

# impact of INFLATION on consumer shopping

## Price Sensitivity Takes Hold

60%



Expected to significantly increase switching to less expensive brands

50%



Expected to significantly increase seeking out more discounts and promotions

Source: Numerator Inflation Survey - 4Q, 2021

### Category Vulnerability Index

**Care Commodities**  
Health & Beauty, Pet Food, Baby



**Household Staples**  
Frozen Foods, Condiments, Household Items



**Everyday Indulgences**  
Beverages, Snacks & Candy, Alcohol



**Gifts & Durable Goods**  
Toys, Apparel, Electronics, Home & Garden

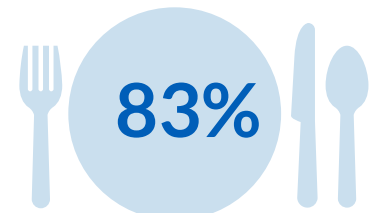


Source: Numerator Inflation Survey, 4Q, 2021

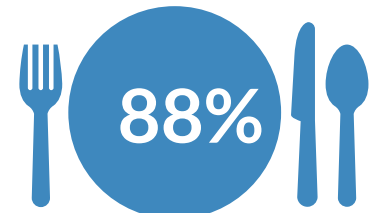
### At-Home Dining Here to Stay

% of Meals Eaten at Home

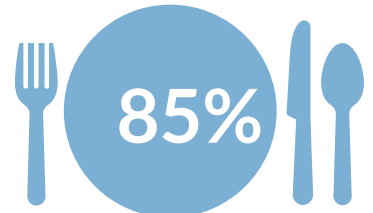
Before COVID



Height of COVID



As of JAN 2022



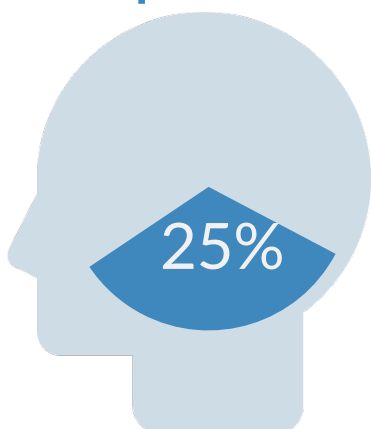
2% change from pre-COVID to now = 2.9 billion more meals per quarter eaten at home

Source: NPD, January 2022

## Match the Occasion to the Location

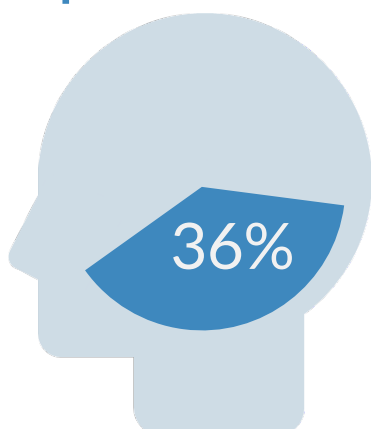
Preferred Shopping Channel by Need

Exploration



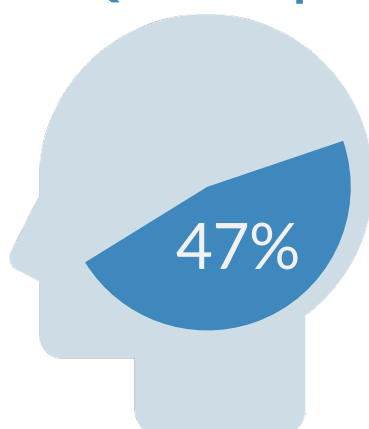
Local, Independent, or Specialty

Special Events



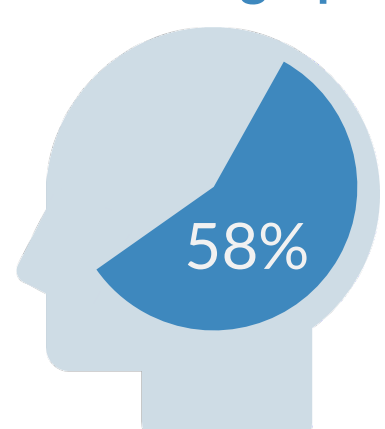
Club Stores & Mass Retailers

Quick Trip



C-Stores & Chain Grocery Stores

Stocking Up



Chain Grocery Stores & Mass Retailers

Source: Harmelin Media Survey, January 2022