

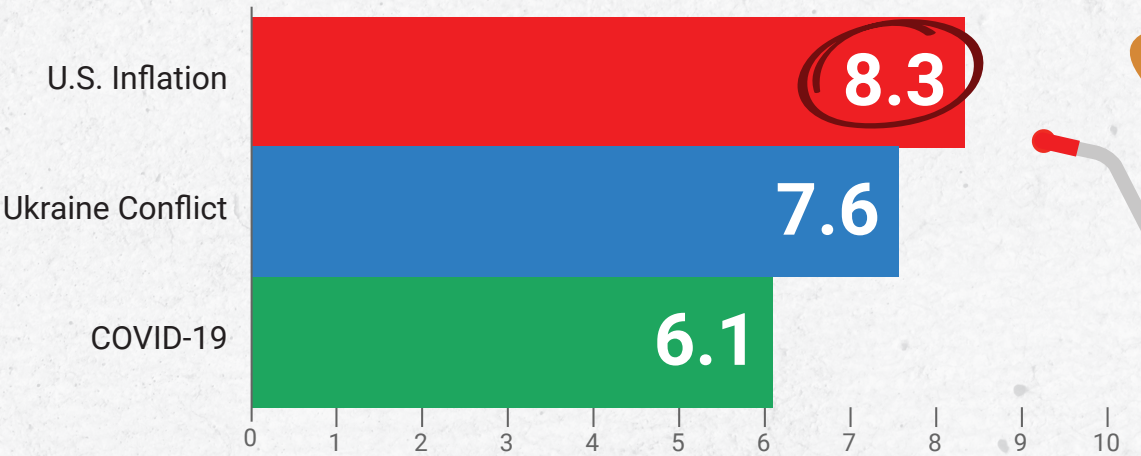
# INFLATION IN 2022: Shopper Impacts and Actions



Research conducted  
through Acosta's  
proprietary Shopper  
Community  
March 28 - 30, 2022

## Inflation is a Top Concern for U.S. Shoppers

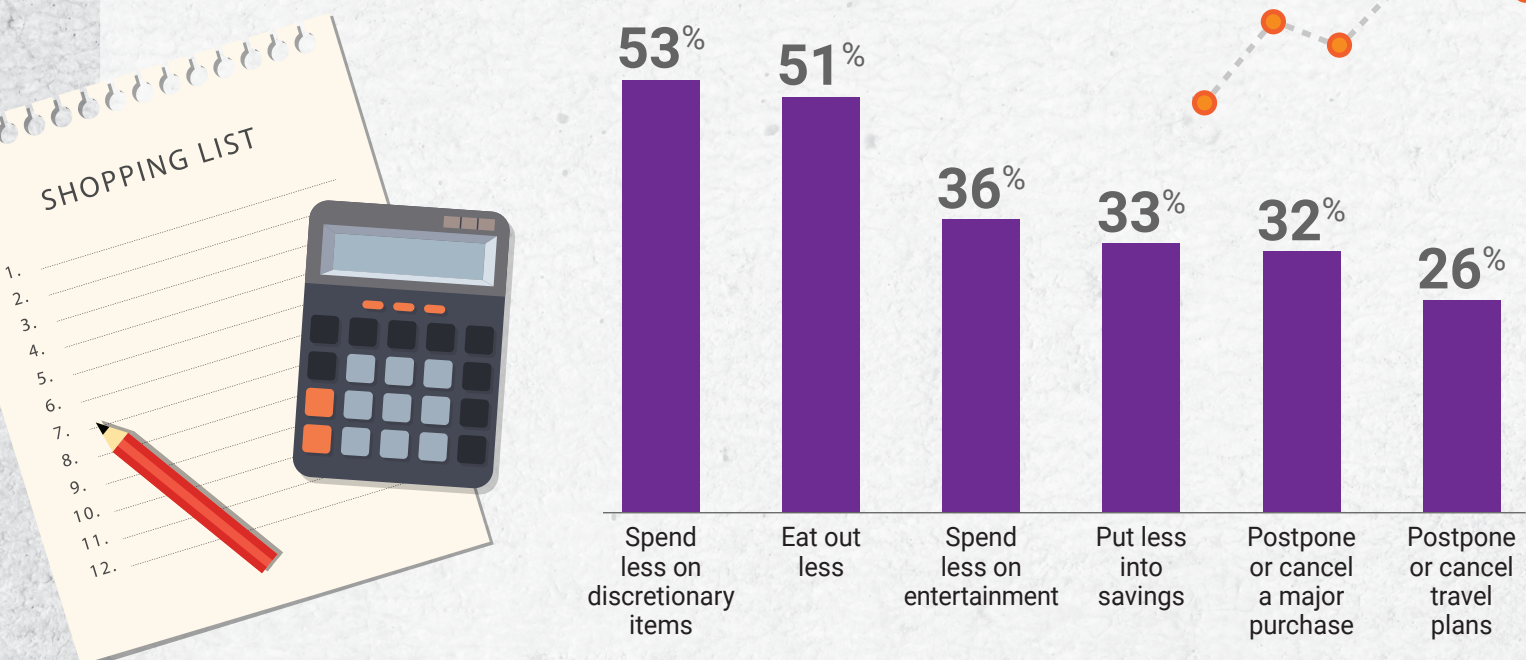
Inflation remains the top concern for U.S. shoppers, more so than the war in Ukraine or the COVID-19 pandemic



Concern levels on a scale of 1-10, where 10 = the highest level of concern



## Shopper Reactions to High Prices



## #1 Impact on Households: GROCERY PRICES



51%

spend more time looking for deals



48%

buy cheaper brands



45%

buy more store brands



46%

buy less expensive types of foods such as lower-priced protein, pasta, and grains



30%

shop at lower-priced stores – Aldi being the #1 store to find lower prices

## #2 Impact on Households: GASOLINE PRICES



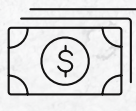
65%

Drive less and stay home more



50%

Consolidate trips



1/3

Paying over \$50 more now (each month) vs. a couple of months ago

28%

Going to stores or stations that usually sell cheaper gas

26%

Shopping more online

26%

Using gas rewards from a grocer or other retailer

25%

Going to stores, restaurants, etc that are closer to home



## Restaurant Dining



54% Eat out less

38% Seek out deals

36% Order less expensive menu items