

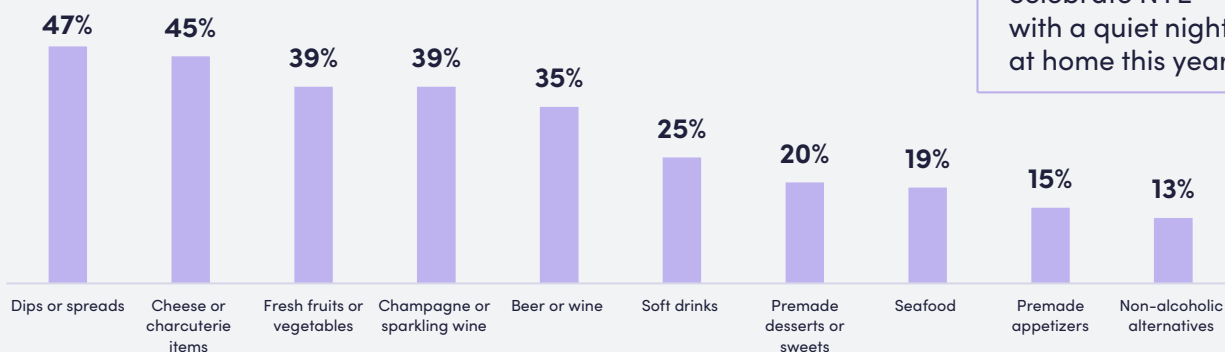
Consumer Digest

Issue 12: 2025

Welcome to this edition of the Consumer Digest, our periodic newsletter where we provide relevant, informative, and actionable insights around consumer trends. As the new year approaches, intentions lean toward physical health and self-care, and spending is set to align more closely with goals than trends.



Countdown to 2026: Planned New Year's Eve Purchases



57% plan to celebrate NYE with a quiet night at home this year

Q: Which of the following are you planning on purchasing for New Year's Eve? (n=298) *data points ≤ 5% have been removed from this chart.

Q: How do you plan to celebrate New Year's Eve this year, if at all? (n=400)

84.51°

Nearly half of households intend to set New Year's Resolutions in 2026

Q: Are you planning to set New Year's resolutions this year? (n=366)



Physical Health



Mental Health



Personal Finances



Self-Care or Beauty



Personal Relationships

Top Resolution focus areas: Households show strong commitment to these objectives, with nearly half stating they'll work until achieving their goal—regardless of how long it takes.

Q: What areas of your life are typically the focus of your New Year's resolutions? (n=256)

Q: For how long do you plan to work towards accomplishing each of the following types of New Year's Resolutions in 2026? (n=74-115)

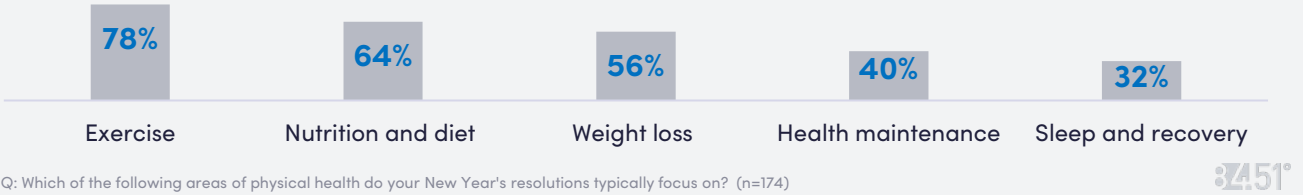
Glow Up Goals: Those making self-care and beauty commitments are centering on...



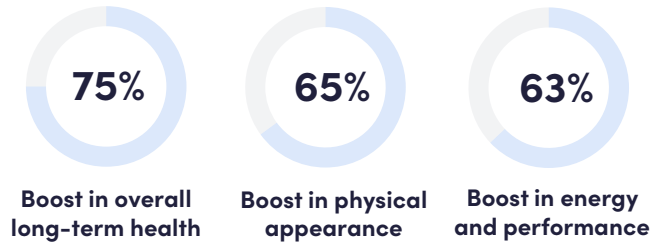
Q: Which of the following beauty or self-care benefits are you hoping to see based on your New Year's resolutions? (n=89)

84.51°

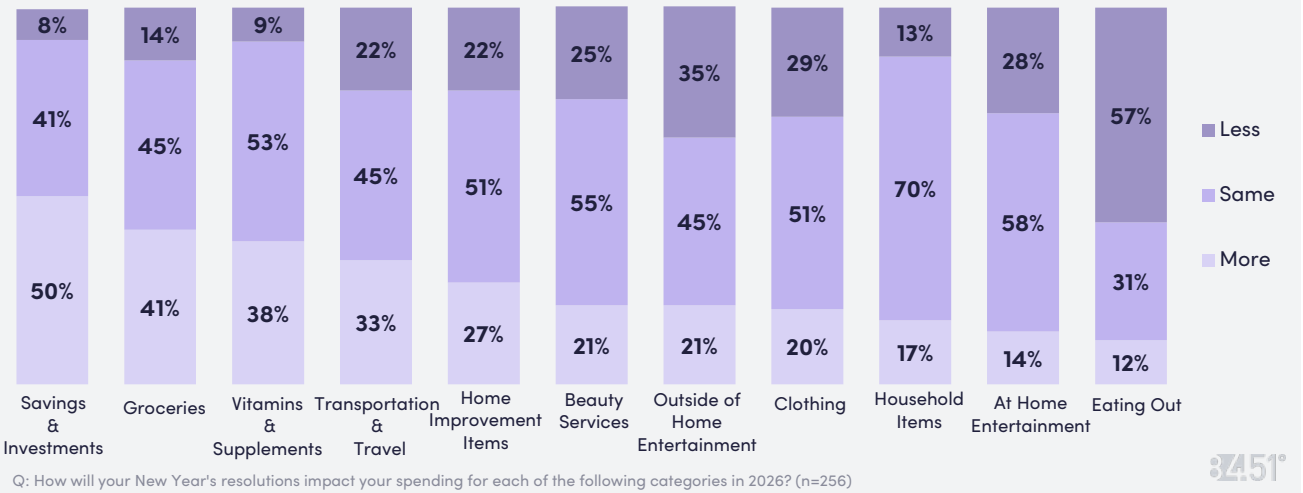
Physical Health Focus: Those making resolutions around physical health are prioritizing...



Physical Health Goals: What's your why?



How do resolutions impact spend? Households are looking to save more and eat out less



What's holding you back? Consumers' barriers to accomplishing resolutions:



What does being healthy mean to consumers?

Overall, health is viewed **holistically**, encompassing both **physical fitness and mental wellness** to sustain energy and the ability to enjoy life fully.

“Being healthy means eating, **high-quality, high nutrition, meals**, getting **regular exercise**, and getting plenty of sleep.”

“Being able to **comfortably do things physically that I want to do**, feeling good about my appearance and being in a **good headspace**.”

“Being healthy to me means, **eating right**, getting the right amount of sleep and taking care of my **mental health**.”

Q: In your own words, please define what being healthy means to you? (n=400) Response summary generated with the help of an LLM.

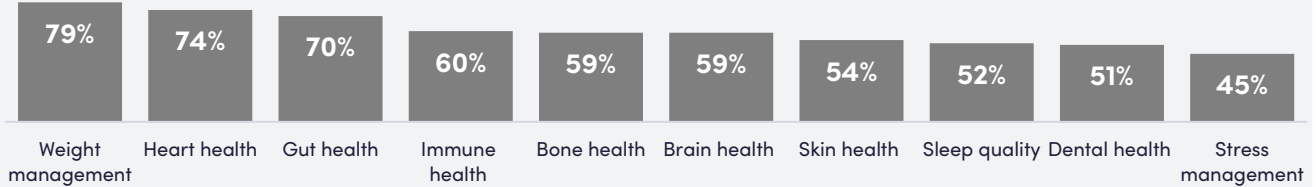


2026 Goals bring focus on nutrition basics- over half of respondents plan to:



Q: Which of the following diet goals are you planning to achieve this year, if any? (n=400)

Consumers agree that nutrition has a strong impact across overall wellness.



Q: How much do you think your diet impacts each of the following areas of your health, if at all? (n=400) *Based on T2B % on a 7-point impact scale.

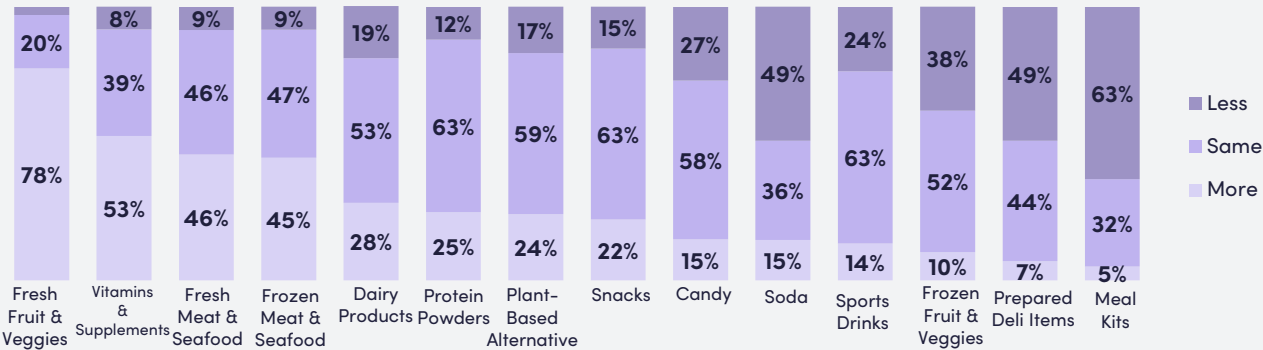


What prevents consumers from eating a healthy diet?



Q: What are the biggest challenges you face when trying to eat healthy, if any? Please rank three, with '1' being the biggest challenge. (n=400)

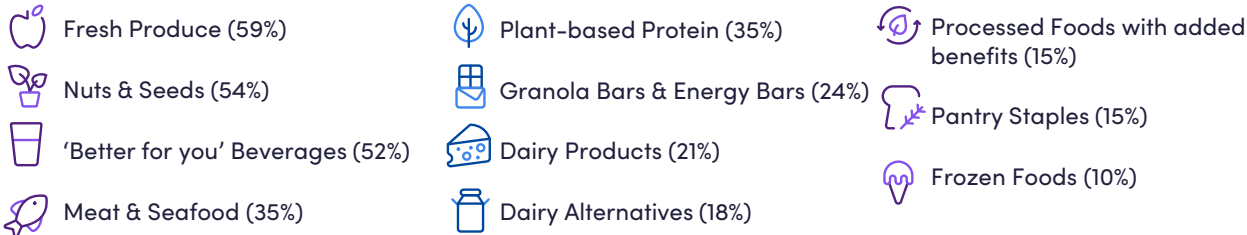
Consumers are aligning spend changes with nutrition goals:



Q: Indicate the amount you plan to buy for each of the following items in 2026 compared to this year. (n=400) Less= purchase significantly less + purchases slightly less, more= purchase slightly more + purchase significantly more. *Data labels <5% have been removed from this chart.



Do Households Consider these Functional Foods³?



Q: Based on what you just read, which of the following would you define as functional foods, if any? (n=400) 84.51°

61% of households plan to buy functional foods³; over one-third remain hesitant.

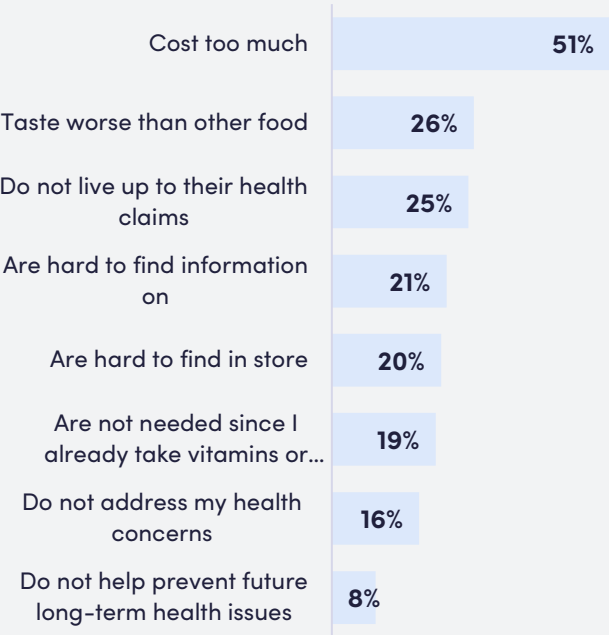
Q: How likely are you to purchase functional foods in the future? (n=400) Based on a 7-point scale, 1-4 = unlikely, 5-7 = likely.

Why they will purchase functional foods³



Q: In the previous question, you mentioned you are likely to purchase functional foods in the future. Which of the following describe(s) why that is the case? Functional foods... (n=246) 84.51°

Why they won't purchase functional foods³

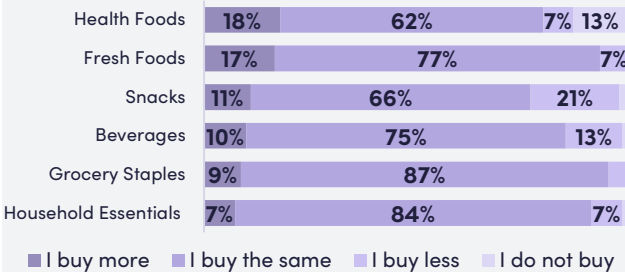


Q: In the previous question, you mentioned you are unlikely to purchase functional foods in the future. Which of the following describe(s) why that is the case? Functional foods... (n=154) 84.51°

³Functional foods are food items that provide health benefits beyond their basic nutritional value such as reducing the risk of chronic diseases, improving gut health, and boosting immune function.

January Shopping Habits: Households say their shopping habits stay the same, but what they do tells a different story.

75% claim they visit the supermarket the **SAME** as their usual routine, but weekly visits are actually **1.6X HIGHER** during the month of January vs. average².



Avg. January spend across categories is **2.2x HIGHER** than the average month².

Q: Thinking about two time frames—the period between the December holidays and New Year's Day, and the month of January—how often do you visit grocery stores or supermarkets compared to your usual routine? (n=150) ²84.51° Stratum, Total Kroger, 2024.

Q: Thinking about a SINGLE time period—the month of January—how does your spend change across the following categories? (n=150) *data labels <5% have been removed from the graph. ²84.51° Stratum, Total Kroger, 2024. 84.51°

KEY BRAND TAKEAWAYS

- This year, consumers **are investing in self-care** and plan to back their resolutions with real spending. **Support their commitment by addressing obstacles** to their wellness goals:
 - **Budget concerns** – Highlight value-driven promotions and cost-effective options, incentivize your loyal customers & drive household acquisition with personalized offers
 - **Time constraints** – Showcase quick beauty routines and fast meal prep solutions
 - **Taste preferences** – Share delicious, flavorful nutritious recipes that don't compromise on taste
- While households claim to visit less and buy the same amount during the month of January, we know their **actions have shown increases**– **ensure your brands are top of mind** during this key time frame with KPM activations.

Dig deeper with 84.51° Consumer Research & Digital Journey

84.51° Consumer Research

- Survey behavioral segments to better understand the **reasons for their buying behavior**.
- Understand **perceptions of the category or your brand** and compare that to competitive categories or brands to **inform stronger engagement strategies**.

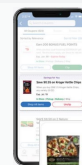


Digital Journey

- How are shoppers finding nutritious items to meet their new year resolutions on Kroger.com or app?
 - What search terms are shoppers utilizing for New Year's Baskets and what terms are most popular?
 - Where on the site are shoppers engaging with my products and at what rate does engagement lead to conversion?
- Connect with us at Insights@8451.com
 • What does the basket building process look like?

Help Customers Maintain their Resolutions with Targeted Digital Coupons

Leverage Targeted Digital Coupons to create custom, tailored digital-only offers that utilize 84.51° personalization sciences to deliver your campaign specific objectives.



- **Help households stick to their resolutions this year.** Connect with shoppers at the point of purchase to secure conversions and reward them for their brand loyalty with savings.
- **Recommended:** Campaign length 4–6 weeks, with a 2-week post-period redemption window.
- **Drive stronger sales uplift with media amplification** and 84.51° Collaborative Cloud: 6.64x aROAS, 0.94x iROAS, +18.31% Sales uplift.

Connect with us at loyalty&incentives@8451.com

Feature simplified beauty routines and accessible nutritious cooking on Pinterest

Deliver inspirational content to shoppers as they browse and explore the world's largest visual search engine driving consideration and trial. **Inspire Kroger shoppers on Pinterest showcasing branded content including recipes, product information, and more!**

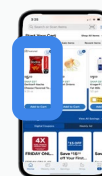


- More than 50M Kroger customers are actively shopping on Pinterest seeking ideas and inspiration from brands.
- Tap into the powerful momentum of New Year resolutions by featuring easy self-care beauty routines that fit busy lifestyles and mouth-watering recipes that prove nutritious eating can be delicious, helping customers stay committed to their wellness goals through Pinterest's engaging visual content.

Connect with us at KPMinfo@8451.com

Boost self-care product visibility via Product Listing Ads

Product Listing Ads are a pay-per-click solution where brands can set a bid price to **boost individual products across highly trafficked placements in search results** and other customized carousels across Kroger.com and mobile app.



- **Basket Builder:** Get your items in the basket via personalized, science-driven carousels across the site & app.
- **Search & Browse:** Boost nutritious meal staples while users are actively shopping and adding items to their cart.
- **Savings:** Re-engage past buyers or attract savings-oriented households with sales or digital coupons.

Connect with us at KPMinfo@8451.com