KEEP UP WITH AND CAPITALIZE ON

NEW CUSTOMER JOURNEYS

Consumer shopping habits are shifting due to record-high inflation. This infographic outlines key changes uncovered by our survey and shares **how you can win customers over before they buy.**

RISING GAS PRICES MEAN STREAMLINED SHOPPING TRIPS

59% OF CONSUMERS

ARE SHOPPING CLOSER TO HOME DUE TO RISING GAS PRICES

56% OF CONSUMERS

ARE SHOPPING AT FEWER RETAILERS TO AVOID DRIVING TO MULTIPLE STORES

OPPORTUNITY

Grocery stores with gas stations can help by marketing their locations as a **one-stop shop destination.**

CONSUMERS ARE EXPLORING MORE SHOPPING OPTIONS

They're choosing discount retailers more often as prices rise.

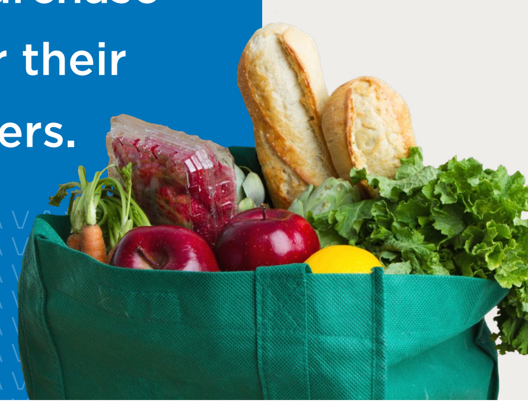
31% are shopping more online

24% prefer the overall experience of shopping online vs. in-store

17% cite lengthy shipping times as one of their biggest challenges when shopping for CPG products (especially Gen Z: **24%** and millennial parents: **24%**)

OPPORTUNITY

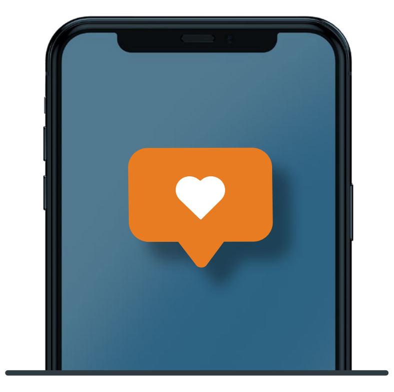
Retailers can take steps to improve the online shopping experience and make it a **more viable and pleasant purchase option for their customers.**



WHAT WORKS?

Deals influence where people prefer to shop and what they buy.

EMAIL
stands out among affluent shoppers **(22%)**



SOCIAL MEDIA ADS
are more likely to influence Gen Z **(24%)** and millennial parents **(25%)**

TOP 3

31%
PREFER COUPONS THAT ARRIVE IN THE MAIL OR NEWSPAPER
BABY BOOMERS: 43%

25%
PREFER PRINT CIRCULARS THAT ARRIVE IN THE MAIL OR NEWSPAPER
BABY BOOMERS: 38%

25%
PREFER ONLINE COUPONS OR DISCOUNTS

OPPORTUNITY

Diversify your marketing mix to connect with and **inspire a variety of shopper segments.**

ADAPT TO MEET CONSUMER NEEDS

Retailers rate themselves more highly than their customers rate them when it comes to how well customer needs are being met.

	GROCERY STORES RATE SELVES	CONSUMERS RATE THEIR STORES
Using the latest technology	85%	56%
Having solutions for meal planning	84%	54%
Having a printed store flyer, delivered to the home, that they rely on to plan shopping	81%	50%
Having an interactive digital flyer to build shopping lists	81%	48%

OPPORTUNITY

Consumers are looking for enhanced experiences and tools to make planning, shopping and living easier. **Listen to your customers and deliver on their expectations.**

GET MORE INSIGHT: **DOWNLOAD THE 2022 CPG + GROCERY TRENDWATCH**

CS#0700

Source: 2022 CPG + Grocery TrendWatch — consumer survey fielded April 2022 (n = 1,909), industry survey fielded April 2022 (n = 305)

Consumer Segments: Baby boomers: 1946–1964 | Millennial parents: 1981–1996 with children under 18 in the home | Gen Z (under 18 not surveyed): 1997–2012 | Affluent households: HH income of $100K+

VERICAST