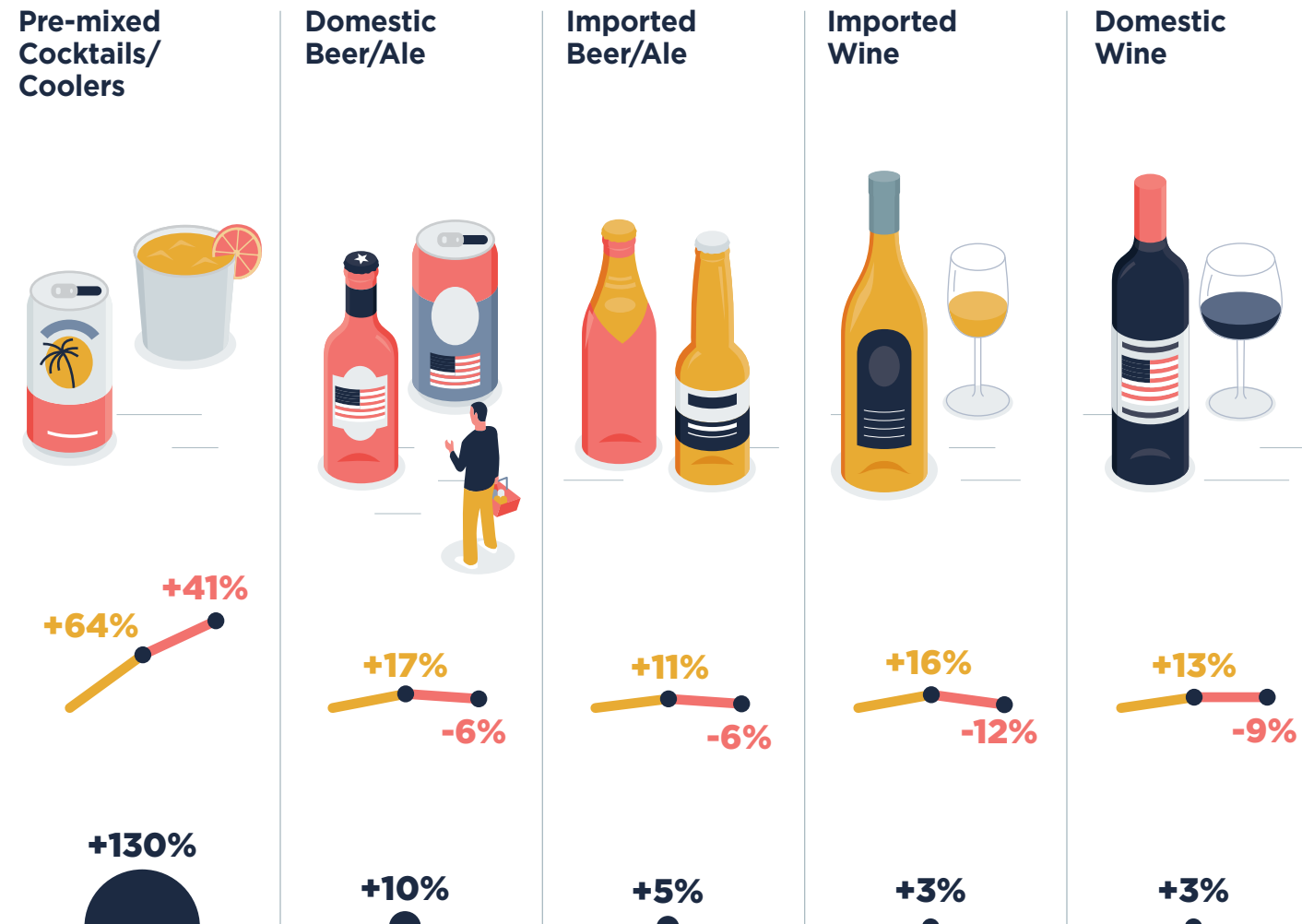
# Grocery Buying Behavior Two Years Into Pandemic

Year 1 - Dollars/Store Change  
52 weeks ending 3/13/21 vs. prior year

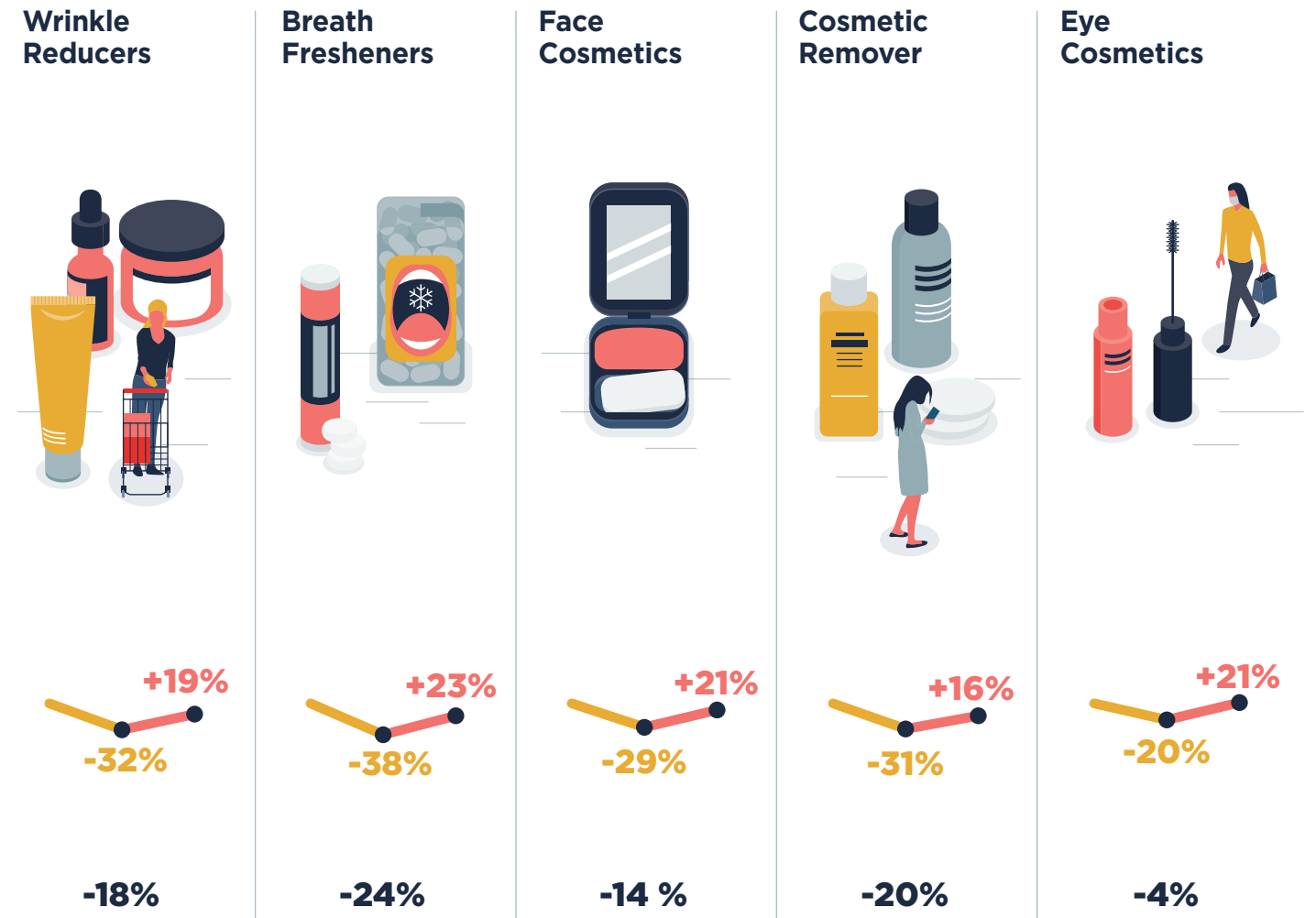
Year 2 - Dollars/Store change  
52 weeks ending 3/12/22 vs. prior year

Cumulative - Dollars/Store change  
Year 2 vs. 2 years ago

## Select Adult Beverage Categories



## Select Personal Care Categories



\*Source: Catalina Buyer Intelligence Platform