



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.

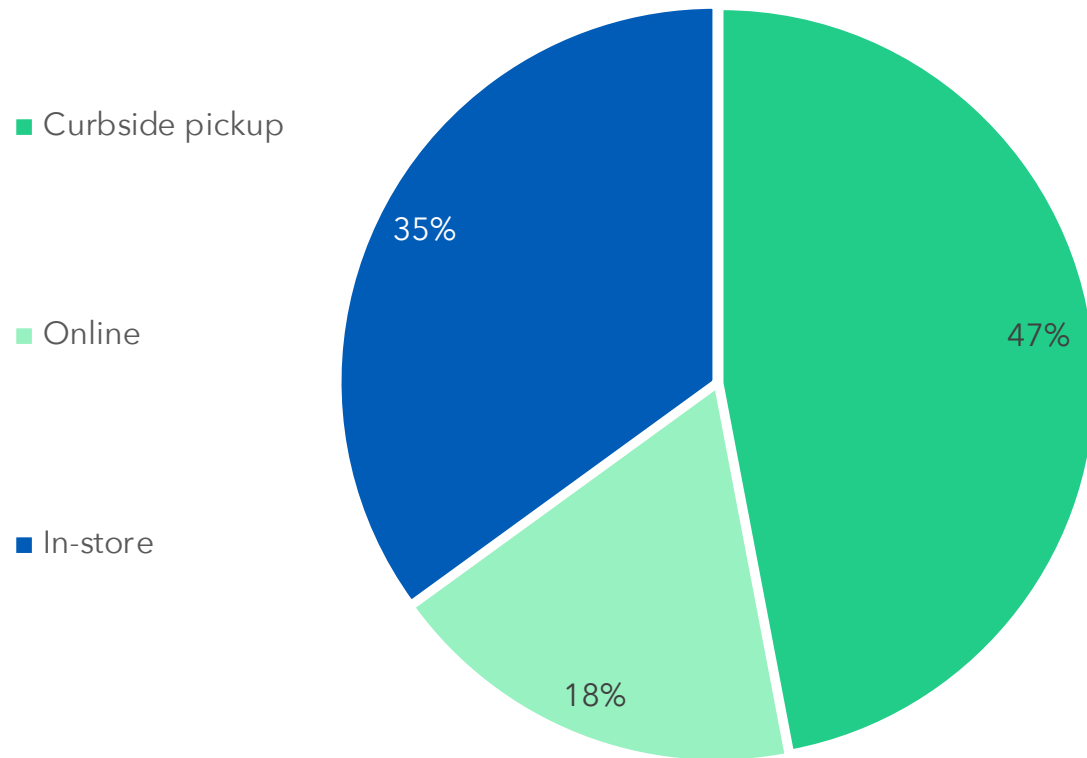
Methodology Overview.

- 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.

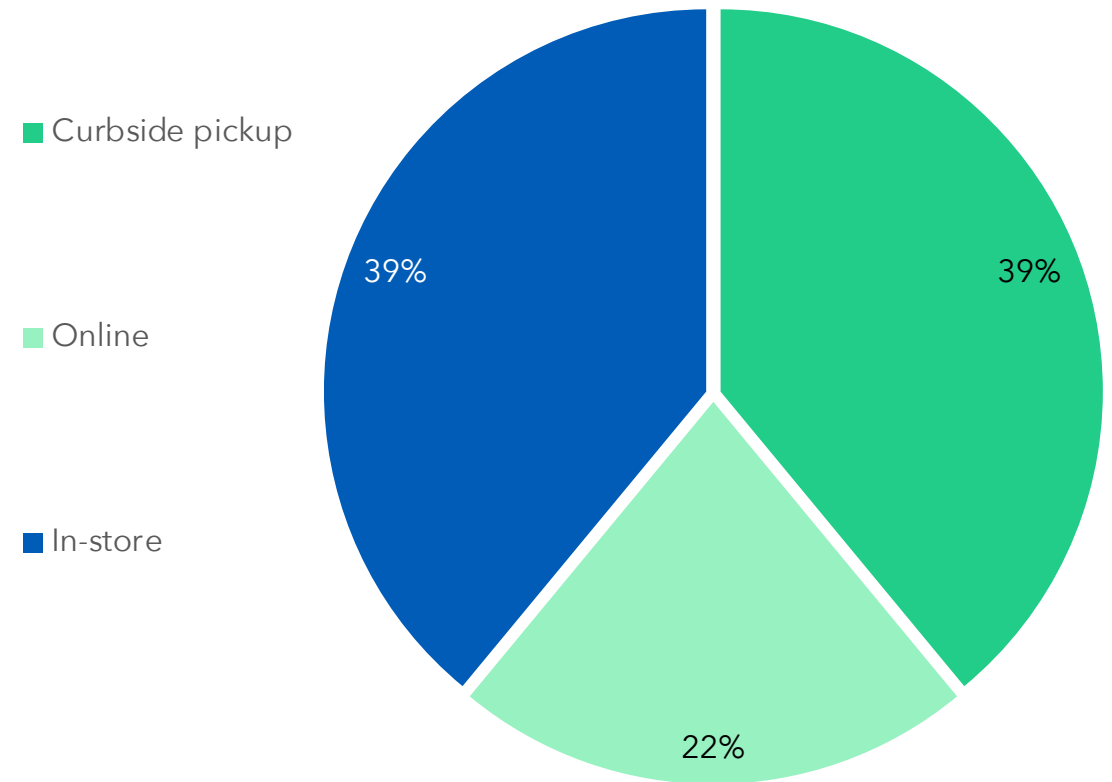


Which of the following methods did you use last time you bought groceries?



Base: 200 (Total)

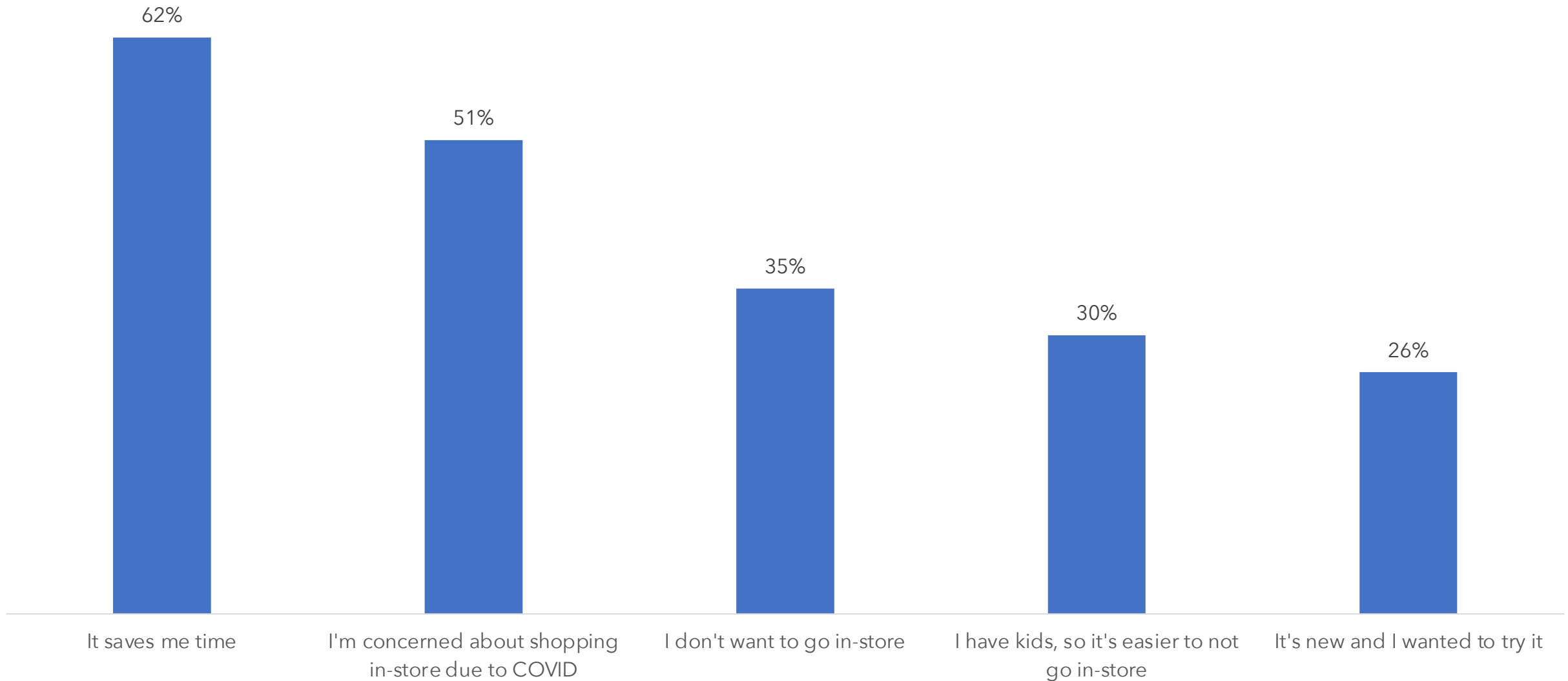
Which grocery experience do you prefer?



Curbside pickups save time and create peace of mind.



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

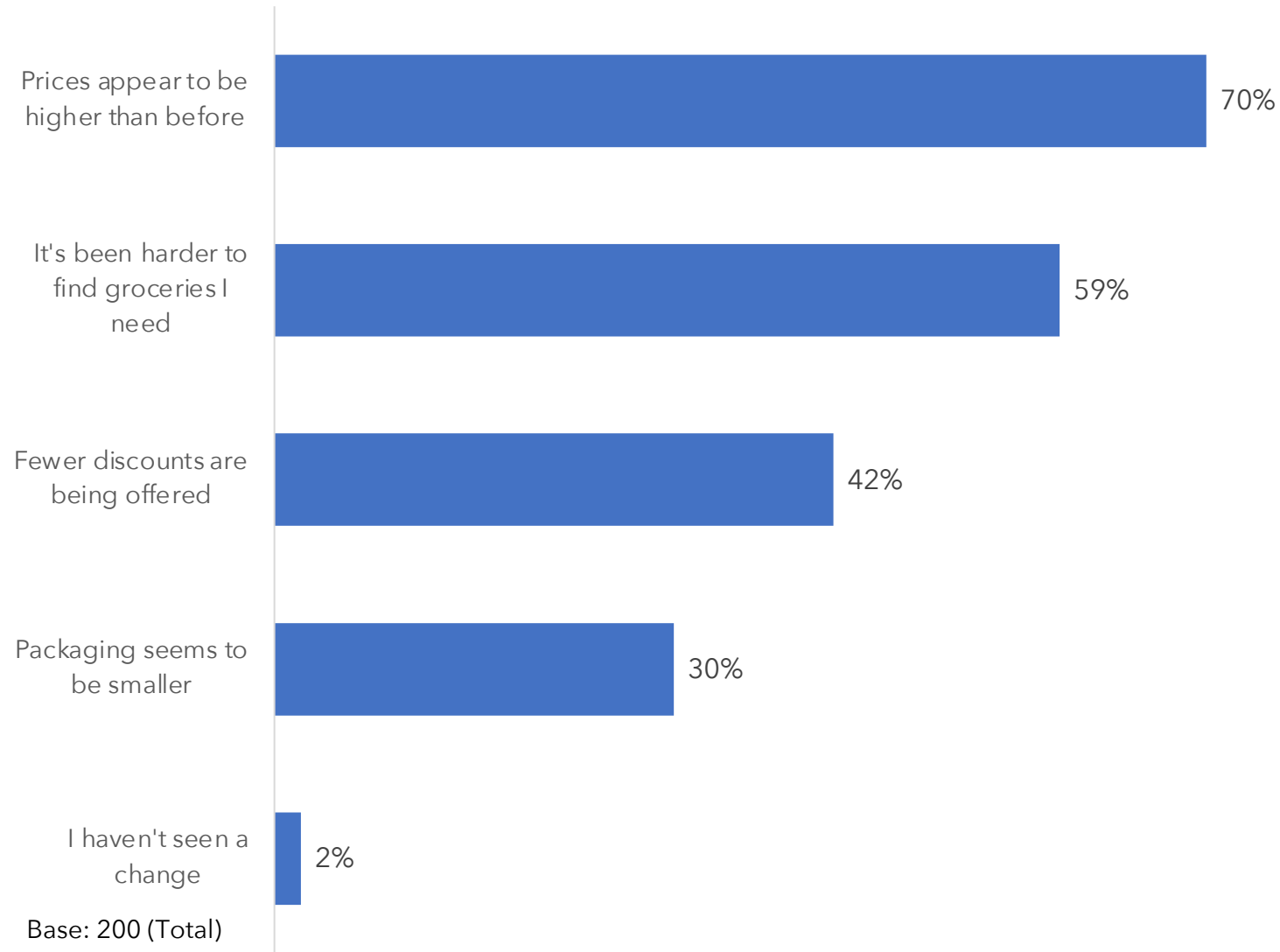


Base: 77 (consumers who prefer curbside pickup)

Consumers have noticed higher prices and are worried.



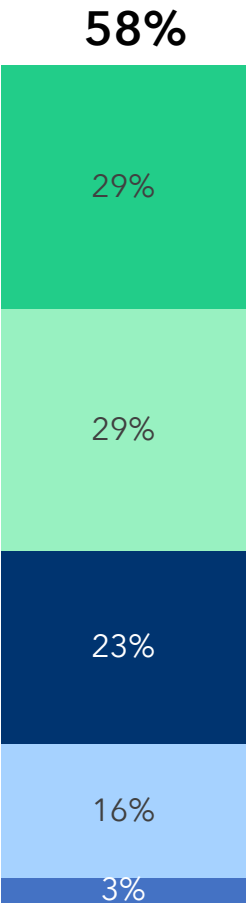
What changes have you noticed while grocery shopping?



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

Top 2 Box Net

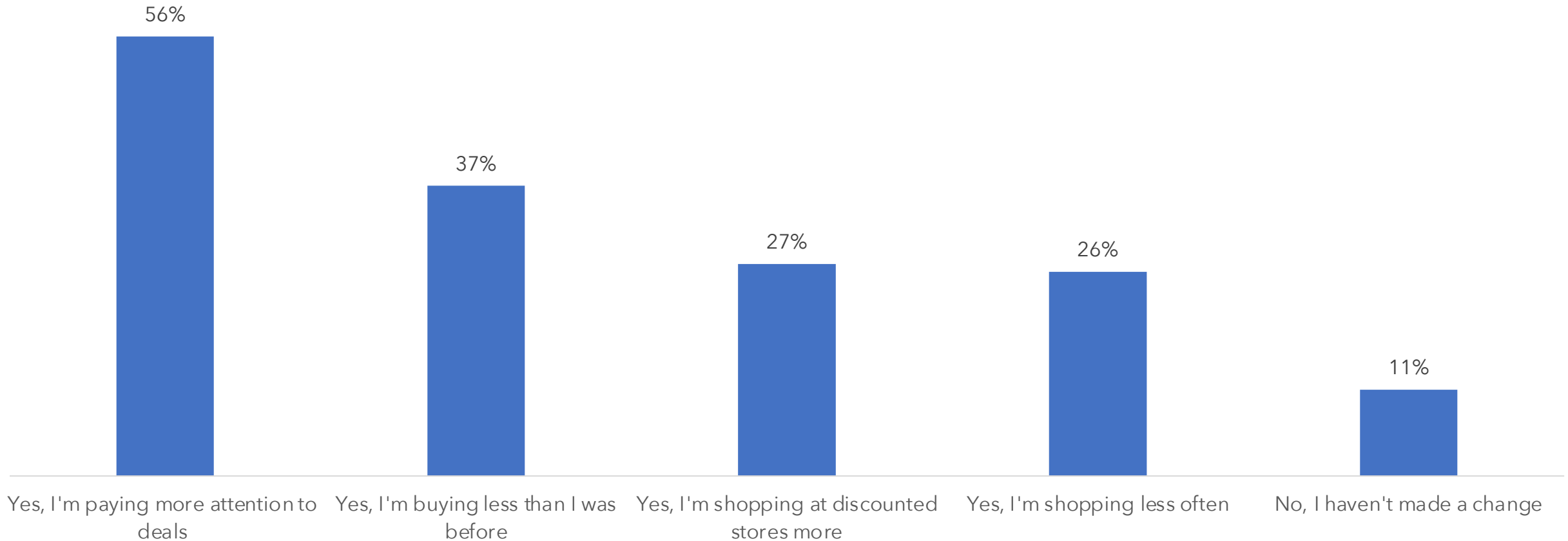
- Extremely concerned
- Very concerned
- Moderately concerned
- Slightly concerned
- Not at all concerned



Shoppers are paying more attention to deals.



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

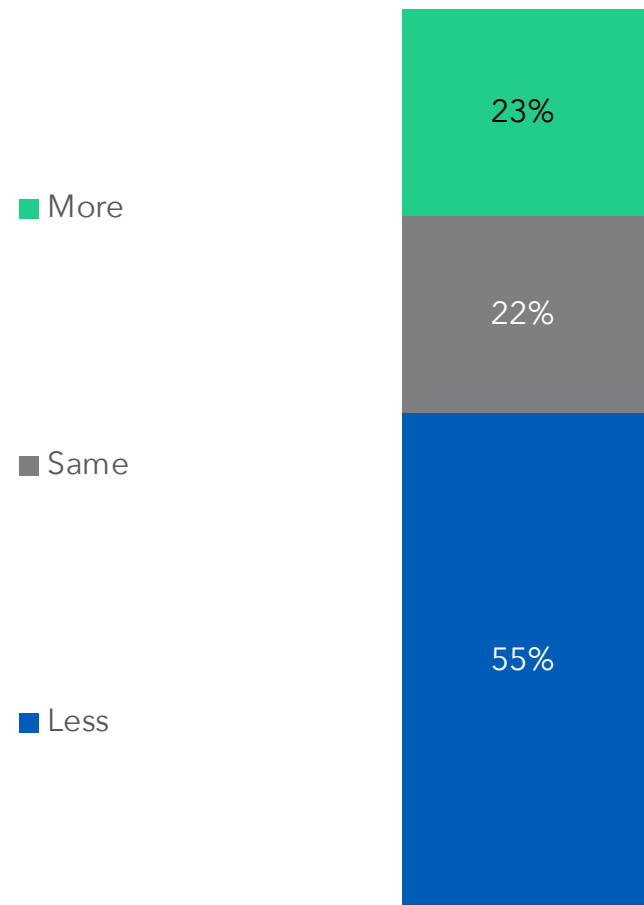


Base: 196 (consumers who have noticed a change in grocery shopping)

Consumers are dining out less than before.

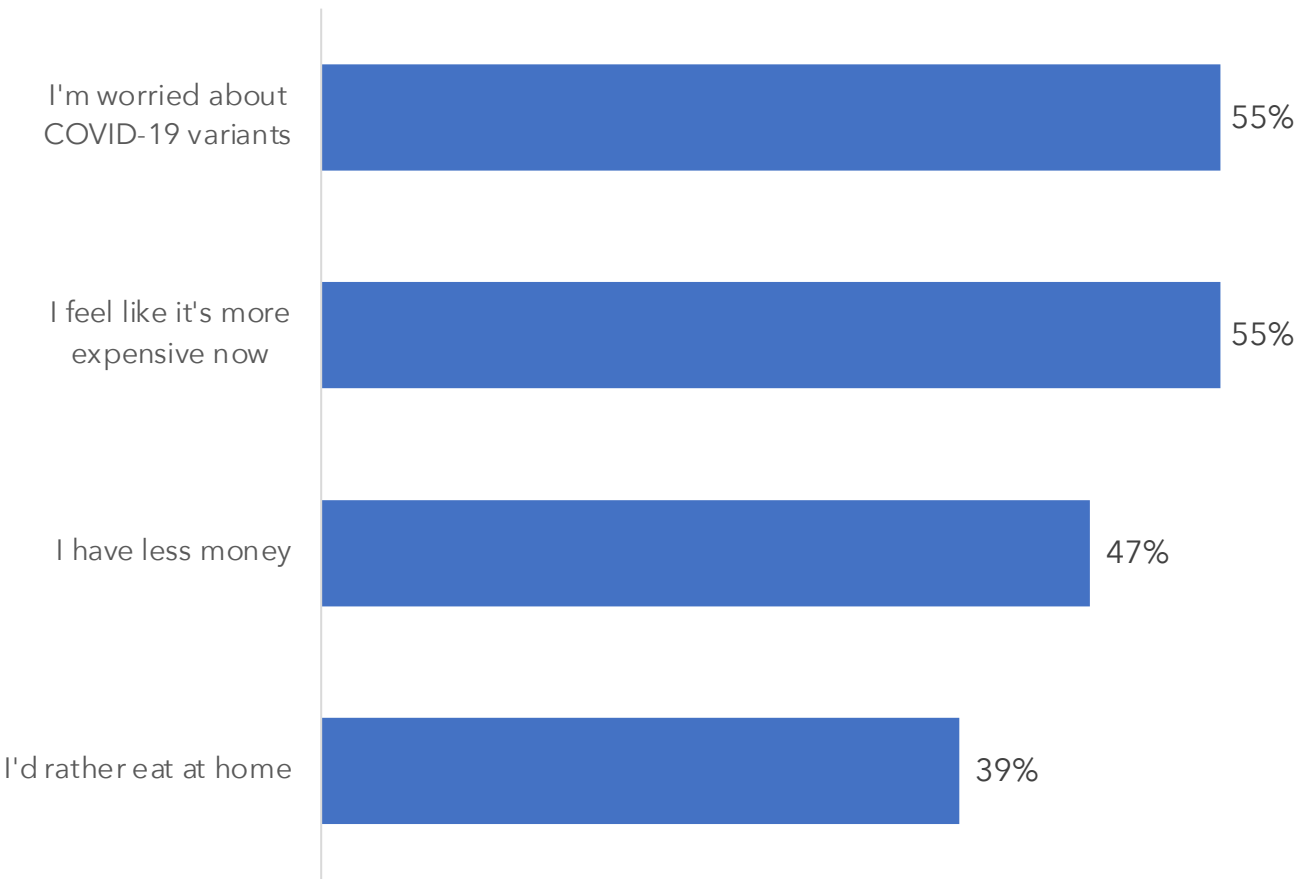


Do you find yourself eating out at restaurants more or less now?



Base: 200 (Total)

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



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?



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



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



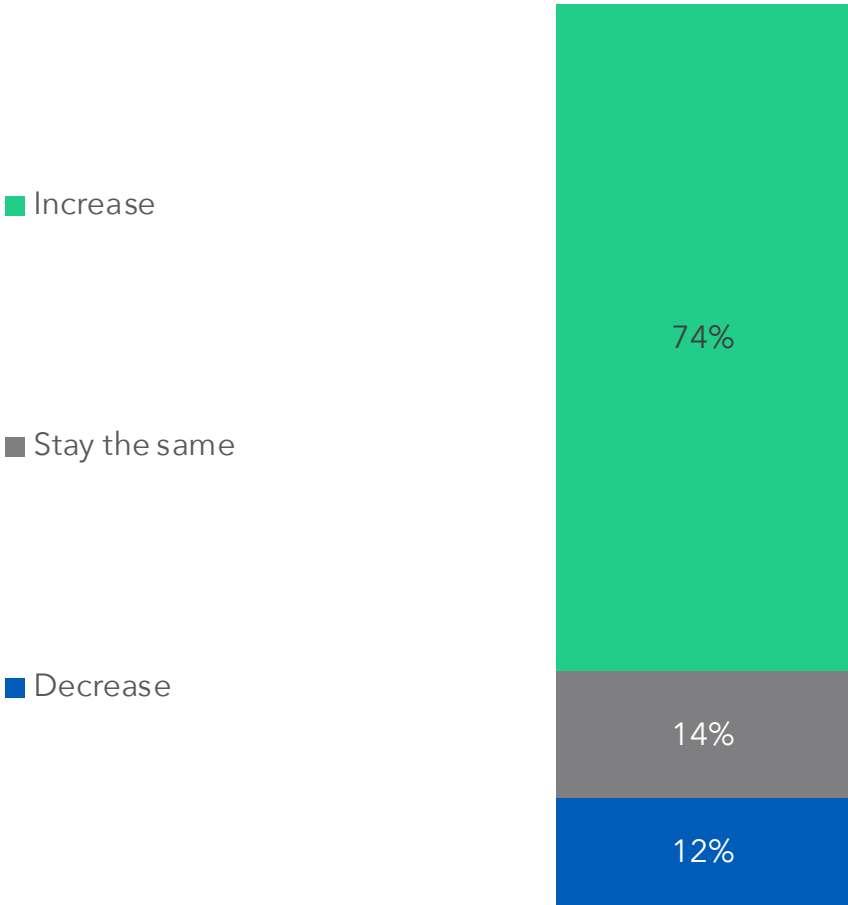
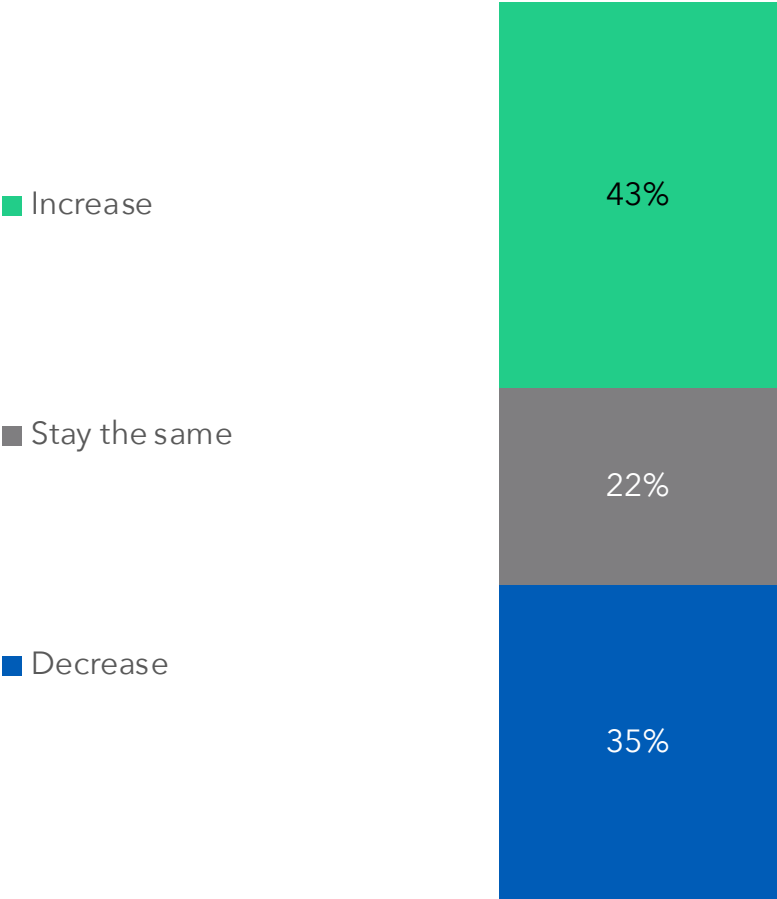
More Same Less

Consumers expect their budgets and home prices to increase.



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

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





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.



Brick & Mortar.

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.