How rising grocery costs will impact future purchase behaviors.

February 7, 2022
Timeframe.

• 1/20 to 1/25, 2022.

The research goals.

• Understand consumer perception on rising grocery costs.
• Identify how consumers’ habits have changed and if they’re still shopping at the same places.
• Understand future purchase behavior with ongoing concerns about COVID variants.

Sample.

• N = 200.
• 18-65 years of age.
• Natural fallout on gender, ethnicity, and other demos.

Methodology Overview.

• MFour used Surveys On The Go to identify consumers leaving Albertsons, Safeway, and Kroger.
• Then, a survey was sent for their feedback.
Curbside pickup methods are on the rise.

Which of the following methods did you use last time you bought groceries?

- Curbside pickup: 35%
- Online: 47%
- In-store: 18%

Which grocery experience do you prefer?

- Curbside pickup: 39%
- Online: 39%
- In-store: 22%

Base: 200 (Total)
Curbside pickups save time and create peace of mind.

You said you prefer curbside pickup to in-store shopping, why do you say that?

- 62%: It saves me time
- 51%: I'm concerned about shopping in-store due to COVID
- 35%: I don't want to go in-store
- 30%: I have kids, so it's easier to not go in-store
- 26%: It's new and I wanted to try it

Base: 77 (consumers who prefer curbside pickup)
Consumers have noticed higher prices and are worried.

What changes have you noticed while grocery shopping?

- Prices appear to be higher than before: 70%
- It’s been harder to find groceries I need: 59%
- Fewer discounts are being offered: 42%
- Packaging seems to be smaller: 30%
- I haven’t seen a change: 2%

Base: 200 (Total)

How concerned are you about rising grocery costs due to inflation?

- Extremely concerned: 29%
- Very concerned: 29%
- Moderately concerned: 23%
- Slightly concerned: 16%
- Not at all concerned: 3%

Top 2 Box Net: 58%
Shoppers are paying more attention to deals.

You said you’ve noticed a change while grocery shopping, has it impacted your buying behavior?

- 56% Yes, I’m paying more attention to deals
- 37% Yes, I’m buying less than I was before
- 27% Yes, I’m shopping at discounted stores more
- 26% Yes, I’m shopping less often
- 11% No, I haven't made a change

Base: 196 (consumers who have noticed a change in grocery shopping)
Consumers are dining out less than before.

Do you find yourself eating out at restaurants more or less now?

- More: 23%
- Same: 55%
- Less: 22%

You said you’re eating out at restaurants less now, why?

- I’m worried about COVID-19 variants: 55%
- I feel like it’s more expensive now: 55%
- I have less money: 47%
- I’d rather eat at home: 39%

Base: 109 (consumers who are eating at restaurants less)
Curbside pickup + online orders will be popular for the next 3 months.

Do you plan to purchase groceries with curbside pickup more or less in the next 3 months?

- More: 41%
- Same: 43%
- Less: 16%

Do you plan to purchase groceries online more or less in the next 3 months?

- More: 47%
- Same: 41%
- Less: 12%

Do you plan to eat out at restaurants more or less in the next 3 months?

- More: 19%
- Same: 37%
- Less: 44%

Base: 200 (Total)
Consumers expect their budgets and home prices to increase.

How do you think rising prices will impact your budget? I expect my budget to...

- Increase: 43%
- Stay the same: 22%
- Decrease: 35%

Base: 200 (Total)

How do you think rising prices will affect home prices? I expect home prices to...

- Increase: 74%
- Stay the same: 14%
- Decrease: 12%

Base: 200 (Total)
About MFour.

MFour introduced Surveys On The Go® in 2011.

As the nation’s largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers’ actions: and context on why they made them.
MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.
Choose better market research.