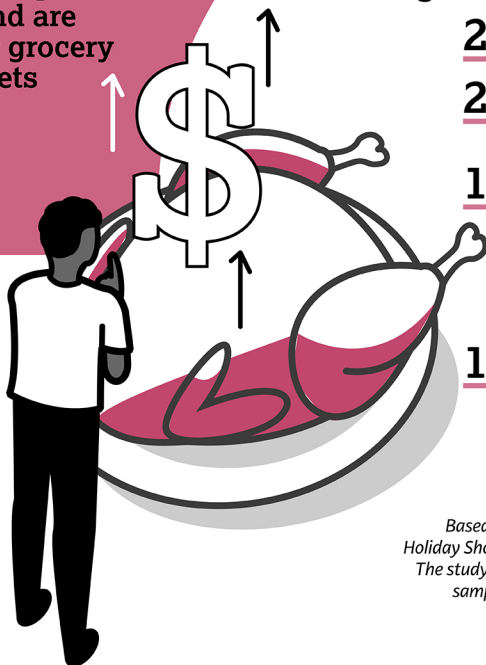


U.S. Grocery Shoppers Adjust Holiday Plans in Response to Inflation Concerns

Shoppers Take Control

62% of shoppers are spending more at the grocery store compared to a year ago and are managing their grocery shopping budgets by adapting their shopping strategies

45% of shoppers are concerned about the price of holiday meals, more than travel or gifts



71% are adjusting their holiday meal shopping to address rising food prices...

28% are looking for deals

21% are buying more store brands

17% are sharing responsibilities for the menu, such as encouraging potluck dishes

17% are substituting ingredients for more affordable options

Based on FMI's U.S. Grocery Shopper Trends 2022 Holiday Shopping conducted by FMI and The Hartman Group. The study was fielded online to a nationally representative sample of 1,718 U.S. adults October 1-6, 2022.

www.FMI.org/GroceryTrends