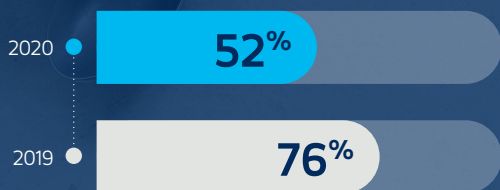


# New Traditions

## COVID-19's Impact on Holiday Meal Planning and Consumer Shopping Behavior

### Consumers Anticipating Smaller Holiday Gatherings



52% of respondents are planning to host and grocery shop for a holiday celebration this season

A 32% drop from the 76% of respondents who grocery shopped for a holiday celebration in 2019<sup>1</sup>

Of those planning to host and grocery shop for a holiday celebration this season:

**38%**

are preparing for small gatherings with 3-5 guests

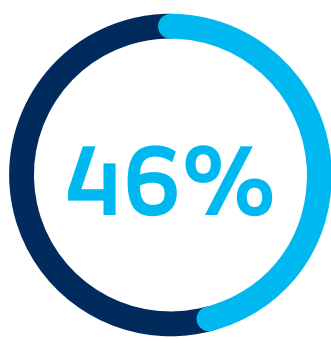
**44%**

are preparing for medium-sized gatherings with 6-10 guests

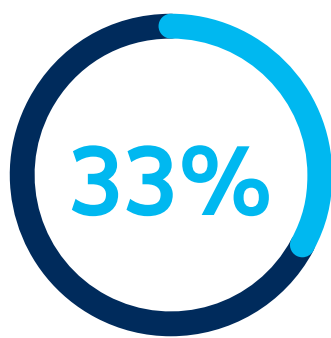
**18%**

are preparing for large gatherings with more than 10 guests

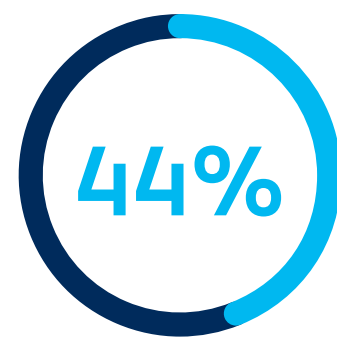
### Consumers Stocking Up More



are making larger trips/online purchases to minimize time in store or delivery costs

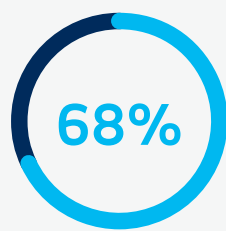


have used a grocery delivery service to purchase their groceries during COVID-19, a 32% increase compared to 24% of respondents surveyed March 2019<sup>1</sup>



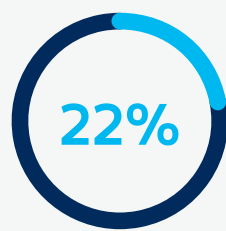
are stocking up when products are available as opposed to waiting until they need them

### Consumers Turning to Delivery Services for Holiday Groceries



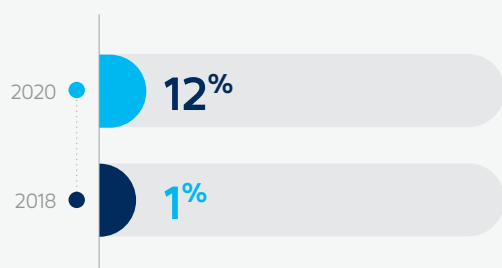
of consumers who will grocery shop for the holidays this year plan to do so in-store

This is an 18% decrease from 83% of respondents surveyed in 2018<sup>2</sup>



of those who plan to grocery shop for the holidays this year will use a delivery service

This is a 214% increase from the 7% of respondents surveyed in 2018<sup>2</sup>



12% of consumers who said they will grocery shop for the holidays this year plan to use a meal box kit (i.e., Hello Fresh, Blue Apron, etc.)

In the 2018 survey<sup>2</sup>, only 1% of consumers said they planned to use these services for holiday grocery shopping