

CPG Price Increases

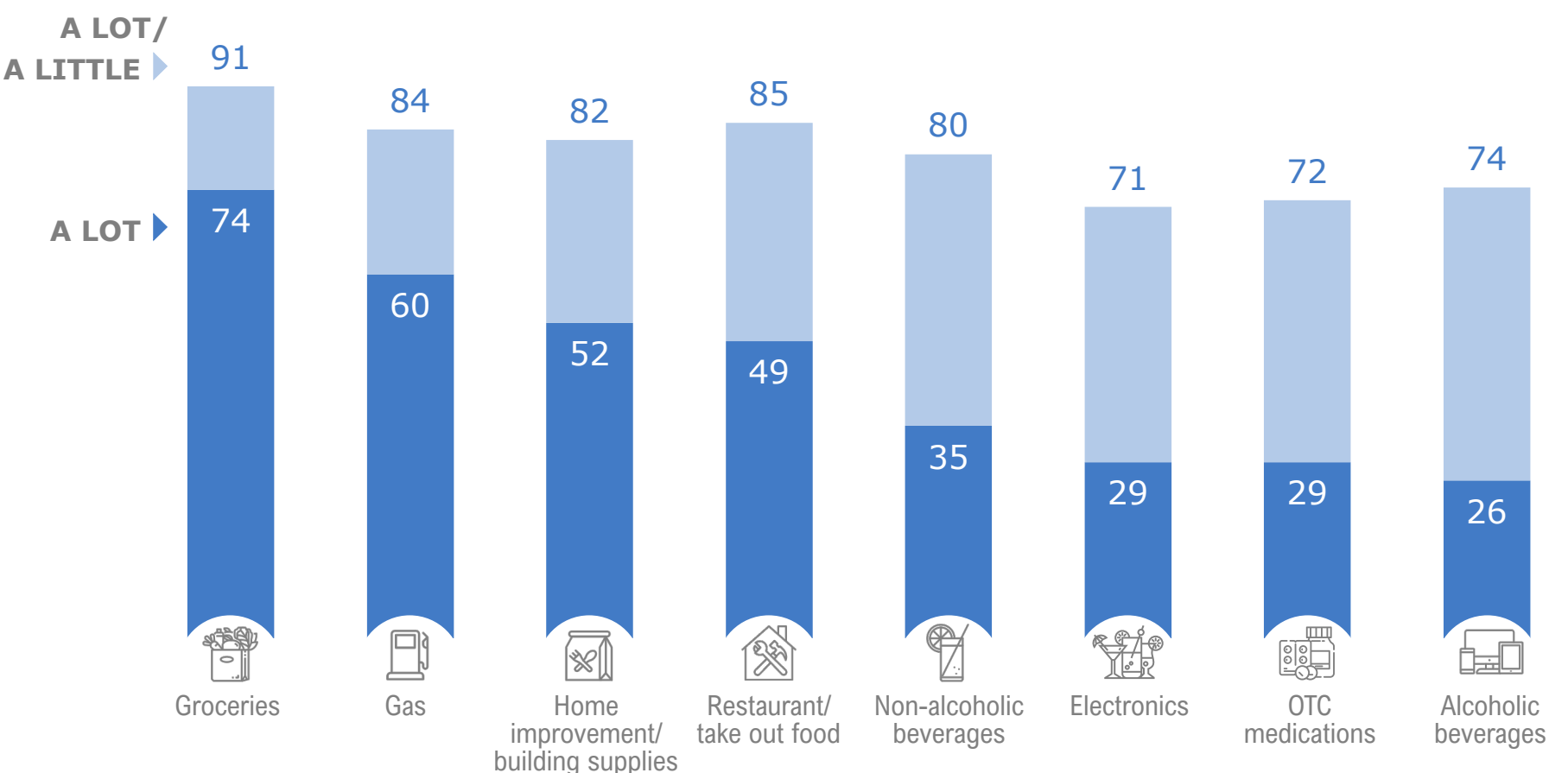
These insights were collected Friday, January 20 – Sunday, January 22, 2023, among a general population of n=1001 U.S. consumers age 21+.

Price Increases have consumers cutting back.

Consumers report price increases in several categories compared to a year ago, with many saying groceries and gas have increased a lot. Within CPG products, eggs, fresh produce, meat and dairy have the most widespread increases. Many blame availability and costs of ingredients as well as manufacturers, the pandemic and transportation. As a result of these price increases, many consumers are cutting back on purchases. OTC products are being replaced by generics.

Noticed Prices have Increased

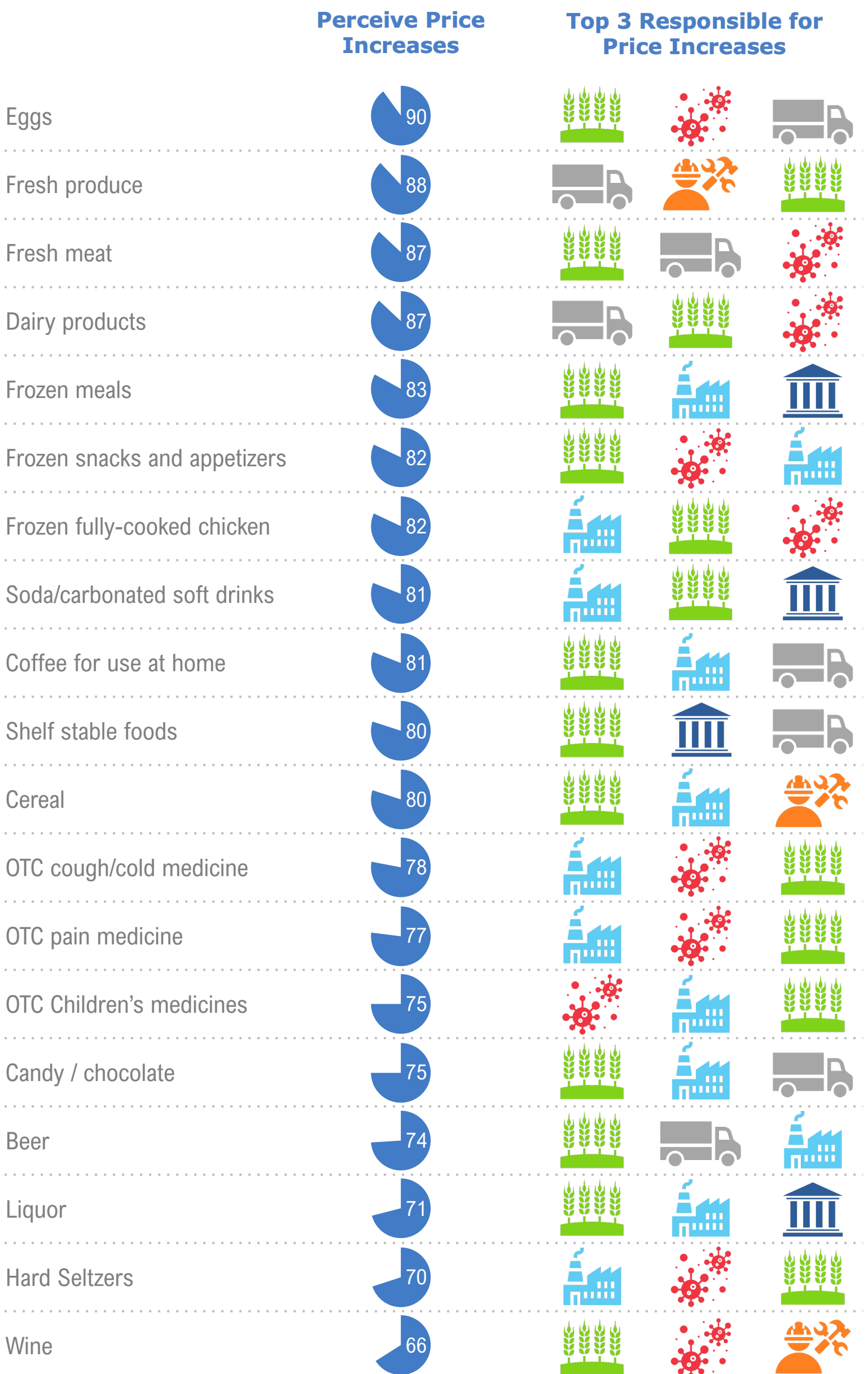
% Total Respondents who regularly purchase categories



Price Increases in Specific CPG Categories

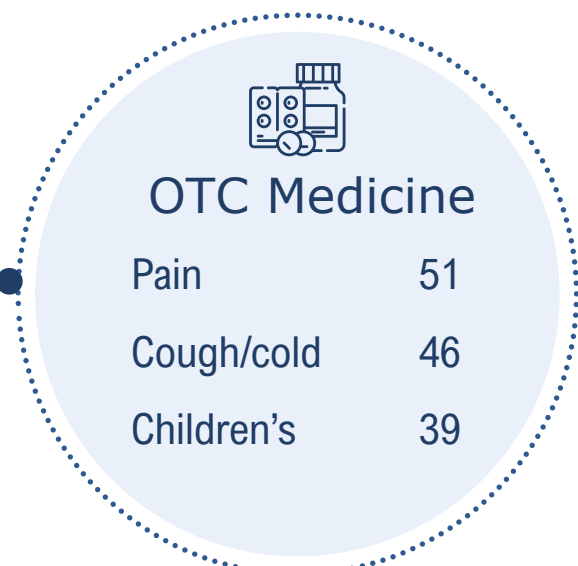
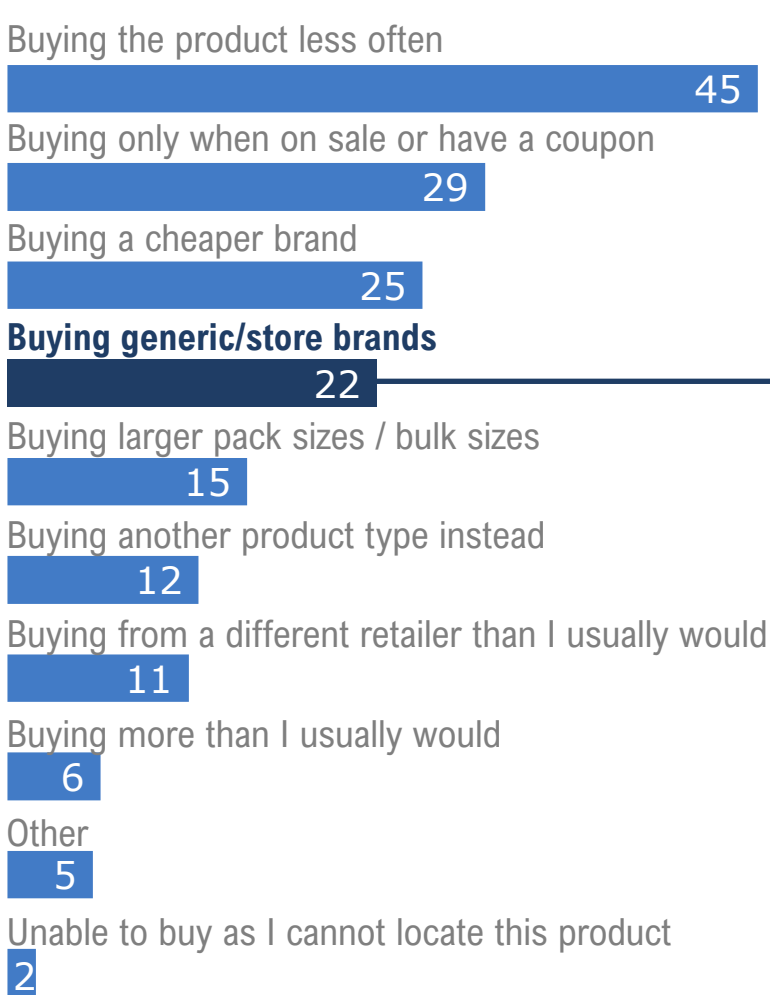
% Total Respondents who Regularly Purchase Specific Categories

- Ingredients (price/availability)
- Manufacturers
- Covid-19 Pandemic
- Transportation
- Government
- Labor Shortages



Impact of Price Increases

Average impact across categories
% Regular purchasers of specific categories



Base: Total (n=1001)
 Q1: Thinking about different products you regularly buy, how has the price changed vs. last year for...?
 Q2: Thinking about specific grocery/household products you regularly buy, how has the price changed vs. last year for...?
 Q3a: Who or what is responsible for the higher prices for [Q2]? Please select up to 3 you feel are responsible for prices going up.
 Q3b: How have higher prices affected your buying behavior for (Q2)?