

Are Recession Buying Trends Turning Into Shopping Rituals?

The economic climate has had broad reaching implications on consumer buying behavior. Changes in shopping behavior and purchase decision within the CPG, healthcare and retail industries suggest new habits may be emerging.

Then...	Now... Value-based Buying
Instant Gratification	Making a list- Less impulsive- More thoughtful about how and where to spend dollars, planning to take advantage of coupons and promotions
Dining Out	At-Home Meals/ Bringing Lunch to Work
Entertainment: Events/ Shows	At-Home/ Neighborhood Parties
Illness: Doctor/ Prescription	Self-Diagnose/ Medicate (with OTC supplements)
Service Oriented: Salon, Spa	Do-it-Yourself- "Get the Look for Less"

Q3-09 vs. Q3-08 Top 10 Categorical Findings and Comparisons

A1. Categories Demonstrating Highest Increase in Trips

Categories	Trip % Increase	Sales % Increase	Additional Q309 Sales
PERFORMANCE DRINKS	71.1%	55.7%	\$ 6,791,610.37
FROZEN NOVLTs-ICE CREAM CAKES	60.1%	29.2%	\$ 8,762,777.22
SNACKS - POPCORN - RTE GLAZED	52.1%	48.0%	\$ 4,853,168.50
FROZEN CHICKEN-INDV QUICK FRZN	43.9%	36.5%	\$ 65,166,424.62
NUT BUTTER	39.4%	36.2%	\$ 3,516,901.10
HAIR CARE - MEN'S	26.2%	31.0%	\$ 7,238,357.61
SAUSAGE-DINNER RFRG & FRZ LITE	24.7%	27.7%	\$ 9,452,561.69
SOAPS - LIQUID HAND	23.6%	24.8%	\$ 14,710,788.94
SNACK CAKES - SNGL SRV (<=3CT)	21.0%	28.4%	\$ 10,612,221.78
FROZEN PIZZA PREM(OVN RS/STUF)	18.8%	18.9%	\$ 21,893,402.01

A2. Categories Demonstrating Highest Decrease in Trips

Categories	Trip % Decrease	Sales % Decrease	Decreased Q309 Sales
EYEWEAR PRODUCTS	-41.4%	-37.2%	\$ (13,579,114.22)
CHEESE-PROCESSED SLICES, LITE	-38.5%	-49.0%	\$ (24,417,942.61)
SOFT DRINK-COLA MISC, INC DIET	-34.6%	-21.4%	\$ (7,497,039.04)
FILM / DISPOSABLE CAMERAS	-31.6%	-32.9%	\$ (13,298,673.88)
VIDEO TAPE/DVD - NON BLANK	-28.8%	-45.1%	\$ (23,519,186.22)
CAMERA - NON DISPOSABLE	-27.2%	-21.8%	\$ (4,040,875.79)
FROZEN CHICKEN-PREPRD BONELESS	-25.4%	-27.5%	\$ (49,944,131.99)
SNACKS - NON TRADITIONAL	-22.8%	-4.6%	\$ (3,023,848.22)
CONTRACEPTIVES - OTHER	-22.2%	-6.0%	\$ (787,754.59)
BANK ISSUED GIFT CARDS	-21.7%	-22.7%	\$ (39,490,924.25)

B1. Categories Demonstrating Highest Increase in Units

Categories	Unit % Increase	Sales % Increase	Additional Sales Dollars in Q309
FROZEN NOVLTS-ICE CREAM CAKES	70.4%	29.2%	\$ 8,762,777.22
PERFORMANCE DRINKS	67.3%	55.7%	\$ 6,791,610.37
SNACKS - POPCORN - RTE GLAZED	55.7%	48.0%	\$ 4,853,168.50
FROZEN CHICKEN-INDV QUICK FRZN	42.1%	36.5%	\$ 65,166,424.62
NUT BUTTER	38.4%	36.2%	\$ 3,516,901.10
SOAPS - LIQUID HAND	29.2%	24.8%	\$ 14,710,788.94
HAIR CARE - MEN'S	28.2%	31.0%	\$ 7,238,357.61
SAUSAGE-DINNER RFRG & FRZ LITE	27.1%	27.7%	\$ 9,452,561.69
LUNCH COMBINATIONS	24.6%	19.8%	\$ 24,636,830.44
CANNED TUNA - REGULAR	19.0%	17.4%	\$ 16,659,785.12

B2. Categories Demonstrating Highest Decrease in Units

Categories	Unit% Decrease	Sales % Decrease	Decreased Q309 Sales Dollars
EYEWEAR PRODUCTS	-42.8%	-37.2%	\$ (13,579,114.22)
CHEESE-PROCESSED SLICES, LITE	-37.3%	-49.0%	\$ (24,417,942.61)
SOFT DRINK-COLA MISC, INC DIET	-33.2%	-21.4%	\$ (7,497,039.04)
FILM / DISPOSABLE CAMERAS	-31.9%	-32.9%	\$ (13,298,673.88)
SNACKS - NON TRADITIONAL	-31.0%	-4.6%	\$ (3,023,848.22)
VIDEO TAPE/DVD - NON BLANK	-29.9%	-45.1%	\$ (23,519,186.22)
HOSIERY AND TIGHTS	-29.2%	-14.6%	\$ (3,597,944.63)
CAMERA - NON DISPOSABLE	-27.8%	-21.8%	\$ (4,040,875.79)
BANK ISSUED GIFT CARDS	-25.8%	-22.7%	\$ (39,490,924.25)
FROZEN CHICKEN-PREPRD BONELESS	-24.0%	-27.5%	\$ (49,944,131.99)

C1. Categories Demonstrating Highest Percentage Increase in Units Purchased per Store Trip

Categories	Units Per Trip % Increase	Sales % Change	Q309 Sales Change
LUNCH COMBINATIONS	11.4%	19.8%	\$ 24,636,830.44
CANNED TUNA - REGULAR	8.9%	17.4%	\$ 16,659,785.12
SNACKS - RICE/POPCORN CAKES	8.8%	10.5%	\$ 5,089,475.11
CAT FOOD-SNACKS	8.6%	15.6%	\$ 4,494,999.36
MACARONI & CHEESE MIX - DRY	7.9%	12.0%	\$ 16,356,857.25
JUICE DRINKS - S/S NEW AGE BEV	7.5%	12.1%	\$ 5,618,578.01
WATER-FLVR/ENHCD/FTNS, NON CARB	6.8%	2.5%	\$ 5,095,439.32
FROZEN NOVLTs-ICE CREAM CAKES	6.5%	29.2%	\$ 8,762,777.22
CHEESE-SHREDDED, REGULAR	6.1%	-3.1%	\$ (12,041,119.86)
JUICE - S/S CLAMATO	5.4%	1.9%	\$ 183,074.53

C2. Categories Demonstrating Highest Percentage Decrease in Units Purchased per Store Trip

Categories	Units Per Trip % Decrease	Sales % Change	Q309 Sales Change
HOSIERY AND TIGHTS	-12.0%	-14.6%	\$ (3,597,944.63)
SNACKS - NON TRADITIONAL	-10.6%	-4.6%	\$ (3,023,848.22)
AIR FRESHENER- SCENTED CANDLES	-10.4%	-6.0%	\$ (3,326,409.46)
JOINT RELIEF/THERAPY	-9.5%	7.7%	\$ 3,957,477.03
CLEANERS - BOWL AUTOMATIC	-9.5%	-4.9%	\$ (803,016.99)
DOG FOOD-WET-REGULAR	-9.3%	9.4%	\$ 6,073,892.30
BABY FOOD - JUICE	-8.7%	-8.4%	\$ (1,112,830.17)
SOUP-RDY SERVE-NON CAN SS/RFG	-7.5%	-21.6%	\$ (14,952,581.16)
TAPES - VIDEO AND AUDIO-BLANK	-7.1%	-15.9%	\$ (4,839,149.29)
SHOE POLISH&LACES / SHOE CARE	-6.9%	15.1%	\$ 1,343,523.43

D1. Categories Demonstrating Highest Sales Percentage Increase

Categories	Dollar % Increase	Unit % Change	Trip % Change	Units Per Trip % Change
PEPPERONI	112.4%	7.7%	7.5%	0.2%
PERFORMANCE DRINKS	55.7%	67.3%	71.1%	-2.2%
SNACKS - POPCORN - RTE GLAZED	48.0%	55.7%	52.1%	2.4%
FROZEN CHICKEN-INDV QUICK FRZN	36.5%	42.1%	43.9%	-1.3%
NUT BUTTER	36.2%	38.4%	39.4%	-0.7%
DIETARY SUPPLEMENT-OIL&OMEGA	34.2%	9.0%	11.9%	-2.5%
CIGARS - LTL/FLTR, RYO & PIPE	31.3%	3.1%	7.5%	-4.1%
HAIR CARE - MEN'S	31.0%	28.2%	26.2%	1.6%
FROZEN NOVLTS-ICE CREAM CAKES	29.2%	70.4%	60.1%	6.5%
CROUTONS	28.5%	1.1%	1.6%	-0.5%

D2. Categories Demonstrating Highest Sales Percentage Decrease

Categories	Dollar % Decrease	Unit % Change	Trip % Change	Units Per Trip % Change
CHEESE-PROCESSED SLICES, LITE	-49.0%	-37.3%	-38.5%	2.0%
PASTA - DRY	-45.8%	2.2%	0.1%	2.1%
VIDEO TAPE/DVD - NON BLANK	-45.1%	-29.9%	-28.8%	-1.6%
YOGURT - REFRIG. FRUIT ON BTTM	-43.9%	-4.0%	-7.4%	3.6%
EYEWEAR PRODUCTS	-37.2%	-42.8%	-41.4%	-2.3%
FILM / DISPOSABLE CAMERAS	-32.9%	-31.9%	-31.6%	-0.5%
FROZEN CHICKEN-PREPRD BONELESS	-27.5%	-24.0%	-25.4%	1.9%
PREPAID CARDS/GIFT CARDS	-24.7%	-0.6%	3.5%	-4.0%
CAT FOOD-WET-PREMIUM	-24.2%	-4.5%	-1.8%	-2.7%
BANK ISSUED GIFT CARDS	-22.7%	-25.8%	-21.7%	-5.2%

E1. Top 50 Highest Increases in Category Units Purchased (Expanded B1. Chart)-
What US Households Purchased More of in Q3-09...

FROZEN NOVLTS-ICE CREAM CAKES
PERFORMANCE DRINKS
SNACKS - POPCORN - RTE GLAZED
FROZEN CHICKEN-INDV QUICK FRZN
NUT BUTTER
SOAPS - LIQUID HAND
HAIR CARE - MEN'S
SAUSAGE-DINNER RFRG & FRZ LITE
LUNCH COMBINATIONS
CANNED TUNA - REGULAR
SNACK CAKES - SNGL SRV (<=3CT)
DIP - RFG MEDITERRANEAN SPRED
CAT FOOD-SNACKS
FROZEN PIZZA PREM(OVNRS/STUF)
YOGURT - REFRIG. CHILDREN'S
MACARONI & CHEESE MIX - DRY
CHEESE-SHREDDED, REGULAR
REFRIGERATED SNACKS/CAKES
FROZEN CHICKEN-WINGS/DRUMETTES
CLEANERS-PREMOIST HH WIPES
FROZEN NOVLTS-ADULT FRUIT
BACON - ALL OTHER
CHEESE-PROCESSED SLICES, REG
PRUNES
SNACKS - POTATO CHIPS
CANDY-JELLY/FRT CHEW(NON

CHOC)
CHEESE - MISC. SNACKS
HOME HEALTH TESTING
FRESH FRUIT
REFRIGERATED PIZZA/PIZZA KITS
CANDY-GUMMY/JELLY BN(NON CHOC)
TEA - READY TO SERVE REFRIG.
SAUCES - SALSA/PICANTE RFG
FROZEN PIZZA VALUE (ROUND)
TEA,INSTANT & HOT DRINK MIXES
BARS - GRANOLA
JUICE - S/S CLAMATO
DOG FOOD-WET-PREMIUM
DIETARY SPPLMNT-LETTER VITAMIN
JUICE DRINKS - S/S NEW AGE BEV
JUICE DRINK-S/S SGLSRV ALL OTH
SERVICE DELI
FROZEN NOVLTS-PREM/SUPER PREM
CGH & CLD RMDS-NO DRPS - ADULT
COFFEE CRMR-REFRG FLAVORED
CIGARETTES
DIETARY SUPPLEMENT-OIL&OMEGA
SNACKS - MULTIGRAIN
MILK, FLUID - FLAVORED
FROZEN MEAT - BURGERS/GROUND

Summary

Consumers are creating new value-based rituals. How are manufacturers and retailers responding to these new habits? And, how are they keeping their most valuable and profitable customers?