

Feast on these stats! You ain't seen stuffing yet.

Turkey Day is almost here, let's take a peek at consumers' habits and attitudes in preparation for their feast!

Whole Foods Market visits showed a **19% increase** compared to the previous month.

Ironically, shoppers who indicate they prefer shopping for name brands versus private label were **3x more likely** to visit Trader Joe's for their provisions.

Grocery shoppers who prefer private label beat out their name-brand-loving counterparts in Walmart **visitations by 84%.**

Both private-label and name-brand shoppers visit Costco at the **same rate** and spend the **same amount of time** shopping at the store.

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Contact us now: solutions@mfour.com or call 714-754-1234.
Data witnessed November 2022.

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