



The Lean

CPG Insights Brief

VOLUME 2 | MAY 2023

Timely Consumer Insights for Marketers



CPG Category Overview

Consumers are looking for ways to cut costs. Knowing this, CPG brands should use this moment to test different tactics, such as promotions and loyalty-related discounts, to identify strategies that will drive different customer segments to continue to spend.

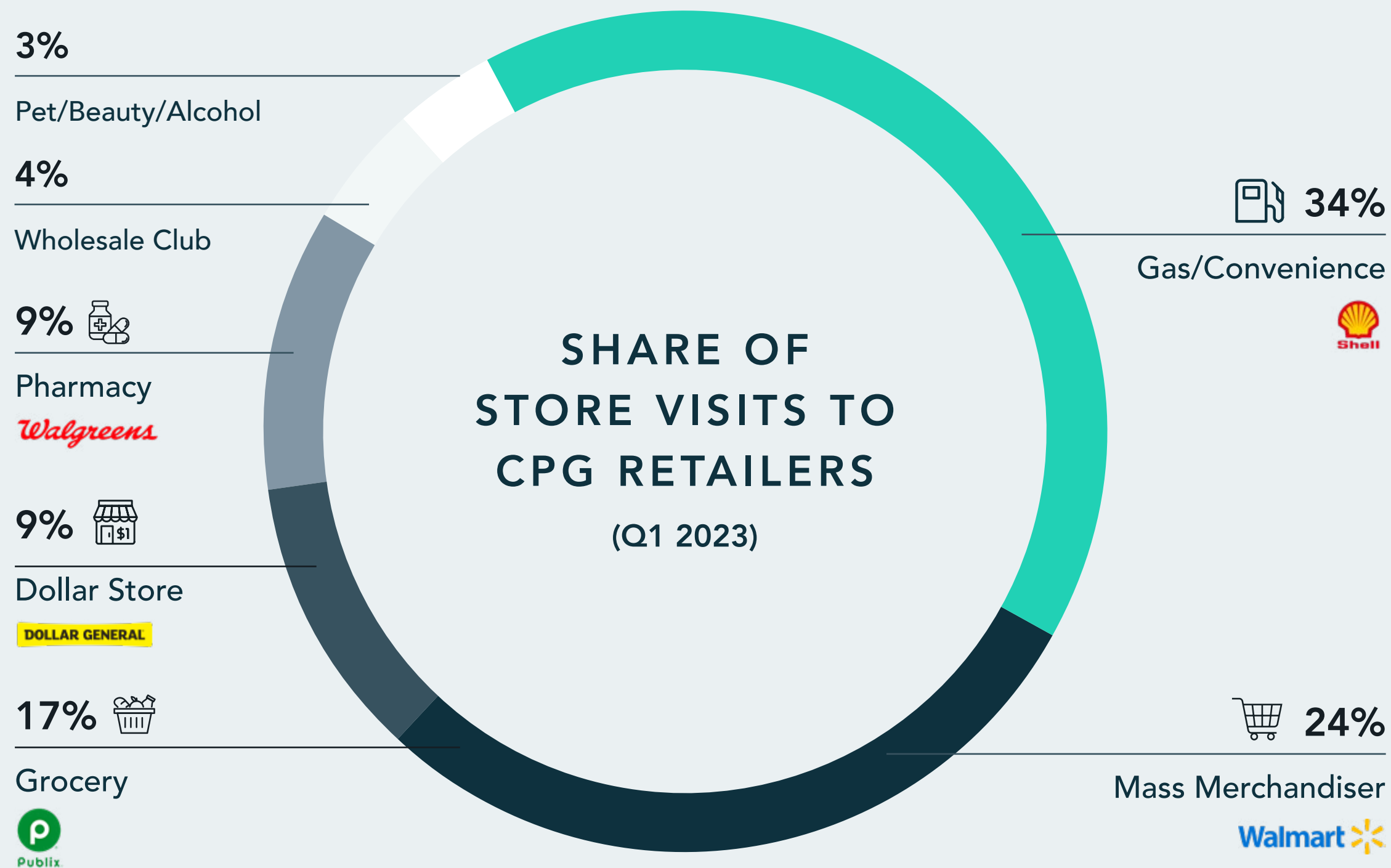
Understanding who isn't your customer is almost as important as knowing who makes up your most loyal segment. As value-focused shoppers head in-store or online, increase favor for your brand by offering discounted pricing or consider targeting your competition's customers with sweet deals.

Let's dive into recent consumer insights and trends to help shape your targeted approach.



Where shoppers are buying products

The majority of CPG shoppers can be reached at Gas/Convenience Stores and Mass Merchandisers.



*Brand logos represent market share leaders in each category

	AVG. TIME SPENT IN STORE	% CHANGE (since Nov. '21)
Mass Merchandiser	32 min.	19%
Wholesale Club	27 min.	-2%
Grocery	27 min.	29%
Pet Store	23 min.	43%
Pharmacy	19 min.	40%
Alcohol	19 min.	n/a
Beauty	19 min.	23%
Dollar Store	16 min.	24%
Gas/Convenience	9 min.	35%

CPG Shoppers spend the most time at larger retailers such as Mass Merchandisers and Wholesale Clubs, likely due to the size of these locations and the high volume of foot traffic.

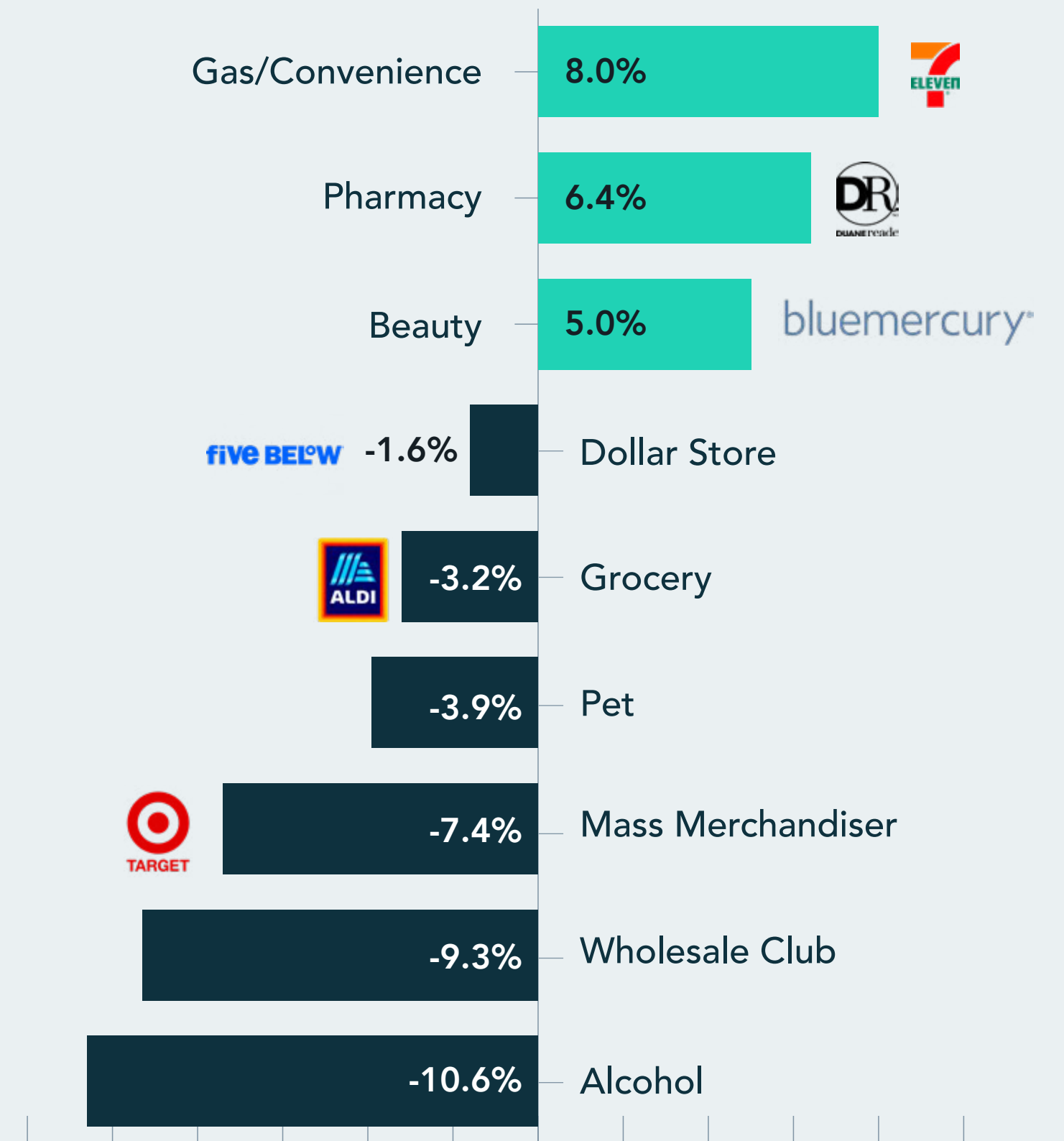
Changes in retail foot traffic market share

Lower gas prices increase traffic to gas stations, while winter colds drove more people into pharmacies.

With gas prices down **7% in Q1**, the share of foot traffic to gas stations & convenience stores **increased 8%**, led by brands such as 7-Eleven



QOQ CHANGE IN MARKET SHARE (Q4 '22 vs. Q1 '23)



Reeling from the upticks during the holidays, Alcohol share of foot traffic **decreased almost 11%** in Q1

**Brand logos represent drivers of category increase or decrease*

Key seasonal celebrations impact foot traffic

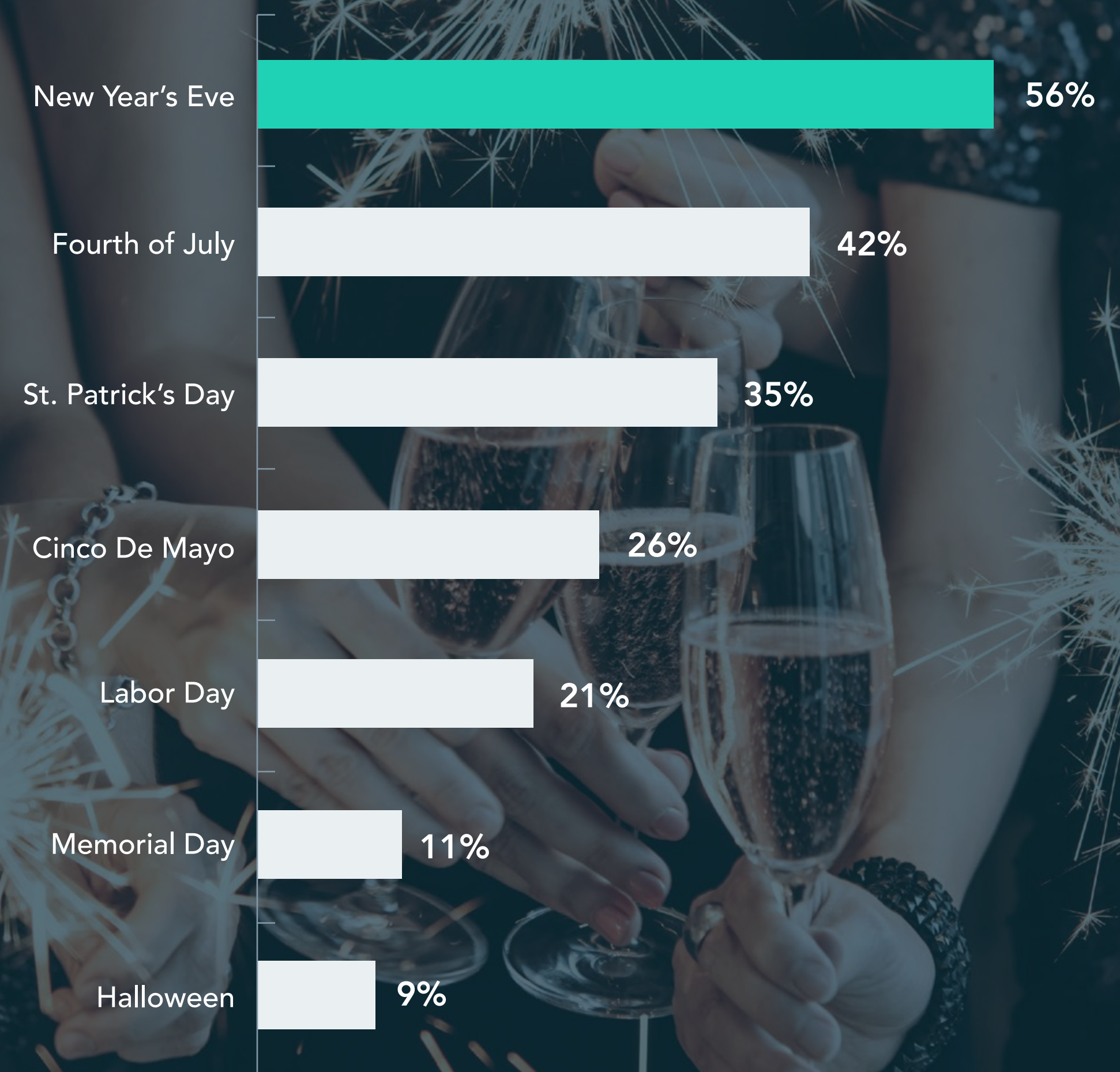
Holidays are key for alcohol brands but some holidays are more spirited than others.

Ahead of New Years Eve, foot traffic to alcohol stores increases **56% above average**



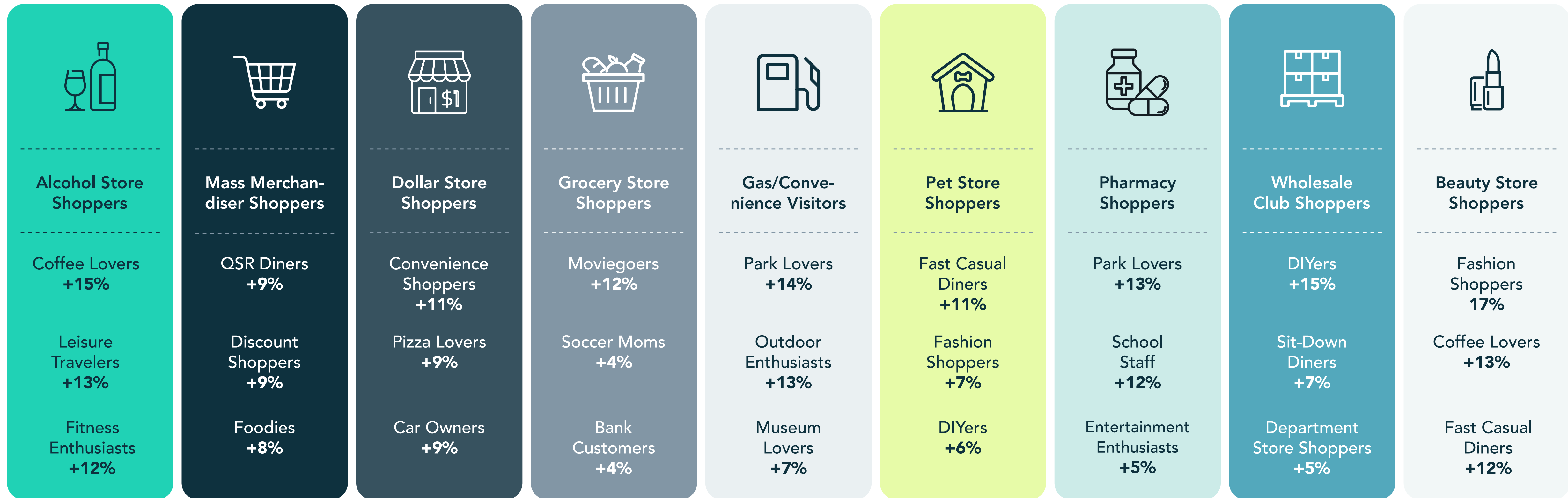
INCREASE IN ALCOHOL STORE FOOT TRAFFIC DURING KEY HOLIDAYS

('22/'23, Ranked)



Top customer segments in each category

The top audience segments differ for each type of retailer, with some big surprises.



Fitness Enthusiasts are **12% more likely** to be seen at Alcohol stores

Visitors to gas stations are **more likely** to be seen traveling to Parks, Outdoor POIs and Museums



About The Lean

Between professional careers and personal lives, we understand that there is very little time left to read drawn out whitepapers. This is why we created The Lean – meaningful marketing insights that help brands make strategic decisions about their marketing campaigns. Specifically designed for easy consumption and quick reference, each issue of The Lean applies real-world behavioral data filters and other industry sources to current consumer trends to help understand the impact they are having on real business results such as visits and sales.

GroundTruth data is sourced from the 30 billion annual global visits observed on its platform. All data is anonymized and aggregated.



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Questions?

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