

GROCERY HABITS ADJUST:

STUDENT LOAN HOLDERS OPT FOR DIFFERENT SPENDING PRIORITIES

Student loans are reshaping spending habits, leading individuals to rethink their visits to certain grocery stores. This shift highlights changing financial priorities, with preferences shifting towards other retail and service establishments.

10%

of individuals who opted to spend less because of their student loans visited Kroger.



11%

of individuals who opted to spend less because of their student loans visit Walmart Grocery.



7%

of individuals who opted to spend less because of their student loans visit ALDI.



Compared to their counterparts, who have not altered their spending habits, who opted to spend less, visit:



4% points less



6% points less

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Contact us now: solutions@mfour.com or call 714.754.1234.

Data witnessed September 2023.

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