

HOME FOR THE HOLIDAYS

The theme of “home for the holidays” seems to ring true with over half of shoppers planning to host parties on Thanksgiving (53%) or at Christmas (54%)

35% are planning to host **more** holiday gatherings this year than last year.

Millennials are leading the holiday party hosting trend!

45% of younger millennials and **48%** of older millennials are planning to host more gatherings in 2018 than in 2017.

TRUST MATTERS

The top factors influencing consumer purchases

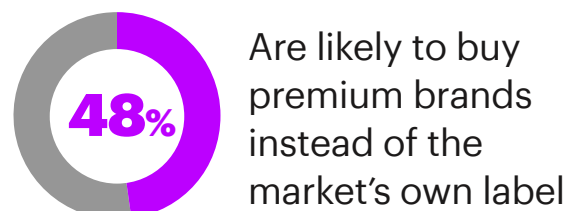
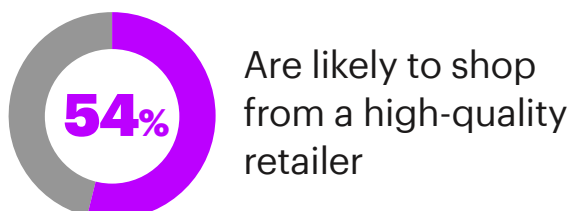


QUALITY MATTERS

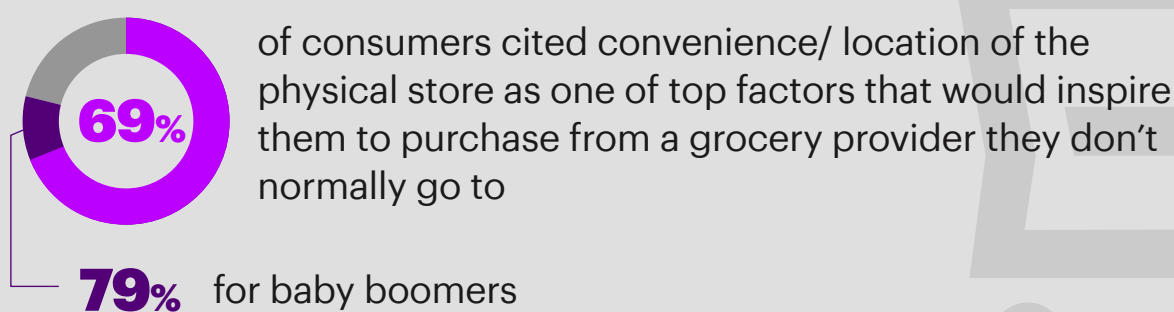
...and shoppers are willing to pay more for it

6 in 7 shoppers (86 percent) cited quality as “important” or “very important.”

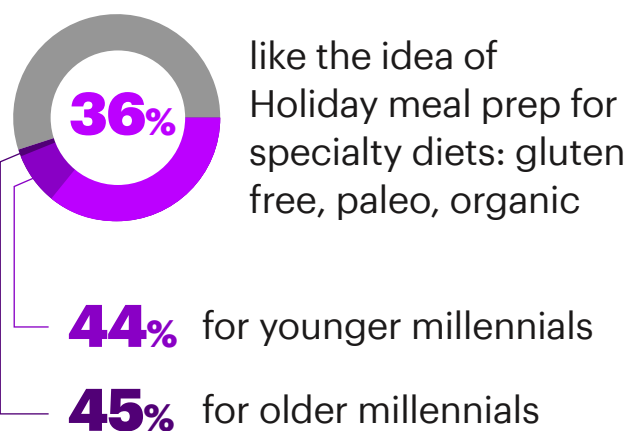
Consumers are also likely to “trade up” when shopping for food this holiday season



LOCATION, LOCATION



LOOKING FOR IN-STORE SERVICES to inspire your customers?



PICK-UP OR DELIVERY when shopping online for your holiday groceries?



Based on a survey of 1,500 US Consumers

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