



## U.S. Grocery Shoppers Remain Resilient in The Face of Rising Food Prices

86% feel they have some control over their grocery shopping budgets

**48%** trust that their primary food store is on their side for financial well-being

90% cite at least one concern about access to food

61% about prices rising

36% having enough money for food

## Finding Solutions

90% of shoppers who are worried about rising food prices are making behavior changes...

63% are making substitutions or product changes

56% are looking for deals

48% are changing where or how they buy groceries

41% are buying more store brands

Based on FMI's U.S. Grocery Shopper Trends 2022
Back to School conducted by FMI and The Hartman Group.
The study was fielded online to a nationally representative sample of 1,490 U.S. adults August 1-9 2022.