



BUSTED BUDGET\$

Higher prices changing shoppers’ behavior

Inflation has prompted a shift in how shoppers approach their grocery purchases. 4 in 10 say prices have gone “way up,” and it’s really hurt their budget. Many have made changes to **how much, how often,** and **what they buy**, opting for more budget- conscious shopping strategies.

8 IN 10 SHOPPERS MADE CHANGES TO THEIR PURCHASES IN 2023

50% changed **how much** they buy

Shoppers in these categories changed how much they buy more than average:

- Cookies (index 108)
- Salty Snacks (index 106)
- Sparkling and Functional Beverages (index 104)
- RTD Tea and Coffee (index 104)
- Pickles/Peppers/Marinated Veggies (index 104)
- Baking/Cake Mix (index 102)
- Dairy Yogurt (index 102)

45% changed **what** they buy

- **23%** bought smaller quantities
- **35%** bought less dairy yogurt (index 152)
- **34%** bought less Sparkling & Functional Beverages (index 148)
- Baby food least impacted; only **13%** (index 57) bought smaller quantities

YEAR-OVER-YEAR IMPACT



54% shopping for the best prices in 2023 compared to **38%** in 2022



Baby Food and Butter/ Margarine shoppers more concerned about finding the best price than average shopper (index 117)



Ready to drink Tea and Coffee least impacted by price (index 72)

PRICE AND SELECTION MATTER MORE NOW THAN PRE-COVID



1 in 4 consider themselves “Price Hunters” in 2023 compared to **1 in 6** in 2018



Only **5%** consider themselves “Trend Seekers” in 2023 compared to **18%** in 2021



Only **16%** are “Buyers of the Best” in 2023 compared to **29%** in 2017



33% say “appealing packaging” influences purchases in 2023 compared to **61%** in 2018



Shoppers care more about best prices and best selection in 2023 compared to 2018

	2023	2018
Best prices	54%	42%
Best selection	45%	31%
Convenience	48%	54%
Easy to find products	24%	35%
Customer service	4%	13%