

# Acosta 2023 Predictions

Trends we're watching and how they may impact your business.

# Acosta Predictions 2023

- 1** **Recession or Not, Perception is Reality**  
Recessionary behaviors remain
- 2** **Transforming into a Hybrid World**  
The new reality of hybrid everything
- 3** **Retail Experiences that Surprise and Delight**  
Retail experiences designed to heighten shopper discovery and engagement
- 4** **Committing to Collective Wellness**  
The meaning of wellness expands beyond oneself
- 5** **Let's Get Personal**  
First-party retail data gets up close and even more personal
- 6** **Dining Out: It's Complicated**  
Continued supply chain, inflation and labor challenges create lasting complexities

# 1 Recession or Not, Perception is Reality

And we'll see recessionary behaviors continue in 2023 because of it.



Recessionary shopper behavior is here now



**Smart, conservative, creative behaviors** – that are likely to stick



Expect channel shift + trade down, trade out (can be positive for some categories)



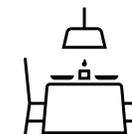
Expect more layoffs coming, creating further uncertainty

## Recessionary Behaviors



**67%**

Spending less on discretionary items like clothing



**61%**

Eating out less



**52%**

Spending less on entertainment



**46%**

Putting less into savings



**42%**

Postponing or canceling a major purchase



**39%**

Postponing or canceling travel plans

## 2 Transforming into a Hybrid World

The new reality of hybrid everything.



**Hybrid** shopping, working, driving, everything



Consumers and shoppers splitting time between home and office



Shopper expectations are high for a seamless shopping experience online and in-store

74%

of U.S shoppers have made purchases **both online and in-store** across major grocery and household need items



### 3 Retail Experiences that **Surprise and Delight**

Retail experiences designed to heighten shopper discovery and engagement



Shoppers still like to go into the store, but key expectations must be met:  
**enjoyment + convenience + value**



Opportunity to **bring the store experience online**, and to **bring the digital experience into the store**



**Seamless omnichannel experience will be table stakes** - shopping anywhere, anytime with the integration of social commerce and eventually metaverse



Wayfair has moved from pop-ups to specialty retail formats. Plans larger Wayfair branded store concept in 2024.

## 4 Committing to Collective Wellness

The meaning of wellness expands beyond oneself.



Retailers and brands that align with consumer wellness expectations will win



Consumers will continue to proactively seek all aspects of wellness (self-care, mental & physical health, family care, animals, planet)



Plant-based products exemplify the **collective wellness** that consumers desire

### Why do U.S. shoppers buy plant-based products?

- 62% Healthier for me
- 29% Sustainable
- 27% Environmentally Friendly
- 26% Environmental/ Animal Welfare

## 5 Let's Get Personal

First-party retail data gets up close and even more personal



**Retail media explosion** will create more opportunities for targeted offers



**Personalization** via technology

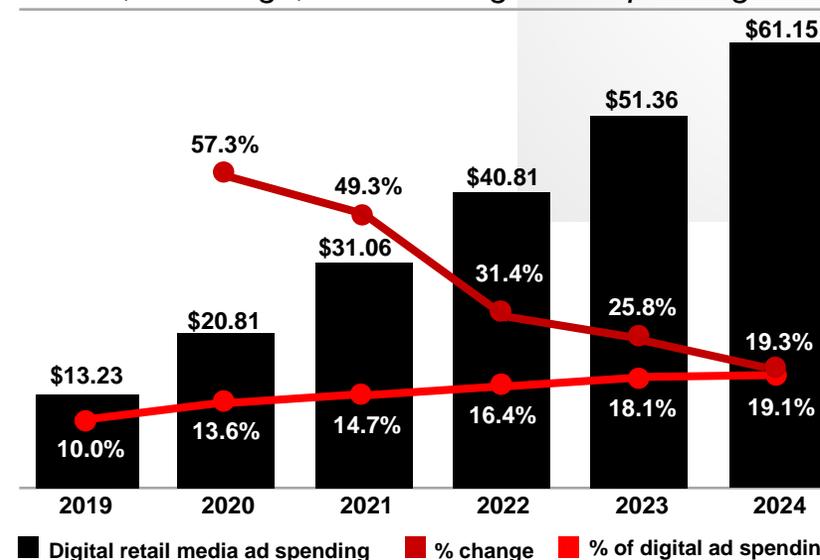


**Selling data** will become as important as selling products



**ROI** takes on increasing importance since media's influence on sales is trackable

**US Digital Retail Media Ad Spending, 2019-2024**  
billions, % change, and % of digital ad spending



## 6 Dining Out: It's Complicated

Continued supply chain, inflation and labor challenges create lasting complexities



Pent up demand still building for dining out



Foodservice operators transforming their models to the changing consumer



Consumers want the experience and restaurant quality...when and where they want it



Increasingly expensive groceries blur the value gap between food at home vs. away from home

### Innovation will be a bright spot:



Unique value solutions



Drive-thru technology innovation



Loyalty programs

# Questions?

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or head to [Acosta.com/news](https://Acosta.com/news) for more

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