

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