CATALINA® buyR factoids

July 4th Edition

#1 Thanksgiving

#2 Christmas

#3 The 4th of July is the 3rd highest sales week of the year in grocery stores behind only Thanksgiving & Christmas

July

S	M	T	W	TH	F	S
	1	2	3	**4**	5	6

Top 10 sales lift categories were...

1. **344%** Insect Repellent
2. **324%** Suntan Lotion
3. **294%** Juice Pops
4. **218%** Frozen Ground Meat
5. **185%** Charcoal
6. **180%** Baked Beans
7. **175%** Charcoal Lighter
8. **168%** Frankfurters
9. **150%** Frozen Juice
10. **130%** Premixed Cocktails

Grocery store shopping baskets included:

What's in the basket?

- **17%** Fresh Bread
- **6%** Bottled Water
- **5%** Regular Cola
- **7%** Potato Chips
- **6%** Domestic Beer
- **4%** Frankfurters

JULY 4TH

SALES WERE **17%** ↑ HIGHER THAN THE AVERAGE WEEK OF 2018

9% **17%**

Shoppers took 9% more trips and spent 17% more vs. the average week of 2018

CATALINA® buyR³ science™
Relevant. Real Time. Results.
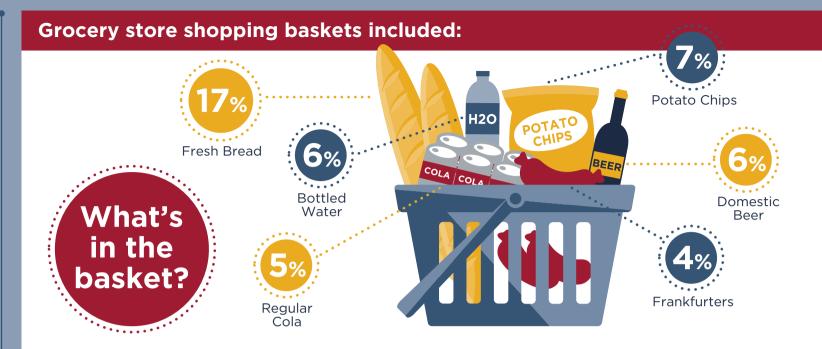
Powered by the richest shopper database in the world, Catalina helps personalize the consumer's path to purchase via mobile, online and in-store networks – converting shoppers to buyers, and buyers to loyal fans.

To learn more about how to reach your high-value buyers, connect with us | contact@catalina.com | 1-877-210-1917 | catalina.com