

The case of the shrinking grocery list

Article



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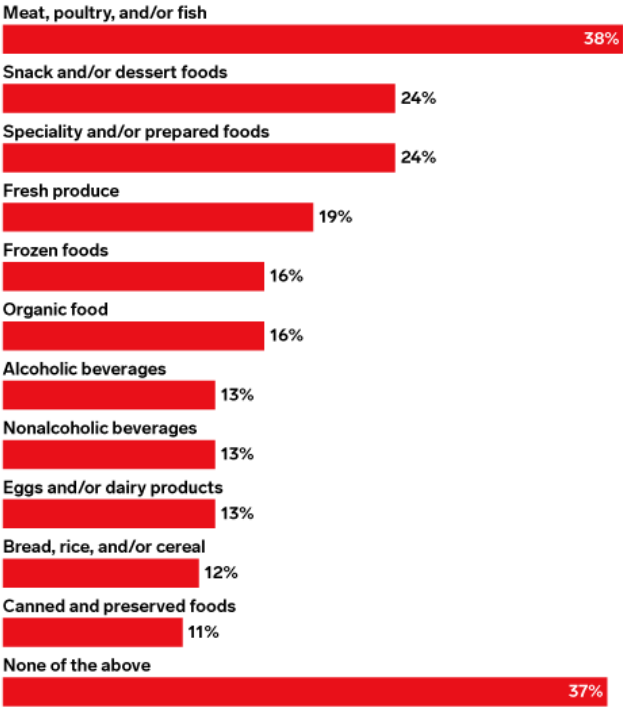
With inflation on the rise and supply chains in disarray, consumers are checking their grocery lists twice. In the US, **38%** of adults are cutting down on how often they buy meat, poultry, or fish, while about **one-quarter** are purchasing snacks, dessert foods, or prepared foods less.

Beyond the chart: US adults are rethinking not just their grocery staples, but their go-to brands as well. Overall, **63%** are buying at least one type of food item less often. Low

inventory and price hikes have also recently driven about **one-third** to switch brands on one or more food items they typically buy. That's no small potatoes, considering US grocery retail sales will top **\$1.3 trillion** in 2022, per our forecast.

Coronavirus Impact: Grocery Items US Adults Are Purchasing Less Often Due to Rising Prices and/or Supply Shortages, Jan 2022

% of respondents



Source: CivicScience as cited in company article, Jan 20, 2022

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