

The 2023 Thanksgiving Grocery Shopper is a Complex Bird



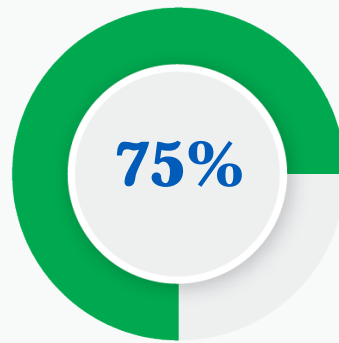
Percent of Shoppers Concerned with Rising Grocery Prices

Food prices stabilize, but consumers still feel the pinch

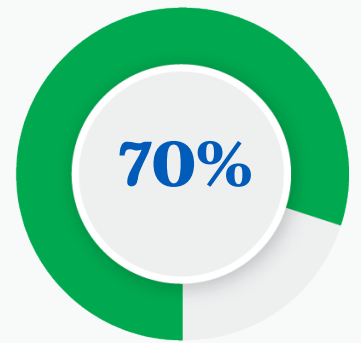
Grocery shopping is becoming more predictable, but budgets are still being impacted by other parts of the economy including gas, interest rates and housing costs.

The Food Industry Association, September 2023

February 2023

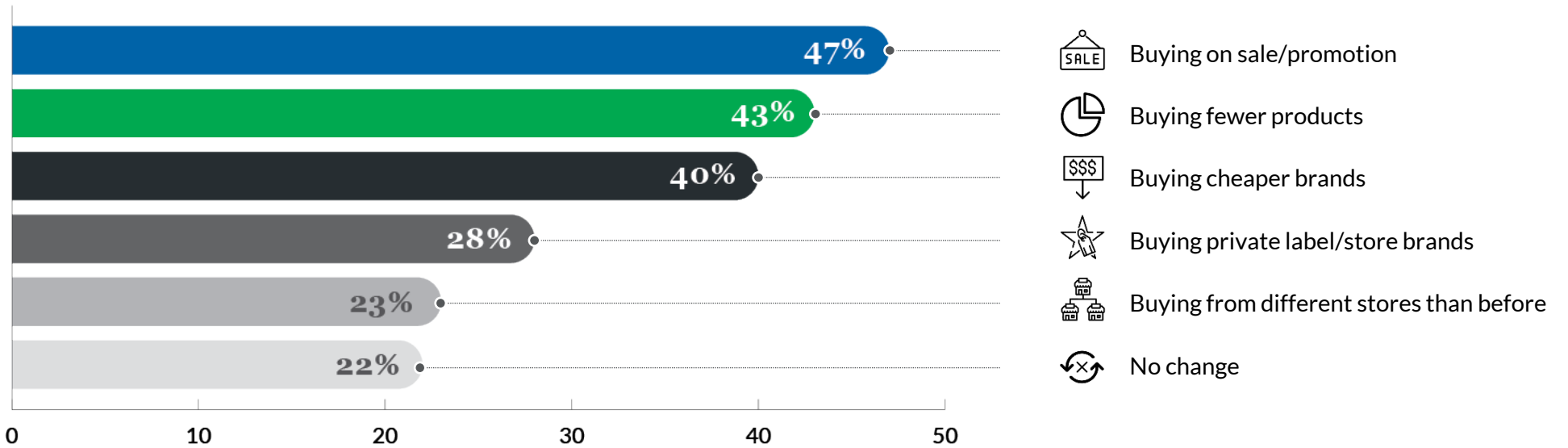


August 2023



Consumers are changing how to shop due to inflation

Ways in which inflation/price increases are impacting grocery purchase habits

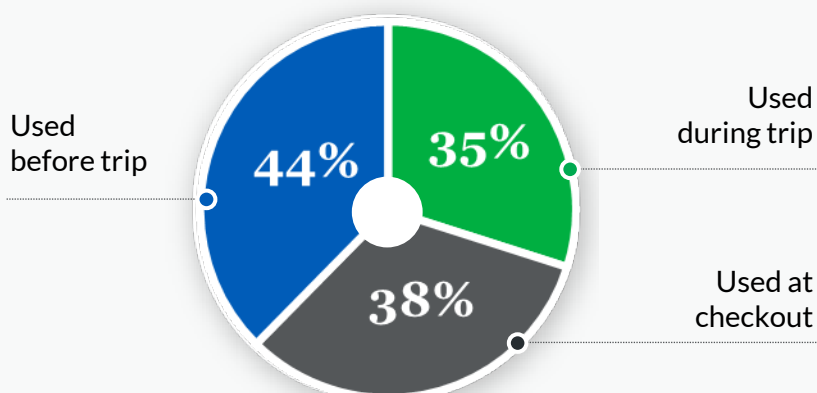


Ipsos, Consumer Tracker, May 2023

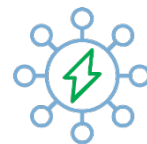


Marketers must use digital to enhance a customized in-store experience

68% of shoppers say they use digital devices to aid in-store shopping



Note: Percentages add up to greater than 100% as multiple answers allowed
Source: Retail Dive and Ibotta, August 2023



Buying power is not the same as income: Relative buying power by zip code

Key for marketers to customize approaches base on hyper-local economic differences



Harmelin Media, October 2023 buying power analysis by zip code