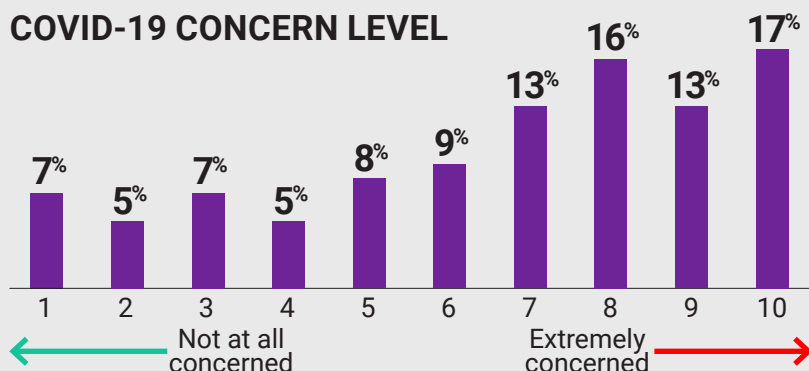


Lingering Impact of COVID-19 on U.S. Shoppers



COVID concern levels remain high nearly two years into the pandemic

COVID-19 CONCERN LEVEL



Nearly 1/3 of U.S. households are in a worse financial position



Shopping behaviors that developed during the pandemic are still in place for many

68% 
are now shopping online for groceries (at least occasionally)

22% 
of shoppers are using online subscriptions

60%
are being impacted by product shortages (+20 pts vs 6 mos ago)

94% 
of shoppers are noticing higher grocery prices, especially on meat and dairy items

75% 
of shoppers continue to wear face coverings when shopping, even when not required

31%
of shoppers are still stocking up on some products



Half of all shoppers have dined in a restaurant over the past month, and about the same number intend to dine in a restaurant again soon

54% of diners are noticing higher menu prices (+10 pts vs 6 mos ago), and seem to be less aware of limited menus, staff shortages and ongoing safety measures

