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!

4.5% of younger millennials and **4.8%** of older millennials

are planning to host more gatherings in 2018 than in 2017.

TRUST MATTERS

The top factors influencing consumer purchases



Trust of the grocery provider and its products and services

93% For baby boomers



Offers best range of options so you can buy majority of items in one place

86% For baby boomers

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ppers 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



Are likely to shop from a high-quality retailer



Are likely to buy premium brands instead of the market's own label

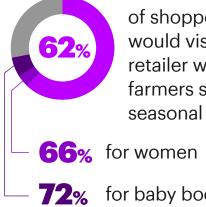
LOCATION, LOCATION



of consumers cited convenience/location of the physical store as one of top factors that would inspire them to purchase from a grocery provider they don't normally go to

79% for baby boomers

LOOKING FOR IN-STORE SERVICES to inspire your customers?



of shoppers said they would visit a food retailer where local farmers sell their seasonal products

for baby boomers



like the idea of Holiday meal prep for specialty diets: gluten free, paleo, organic

- **4.4**% for younger millennials
- **45%** for older millennials

PICK-UP OR DELIVERY

when shopping online for your holiday groceries?



Will pick-up in store



Want them delivered

Based on a survey of 1,500 US Consumers

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