

Out & About

Shoppers are mingling more and increasingly on the go as COVID-19 restrictions ease and vaccination rates rise across the USA. **Catalina's Buyer Intelligence Database** reveals major shifts across categories. What CPG shopper insights have we gleaned based on which products are gaining ground or losing share of cart?

Shoppers are looking for easy ways to make a meal and gather together again:

Home Cooking & Entertaining

+74%

Refrigerated Meal Starters

Private Brands

Highest Brand Increase

+46%

Refrigerated Appetizers

Private Brands

+11%

Plastic Cutlery

Chinet +39%

+8%

Disposable Cups

Chinet +38%

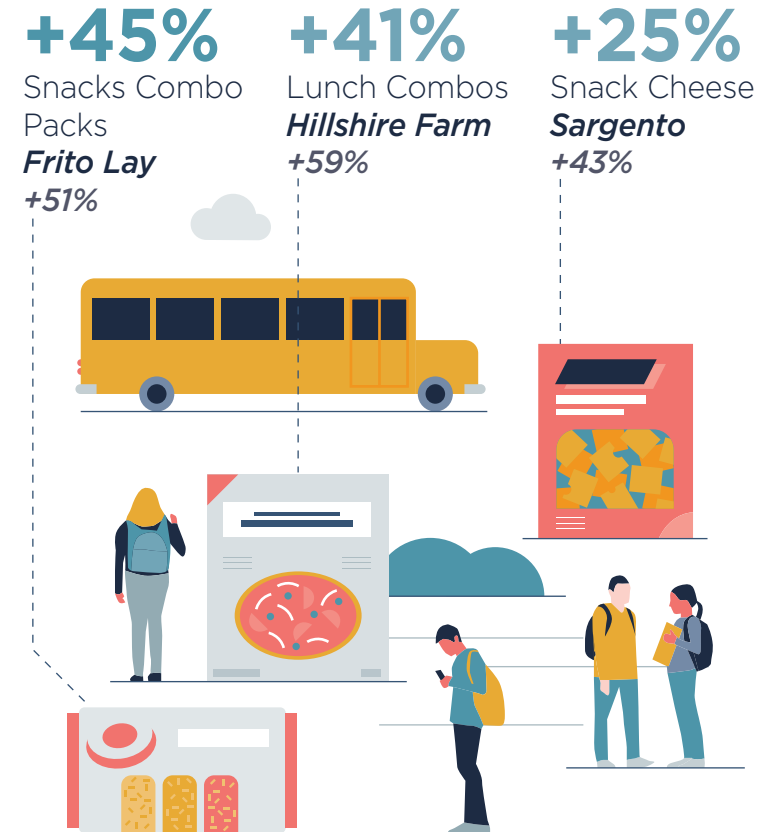


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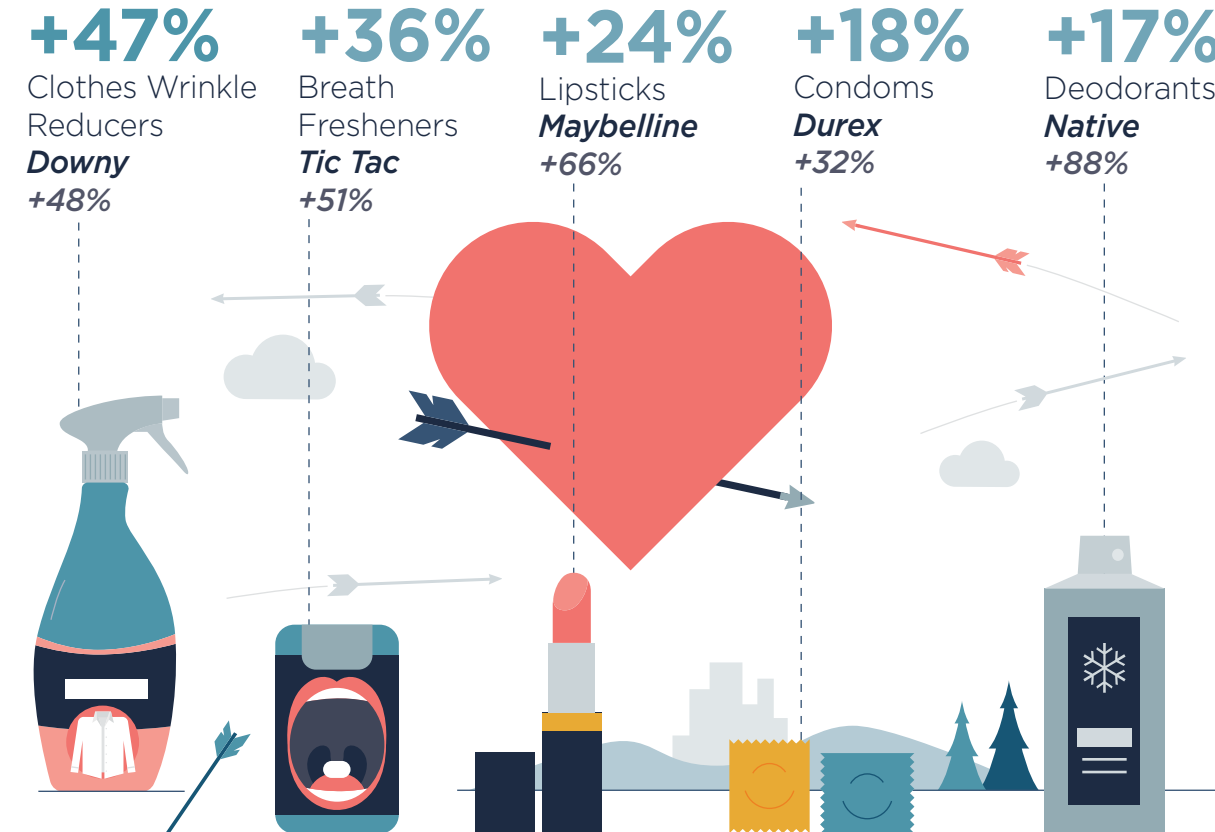
Virtual classrooms, Zoom dating, and home workouts are giving way to more face-to-face interaction. Catalina's retail data analytics show sales of portable kid's lunches are on the rise. Consumers are venturing into filter-free, in-person interactions, and spending again on products to more intimately impress others. As capacity limits ease, more CPG shoppers are also heading to the gym, looking for ways to stay hydrated and soothe sore muscles.

Shoppers and their families are engaging in many more activities:

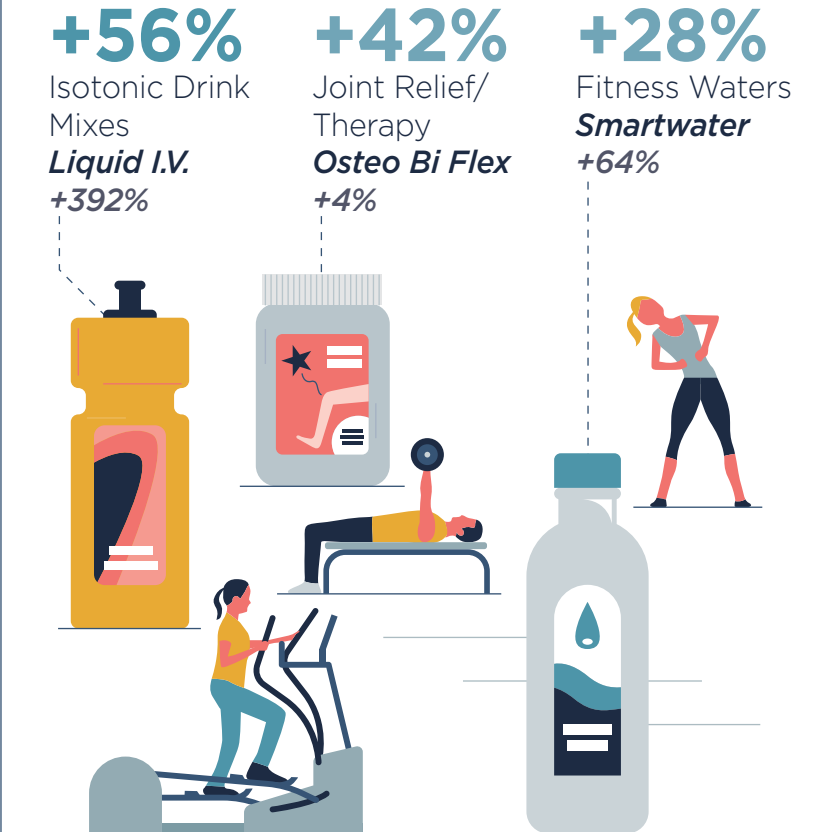
Back to School



Flirting Again



Off to the Gym

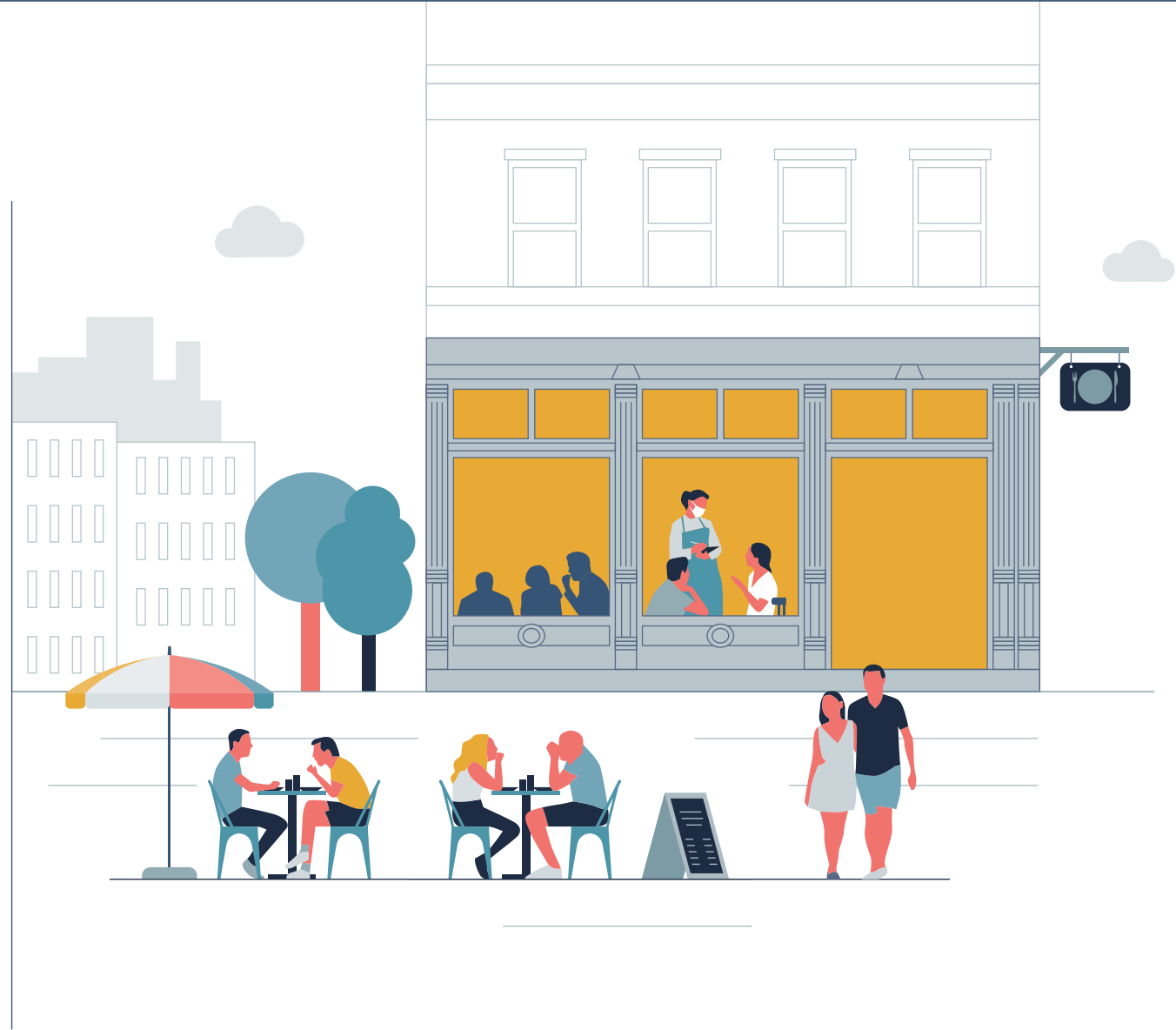
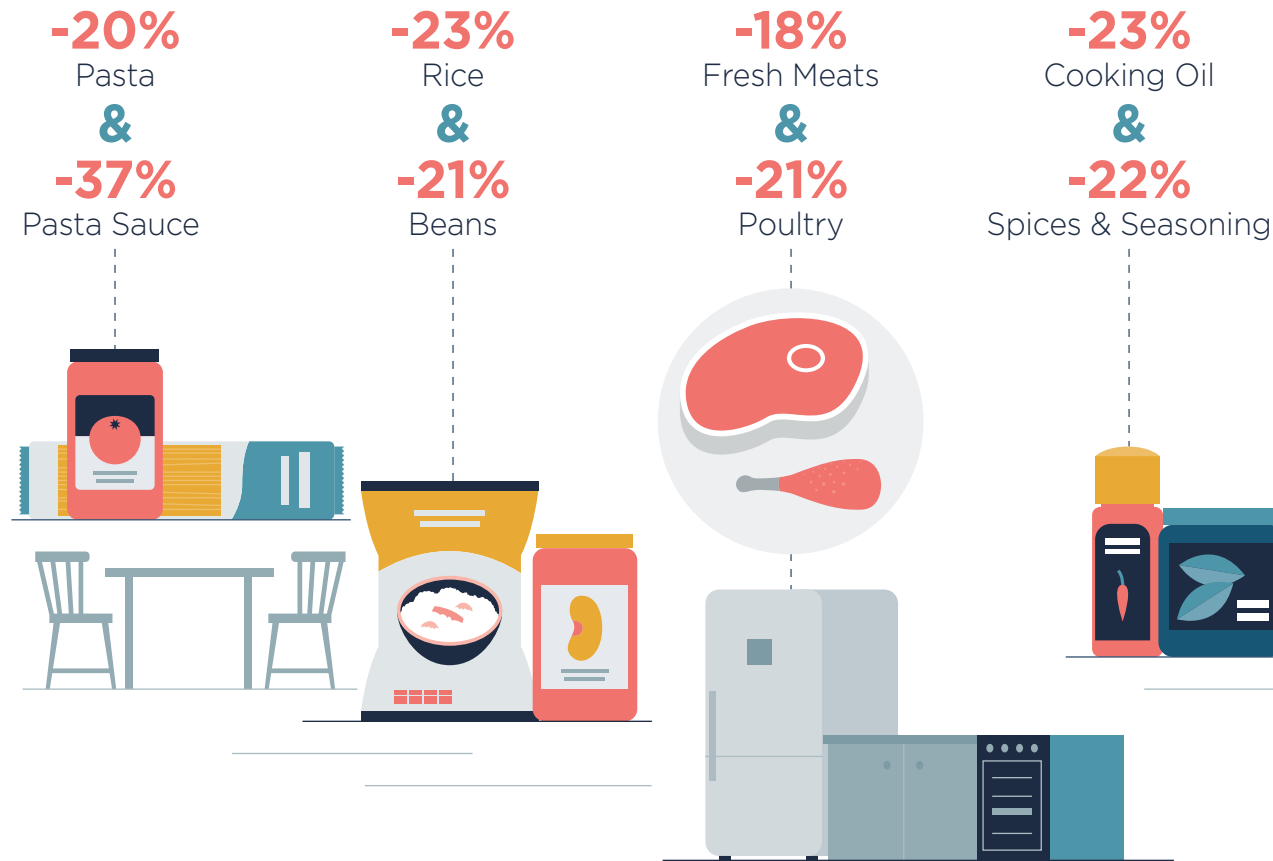


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Restaurant sales have grown for eight consecutive weeks, while same-store sales have started to soften in recent weeks.* Consumers appear to be balancing their desire for dining out with convenient meals at home, according to Catalina's sales volume analysis. Restaurant-prepared versions of family favorites are strong draws that are impacting main ingredient sales.

More people are eating out at restaurants of all types, which is likely contributing to double-digit dips in the following categories:

Dining Out More Often



Source: Catalina Buyer Intelligence Database. Based on same store \$ sales for the 4 weeks ending May 22, 2021 vs. the same period in 2020.

*Black Box Intelligence (May 2021)

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