

2021 Holiday Cravings:

In-store grocery shopping, fresh foods, and larger gatherings make a comeback

Fresh Foods Drive Consumers Back to Stores for Holiday Meal Shopping



70%

of consumers plan to do their holiday shopping in-store



62%

prefer in-store over online shopping so they can see, touch and select the fresh food



85%

of consumers plan on purchasing fresh produce in preparation for the holidays

While E-commerce Remains Strong, Grocery Delivery and Meal Box Kits Lose Popularity



21%

prefer to buy online and then pickup in store or at curb

Relatively flat (22%) from October 2020



7%

preferred to use grocery delivery services

Down from 14% in October 2020



47%

have not used grocery delivery services in the last 6 months

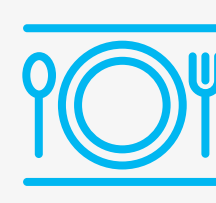
Up from 40% in August 2020



6%

plan to use a delivery service for their holiday grocery shopping

Down from 22% in August 2020

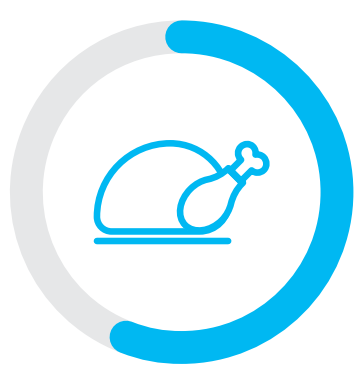


1%

plan to use a meal box kit for their holiday grocery shopping

Down from 12% in August 2020

Larger Holiday Gatherings Make a Comeback



56%

plan to host and grocery shop for a holiday celebration (Thanksgiving, Friendsgiving, etc.)

Up from 47% in October 2020



55%

are preparing for a medium-sized (6-10 guests) holiday gathering

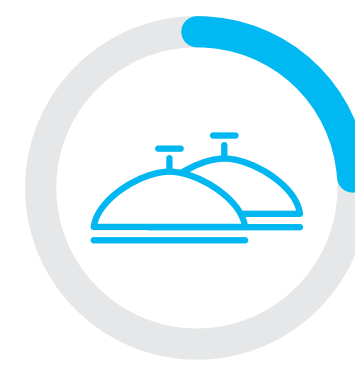
Up from 48% in October 2020

Of those hosting –



45%

have same number of guests as last year



24%

are preparing for a larger gathering this year

Blue Yonder is committed to helping its customers plan for the unexpected. To learn more about how we're helping grocery retailers navigate the pandemic and beyond, visit blueyonder.com/solutions/retail-grocery

To better understand the consumer perspective around pandemic grocery shopping habits, Blue Yonder surveyed more than 1,000 U.S. consumers between Oct. 4-5, 2021, on their grocery shopping experiences over the past year and how they will be preparing for the holidays.