

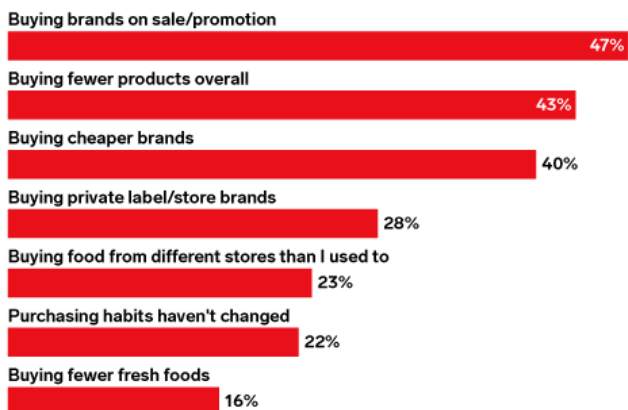
# Grocery shoppers still cutting back even as inflation cooled in May

Article

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## Ways in Which Inflation/Price Increases Are Impacting US Adults' Grocery Purchasing Habits, May 2023

% of respondents



Note: ages 18+

Source: Ipsos, "Consumer Tracker: Wave 76," May 26, 2023

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eMarketer | InsiderIntelligence.com

**Key stat:** Nearly half of US adults said last month that they're buying more brands on sale due to inflation, while 43% reported buying fewer products overall, according to Ipsos.

### Beyond the chart:

- The consumer price index rose 4% YoY in May, the slowest rate in about two years.
- But food prices ticked up 6.7% YoY, keeping consumers under strain even as their dollars stretched farther than in previous months.

### Use this chart:

- Determine discounting strategy.
- Fine-tune marketing messaging amid inflation.

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*Methodology: Data is from the May 2023 Ipsos report titled "Consumer Tracker: Wave 76." 1,116 US adults ages 18+ were surveyed during May 23-24, 2023. Respondents were weighted to U.S. population based on gender, age, race/ethnicity, region, and education.*