

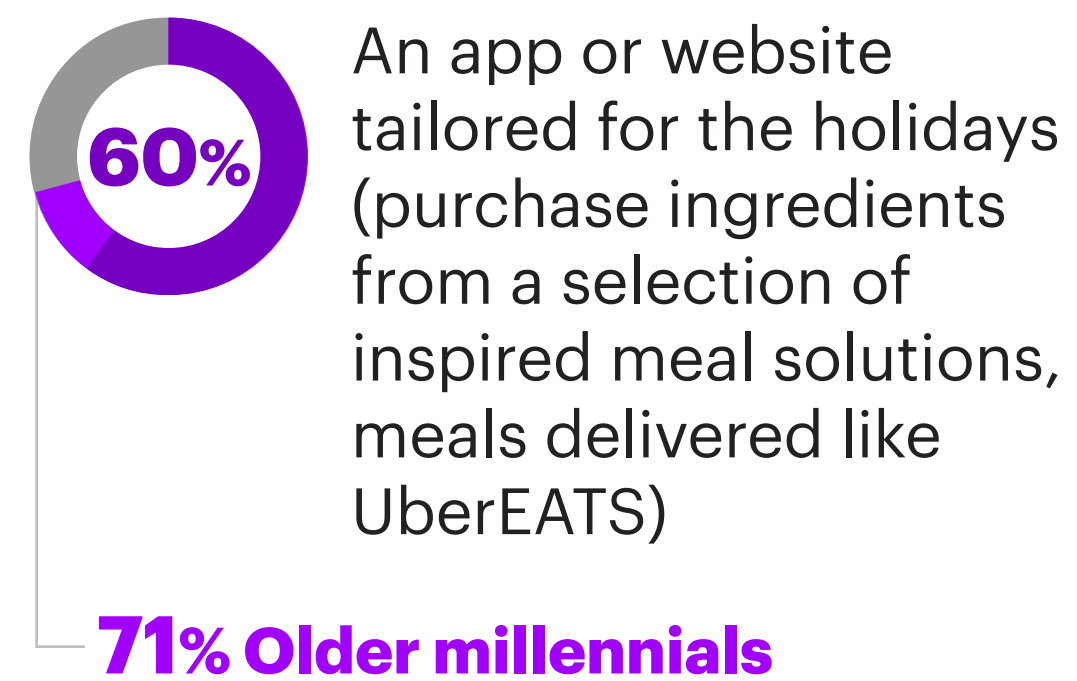
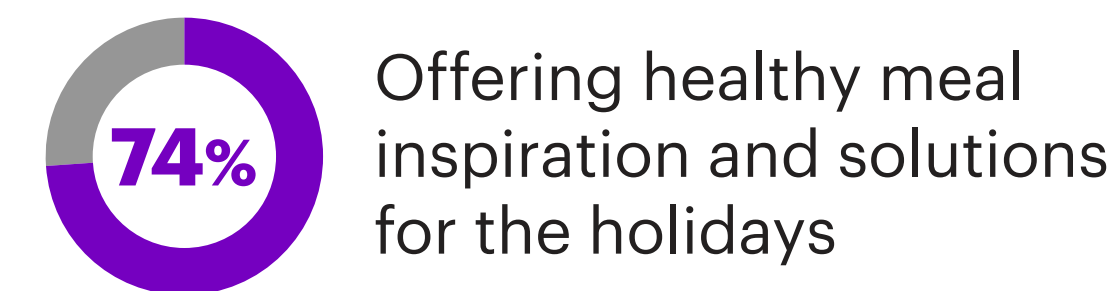
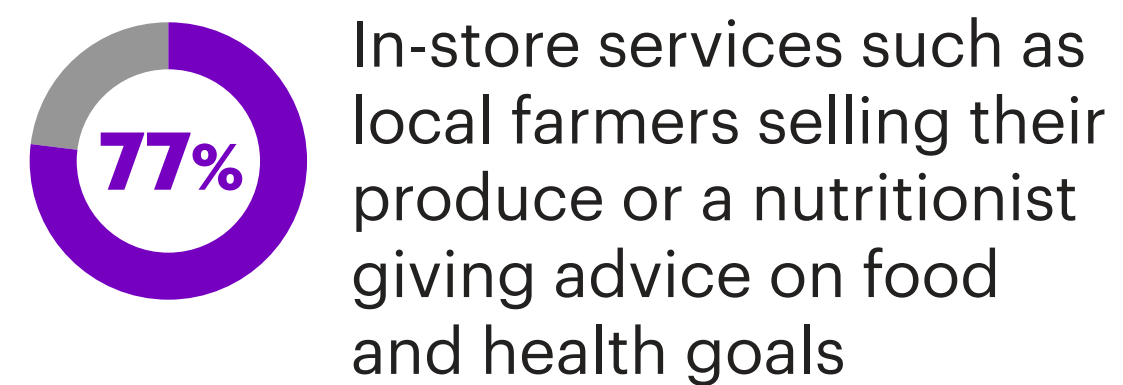
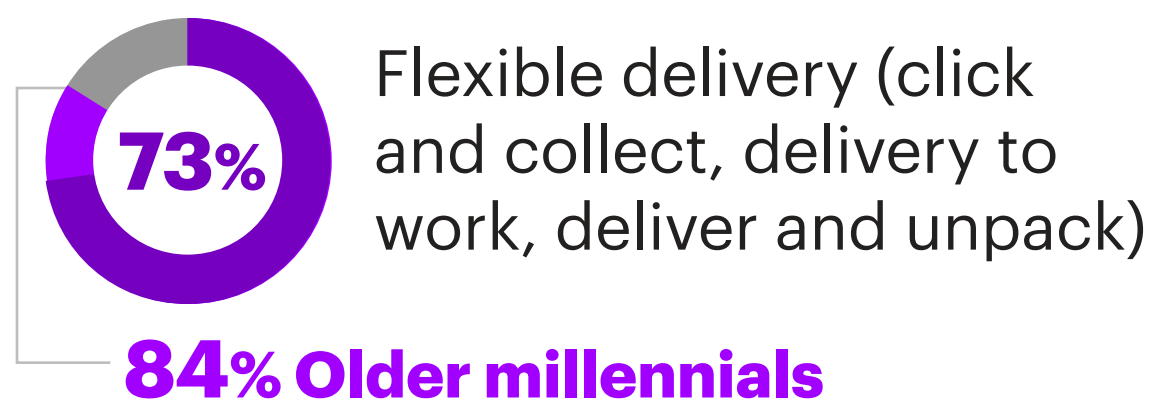
HUNGRY HOLIDAYS

See how food shoppers are spending their holiday season.



Our research showed traditional incentives of price, location and quality remain popular and revealed new ways to win the hearts of holiday shoppers.

Would any of the following inspire you to shop with a food retailer in the weeks leading up to the holidays?



Make Shoppers' Holidays Shine

Curate a holiday shopping experience to win customers and offer Services for the Season ranging from holiday recipes, to meal planning and prep, to expedited delivery.

Leverage partnerships to create unique experiences and drive more traffic.

Adjust the marketing mix to take advantage of increased online shopping.

Use third party data to augment purchase patterns with social media behavior and offer personalized recommendations based latest holiday trends for meals, and recipes.

Devise a loyalty program sign up initiative that is unique to holiday to keep new shoppers coming back.

Holiday food shoppers value Responsible Retail

74%

of shoppers would be incentivized to shop from a food retailer because of their commitment to social and environmental justice.

52%

said a retailer's responsibility to price match increases during the holidays.

53%

want to be shown the origin of ingredients.



41%

would take their own containers to buy loose food items.

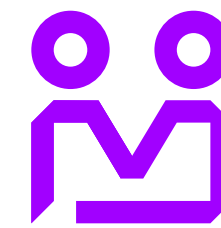
66%

want to be able to buy in desired quantities to reduce waste.

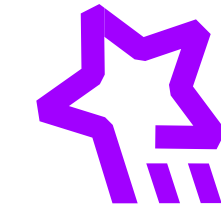
Be the source to help shoppers live their values



Listen to understand your customers' unique values and what truly matters to them.



To develop more meaningful relationships with shoppers, food retailers can orient their business to shopper values beyond product and price.



Championing specific values is an opportunity to cultivate a culture and experience that differentiates.

