# 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%)

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

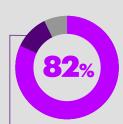
#### Millennials are leading the holiday party hosting trend!

45% of younger millennials and 48% of older millennials

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

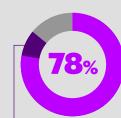
## **TRUST MATTERS**

#### The top factors influencing consumer purchases



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

#### **IALITY MATT**

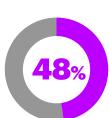
ppers are willing to pay more for it

5 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

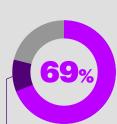


Are likely to shop from a high-quality retailer



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

# **LOCATION, LOCATION**

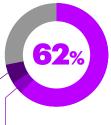


of consumers cited convenience/location of the physical store as one of top factors that would inspire them to purchase from a grocery provider they don't normally go to

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

66% for women

for baby boomers



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

**44**% 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