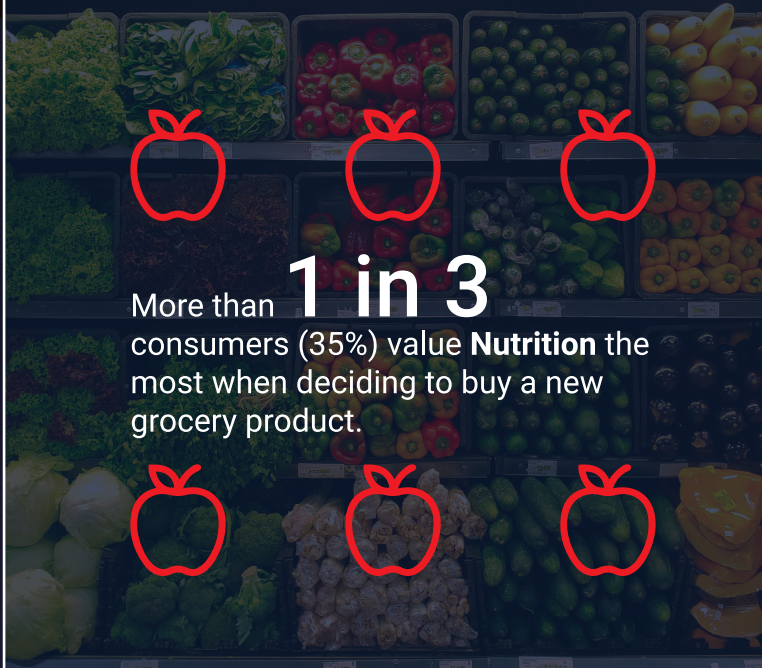
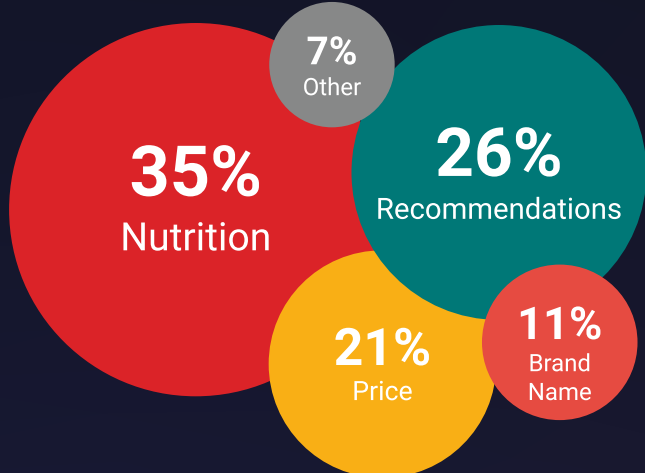


# LoopMe Consumer Snapshot: Holiday Grocery Shopping

LoopMe surveyed 1,420 U.S. consumers on October 20-22, 2020 to understand grocery shopping intent during COVID-19. We also analyzed how consumers are prioritizing healthy grocery shopping choices and their preferred grocery buying method this holiday season.

What factor matters most when deciding to buy a new grocery product?



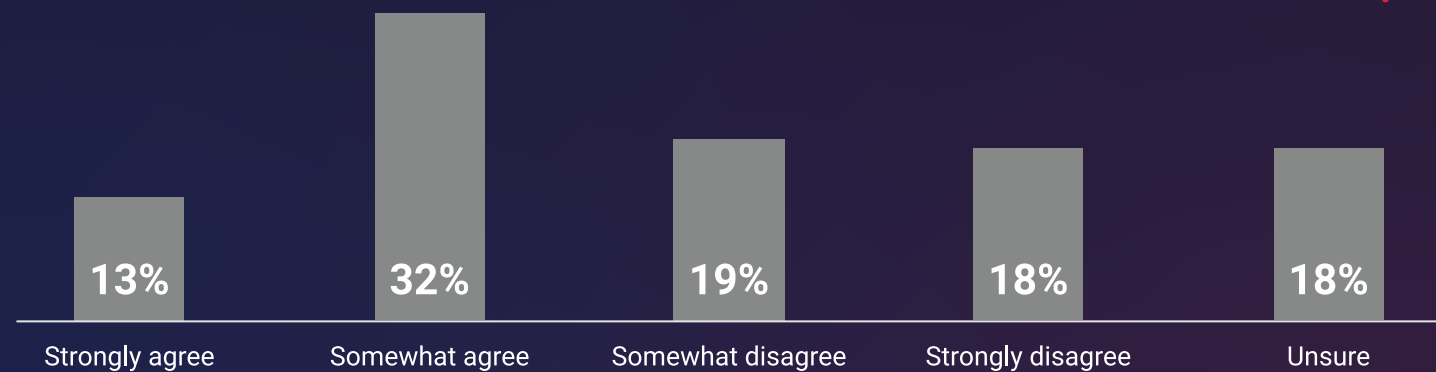
More than **1 in 3** consumers (35%) value **Nutrition** the most when deciding to buy a new grocery product.

**42%** of consumers are prioritizing healthy grocery shopping choices more than they have in the past, this holiday season.

Are you prioritizing healthy grocery shopping choices during this holiday season more than you have in the past?

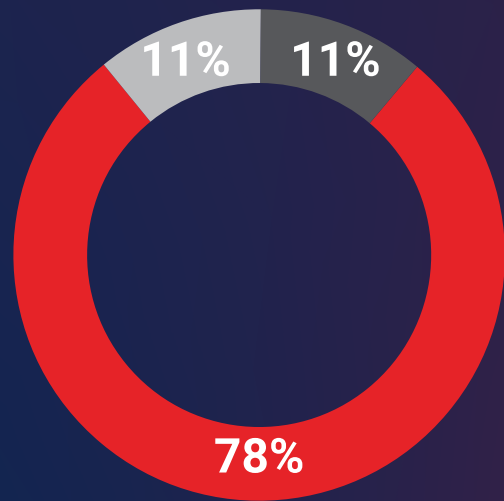


How much do you agree with this statement: "I will pay more for organic, high quality, or all natural ingredients"?



**45%** of consumers agree with the statement "I will pay more for organic, high quality, or all natural ingredients"

What will be your preferred grocery buying method this holiday season?

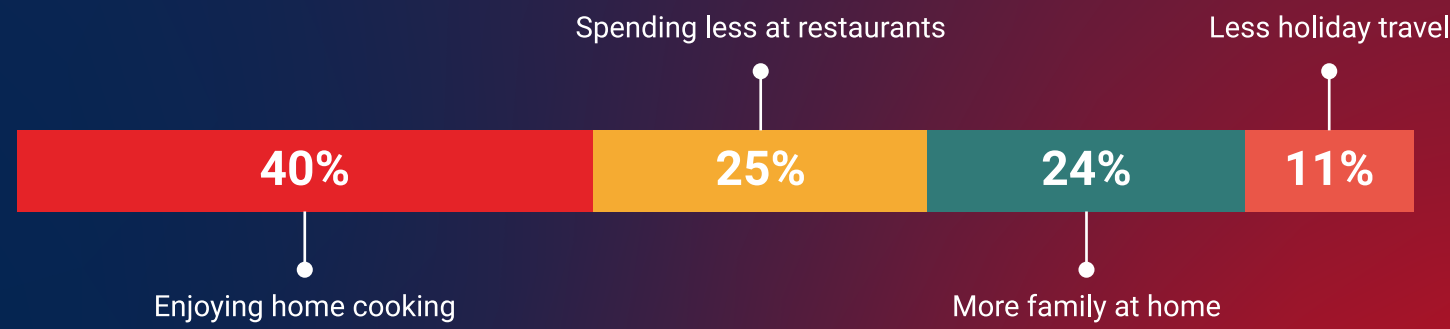


● Online Delivery ● Curbside Pickup ● In-Store Buying



**78%** of consumers intend to buy their groceries **In-Store** this holiday season.

What will contribute most to your increased grocery store spending this holiday season?



**40%** of consumers will spend more on groceries this holiday season because they are **Enjoying home cooking**.

**1 in 4** consumers (25%) will be **Spending less at restaurants** and more on groceries this holiday season.