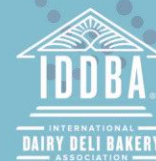


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Sales Can't Keep Pace with Panic-Buying 2020 Weeks, But Demand Remains Solid By: Anne-Marie Roerink, President, 210 Analytics LLC

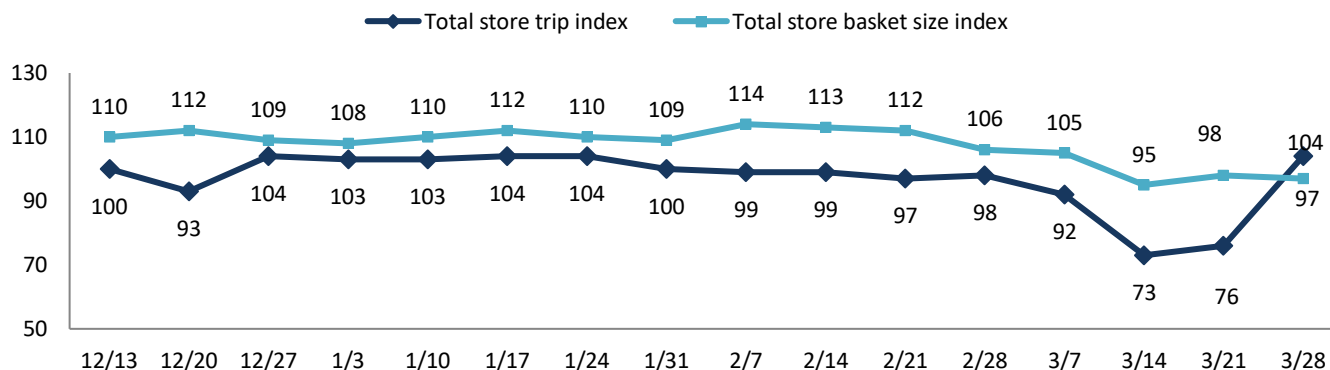
March 2020 experienced the biggest spikes in the history of grocery retailing as the nation bought supplies to fill their freezers, fridges and pantries in preparation for shelter in place. After an initial flurry of trips in mid-March, the number of store visits fell far below year-ago levels whereas the average basket ring came in well ahead of the pre-pandemic normal. "As meal occasions became home-centric, these patterns boosted sales of dairy, deli cheese, deli meat and the center-store bakery aisle, but negatively impacted sales for deli-prepared and fresh bakery items that both dropped far below typical levels," said Jeremy Johnson, VP of Education for IDDBA. In March 2021, sales started lapping the enormous spikes and declines of 2020. This resulted in year-over-year dollar sales turning negative for most areas even though the demand stayed well ahead of the 2019 baseline.

"We knew the year-over-year sales picture would radically change come March in going up against the early pandemic spikes of 2020," said Johnson. "In addition to understanding where sales come in relative to those peak March weeks, it is just as important to track current demand relative to the pre-pandemic normal. The country is opening up a little more each day and that will impact consumers' engagement with deli prepared as well as in-store bakery as celebrations and gatherings are likely to start normalizing along with it. For everyday meal occasions, it's important to understand where that new at-home versus away-from-home spending balance lies relative to pre-pandemic to help our industry with demand forecasting."

Trips and Basket Size

Neither the total store trips nor basket size was able to match the spikes seen in mid-March 2020. While the earlier Easter holiday boosted total store trips the final week of March, the total basket size continued to track below the record 2019 levels, indexing at 97. Sales for all food and beverage related items during the four weeks endings between March 7 and March 28, 2021 dropped to -17.8% below the record March 2020 levels. However, total food and beverage sales remained highly elevated from the 2019 pre-pandemic baseline, at +14.6%.

Total CPG trip and basket size index across all outlets



Source: IRI, Household panel, Total US, All outlets

Perimeter Performance

A look across departments for the four weeks ending March 28, 2021 versus year ago shows a down performance for all, with the exception of seafood. Compared to the 2019 pre-pandemic performance baseline, all departments increased sales, reflecting continued strong everyday and holiday (Easter) demand.

March 2021 (4 weeks ending 3/7 through 3/28/2021)	\$ sales	Dollar sales gains vs. 2019	Dollar sales gains vs. 2020
Bakery	\$2.6B	+8.6%	-10.3%
Deli (meat, cheese and deli prepared)	\$3.0B	+9.8%	-0.3%
Meat	\$5.9B	+18.0%	-22.5%
Produce	\$5.3B	+11.0%	-7.6%
Seafood	\$548M	+26.2%	-13.3%

Source: IRI Integrated Fresh, Total U.S., MULO, % change vs. YA, fixed and random weight items combined into department views



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Dairy

“Dairy was one of the early pandemic powerhouses of 2020,” said Eric Richard, Industry Relations Coordinator with IDDBA. “Very early on, sales for milk, cheese, eggs, etc. spiked to unprecedented heights. It’s hardly surprising to see that 2021 sales could not keep pace with those enormous spikes in sales. However, dairy demand remains robust with sales in each of the March weeks easily exceeding the 2019 pre-pandemic baseline. ”

Dairy	Dollar sales	Dollar gains vs. 2019	Dollar gains vs. 2020
w.e. 3/7/2021	\$1.1B	+7.0%	+1.1%
w.e. 3/14/2021	\$1.1B	+12.3%	-29.9%
w.e. 3/21/2021	\$1.1B	+12.5%	-29.1%
w.e. 3/28/2021	\$1.1B	+11.8%	-8.1%

Dairy sales for the four March weeks totaled \$4.5 billion, which was down slightly from \$4.8 billion February. Milk continued to sell more than \$1 billion in the four-week period, which was an increase of 7.3% versus the 2019 baseline, but a decrease of 17% year-over-year. This picture was very similar for all areas within dairy. Only whipped toppings were able to slightly advance sales over 2020 levels in March, at +0.9%.

Current dollar sales vs the same time period year ago										
	2019	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Jan '21	Feb '21	Mar '21	Mar vs '19	Mar vs '20
Dairy	+0.2%	+11.7%	+21.5%	+11.9%	+9.0%	+9.6%	+10.8%	\$4.5B	+10.8%	-18.6%
Milk	+0.7%	+11.3%	+14.1%	+8.7%	+6.9%	+7.4%	+6.2%	\$1.1B	+7.3%	-17.0%
Natural cheese	+2.1%	+17.1%	+31.3%	+17.4%	+14.0%	+13.9%	+16.8%	\$859M	+17.6%	-21.3%
Yogurt	-0.5%	+4.2%	+2.4%	+3.5%	+4.6%	+3.3%	+1.3%	\$618M	+3.6%	-9.9%
Eggs	-10.3%	+7.7%	+38.4%	+16.6%	+9.5%	+8.6%	+14.7%	\$496M	+10.2%	-23.2%
Cream/creamers	+7.7%	+11.3%	+21.2%	+14.8%	+12.7%	+15.0%	+13.2%	\$366M	+17.1%	-8.4%
Butter/margarine	+1.4%	+19.3%	+35.1%	+12.5%	+5.0%	+11.5%	+10.9%	\$348M	+9.5%	-33.5%
Processed cheese	-3.0%	+20.7%	+24.9%	+12.3%	+9.5%	+6.0%	+15.7%	\$168M	+11.7%	-32.6%
Cream cheese	+3.8%	+15.7%	+28.4%	+19.9%	+12.1%	+17.1%	+26.7%	\$151M	+24.1%	-12.2%
Sour cream	+0.2%	+10.6%	+28.2%	+12.6%	+5.8%	+7.3%	+16.7%	\$95M	+10.1%	-19.1%
Whipped toppings	+9.4%	+10.1%	+34.2%	+24.1%	+18.5%	+26.5%	+25.0%	\$103M	+26.5%	+0.9%
Cottage cheese	-3.1%	+2.0%	+8.7%	+4.5%	+5.0%	+2.6%	+1.6%	\$83M	-1.4%	-15.9%

Source: IRI, Total US, Integrated Fresh, MULO, % growth versus year ago

In the year-over-year look, dollars, units and volume sales trended below 2020 levels for virtually all categories, as could be expected. The slight inflation seen throughout pandemic is turning dollar sales slightly more negative than volume for most areas. The only area trending ahead of last year are whipped toppings, likely reflecting continued at-home beverage consumption and baking as well as Easter. Whipped toppings has an above-average share of sales for Easter, Fourth of July, Thanksgiving and Christmas.

March 2021	\$ gains	Unit sales	Volume gains
Dairy	-18.6%	-19.1%	---
Milk	-17.0%	-17.1%	-18.8%
Natural cheese	-21.3%	-22.9%	-21.9%
Yogurt	-9.9%	-14.1%	-11.4%
Eggs	-23.2%	-27.2%	---
Cream/creamers	-8.4%	-8.5%	-7.5%
Butter/margarine	-33.5%	-30.5%	-31.0%
Processed cheese	-32.6%	-33.9%	-32.9%
Cream cheese	-12.2%	-13.9%	-12.2%
Sour cream	-19.1%	-18.8%	-18.7%
Whipped toppings	+0.9%	+3.5%	+4.9%
Cottage cheese	-15.9%	-12.9%	-15.0%
Refrigerated desserts	+3.3%	-2.0%	-6.1%
Cheese snack kits	-16.1%	-17.4%	-16.9%

Source: IRI, Total US, Integrated Fresh, MULO, % growth versus year ago

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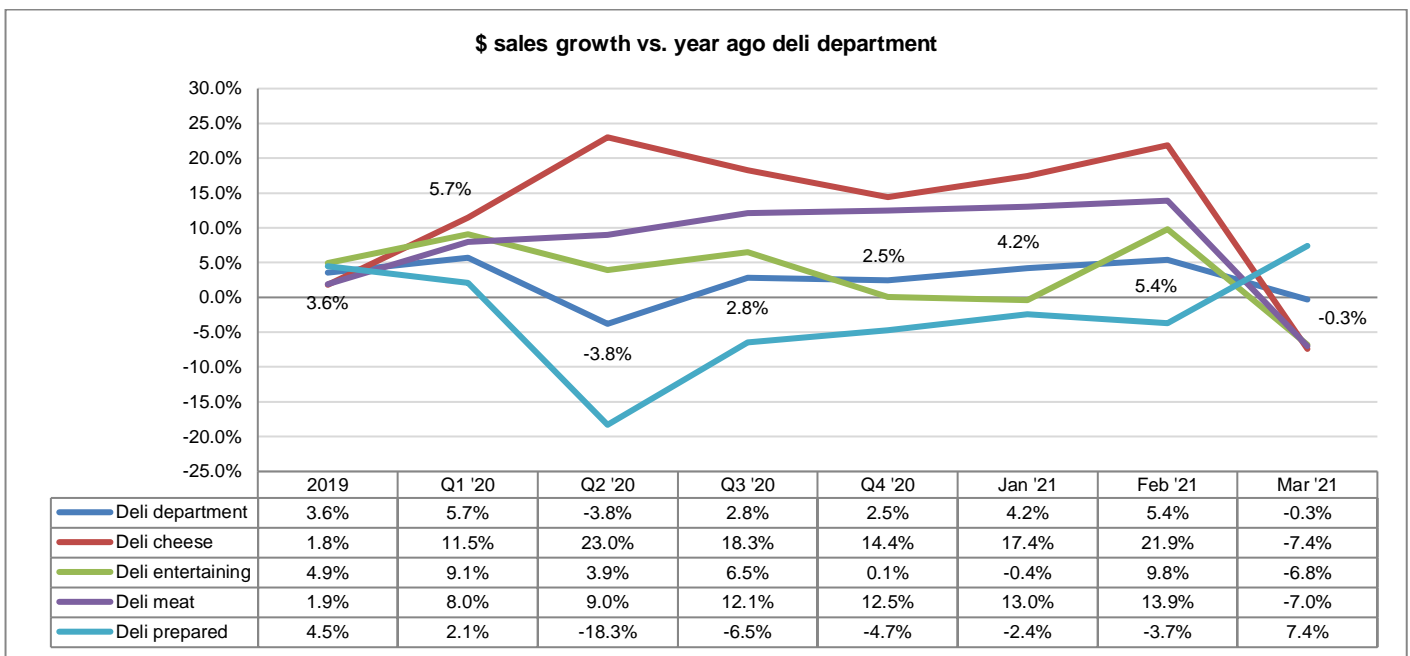


Deli

“The deli department encompasses cheese, meat and prepared foods and the performance was a story of two tales throughout most of the pandemic,” said Angela Bozo, Education Director with IDDBA. “From the very start, cheese was a pandemic bestseller, whether packaged or deli cheese, as was deli meat, but deli-prepared struggled once shelter-in-place mandates ensued. While deli-prepared has made a big comeback it never quite got back to pre-pandemic levels. Of course that means now, deli-prepared has an easier time in going up against year ago levels than meat and cheese.”

Deli	Dollar sales	Dollar gains vs. 2019	Dollar gains vs. 2020
w.e. 3/7/2021	\$734M	+6.8%	+1.2%
w.e. 3/14/2021	\$749M	+11.5%	-13.4%
w.e. 3/21/2021	\$739M	+10.7%	-4.4%
w.e. 3/28/2021	\$740M	+10.4%	+22.1%

Deli-prepared food sales increased 7.4% over year ago levels, whereas deli cheese, deli meat and deli entertaining decreased. However, in the grand scheme of things, the declines were much smaller than those seen in meat and many center-store departments.



Source: IRI, Total US Integrated Fresh, MULO, 1 month % growth versus year ago

Deli Meat

Deli meat sales (combined fixed and random weight) totaled \$567 million in the four March 2021 weeks, which was virtually unchanged from \$568 million in February 2021.

Total Deli Meat (FW/RW)	Current sales vs 2019 and 2020									
	2019	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Jan '21	Feb '21	Mar '21	Mar vs '19	Mar vs '20
Dollars	+1.9%	+8.0%	+9.0%	+12.1%	+12.5%	+13.0%	+13.9%	\$567M	+15.1%	-7.0%
Volume	-0.1%	+4.8%	+3.9%	+6.0%	+7.3%	+8.3%	+9.4%	64.7M	+8.5%	-10.0%

Taking a closer look at deli meat shows that grab & go (random-weight, but sliced for self-service) has been the main driver of the deli meat success in the pandemic months, plus continued to track ahead of year-ago levels in March, whereas service and pre-sliced deli meat could not keep pace with the March 2020 sales levels.

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Total Deli Meat (FW/RW)	Current sales vs 2019 and 2020									
	2019	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Jan '21	Feb '21	Mar '21	Mar vs '19	Mar vs '20
Grab & go	+24.5%	+35.2%	+72.4%	+56.9%	+55.9%	+51.7%	+50.7%	\$150M	+90.5%	+17.7%
Pre-sliced	+5.1%	+12.6%	+27.0%	+23.7%	+18.6%	+24.7%	+26.2%	\$54M	+28.5%	-8.3%
Service	-2.6%	+1.7%	-7.7%	-0.3%	+0.6%	+1.3%	+2.2%	\$363M	-1.2%	-14.2%

Packaged lunchmeat had a huge March 2020, which resulted in big year-over-year declines this year. However, when compared to the pre-pandemic 2019 baseline, both dollars and volume were up.

Meat dept packaged lunchmeat (excludes Deli)	Current sales vs 2019 and 2020									
	2019	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Jan '21	Feb '21	Mar '21	Mar vs '19	Mar vs '20
Dollars	-0.6%	+13.3%	+11.4%	+5.4%	+9.8%	+8.2%	+9.4%	\$395M	+5.1%	-28.8%
Volume	-2.0%	+11.0%	+4.9%	-1.1%	+3.7%	+2.1%	+4.3%	82.7M	+0.3%	-30.7%

Source: IRI, Total US Integrated Fresh, MULO, % growth versus year ago, Deli includes known deli products based on IRI's Integrated Fresh research process powered in cooperation with IDDBA

Deli Cheese

The sales patterns for deli cheese during the four March 2021 weeks were very similar to those seen in deli meat. Sales dropped in comparison to 2020 but increased over the 2019 baseline.

Total Deli Cheese (FW/RW)	Current sales vs 2019 and 2020									
	2019	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Jan '21	Feb '21	Mar '21	Mar vs '19	Mar vs '20
Dollars	+1.8%	+11.5%	+23.0%	+18.3%	+14.4%	+17.4%	+21.9%	\$589M	+22.2%	-7.4%
Volume	+0.5%	+8.8%	+19.0%	+13.4%	+9.9%	+12.9%	+17.1%	78.3M	+15.0%	-11.4%

For deli cheese, all areas of grab & go, pre-sliced, service deli and specialty show year-over-year declines. However, the strength of specialty cheese can be seen in the comparison to the 2019 pre-pandemic normal, at +27.4%. While March sales, at \$366 million, didn't quite reach the strong February sales of \$376 million, specialty cheese certainly provide retailers with a sizeable growth area.

Total Deli Cheese (FW/RW)	Current sales vs 2019 and 2020									
	2019	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Jan '21	Feb '21	Mar '21	Mar vs '19	Mar vs '20
Grab & go	+8.0%	+19.5%	+45.6%	+31.5%	+24.6%	+25.2%	+25.4%	\$82.0M	+36.4%	-3.3%
Pre-sliced	-2.1%	+12.8%	+25.7%	+18.9%	+14.8%	+17.6%	+17.0%	\$47.7M	+18.2%	-14.4%
Service	-1.6%	+7.0%	-3.3%	-0.9%	-0.3%	+0.4%	+1.8%	\$93.6M	-0.7%	-19.5%
Specialty	+2.2%	+11.2%	+26.3%	+21.6%	+16.5%	+20.9%	+28.0%	\$366M	+27.4%	-3.6%

Source: IRI, Total US, MULO, Integrated Fresh % growth versus year ago, Deli Cheese includes known deli products based on IRI's Integrated Fresh research process powered in cooperation with IDDBA

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Deli-Prepared Foods

Because of the down performance in March 2020, deli prepared and, to an extent, deli entertaining, had a strong month this year. "In gearing up for the earlier Easter holiday on April 4 this year versus April 12 last year, holiday meal solutions had a huge gain," said Eric Richard, Industry Relations Coordinator with IDDBA. "Holiday meal solutions have consistently seen big year-over-year jumps around the holidays and I suspect Mother's Day will be no different. We also see a comeback for trays pointing to an increase in gatherings and entertaining." On the deli-prepared side, many areas tracked ahead of last year's performance, which led to an overall increase of 7.4% over 2020 levels as well as an increase over the 2019 pre-pandemic normal, at +3.6%.

Deli Prepared		Current sales vs 2019 and 2020								
	2019	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Jan '21	Feb '21	Mar '21	Mar vs '19	Mar vs '20
Deli entertaining	+4.9%	+9.1%	-3.9%	+6.5%	+0.1%	-0.4%	+9.8%	\$303M	+9.7%	-6.8%
Holiday meals	+3.1%	-25.8%	+13.0%	+7.7%	+22.4%	+146.4%	+98.2%	\$0.2M	+290%	+128%
Spreads	-0.2%	+7.3%	+2.5%	+3.7%	-1.8%	-3.4%	+0.1%	\$72.6M	+1.3%	-17.6%
Trays	+4.9%	+2.4%	-38.6%	-14.8%	-26.0%	-13.2%	-4.1%	\$36.1M	-3.7%	+19.1%
Deli prepared	+4.5%	+2.1%	-18.3%	-6.5%	-4.7%	-2.4%	-3.7%	\$1.5B	+3.6%	+7.4%
Appetizers	+5.5%	-2.6%	-24.3%	-14.8%	-16.9%	-16.7%	-10.3%	\$126M	-12.8%	-0.6%
Breakfast	+32.9%	+16.3%	+7.4%	+7.0%	+16.2%	+14.9%	+10.2%	\$28.9M	+31.2%	+8.4%
Combo meals	-0.4%	-9.7%	-68.8%	-59.7%	-37.1%	-43.7%	-49.9%	\$11.4M	-40.5%	-16.1%
Desserts	-2.9%	-5.5%	-44.5%	-24.1%	-8.5%	-10.6%	-11.2%	\$7.2M	-4.3%	+17.7%
Entrees	+5.4%	+1.2%	-19.4%	-4.2%	-1.4%	+7.3%	+3.7%	\$357M	+16.8%	+25.6%
Pizza	+3.8%	+3.6%	-20.3%	-13.4%	-10.7%	-10.1%	-8.7%	\$50.6M	-5.9%	-14.0%
Prepared meats	+4.1%	+5.8%	-13.0%	-6.6%	-6.5%	-6.8%	-6.9%	\$291M	-3.1%	-3.8%
Salads	+2.2%	+3.8%	-16.1%	-5.6%	-3.2%	-1.2%	-4.7%	\$272M	+6.0%	+9.0%
Sandwiches	+5.0%	-1.3%	-26.3%	-6.7%	-3.2%	-0.7%	-4.8%	\$198M	+4.2%	+21.7%
Side dishes	-0.9%	+10.0%	+7.5%	+13.4%	+12.1%	+14.4%	+9.7%	\$95.1M	+13.9%	-8.1%
Soups & chili	+10.7%	-2.6%	-26.0%	-13.5%	-14.0%	-9.2%	-8.3%	\$61.3M	-3.6%	+0.1%

Source: IRI, Total US, MULU, Integrated Fresh, % increase versus same period year ago, deli prepared foods including both fixed and random weight, includes known deli products based on IRI's Integrated Fresh research process powered in cooperation with IDDBA

Bakery

Bakery department sales, including both perimeter and aisle bakery, hovered between \$650 and \$670 million the four March 2021 weeks. This represents a slight increase for the first and fourth week of March versus year ago levels, but a decrease during the two panic-buying weeks that cleared out most store shelves.

Bakery accomplished very nice increases compared with the pre-pandemic 2019 normal in all four weeks.

Bakery	Dollar sales	Dollar gains vs. 2019	Dollar gains vs. 2020
w.e. 3/7/2021	\$656M	+5.8%	+2.3%
w.e. 3/14/2021	\$667M	+8.0%	-20.9%
w.e. 3/21/2021	\$664M	+11.7%	-18.5%
w.e. 3/28/2021	\$648M	+9.1%	+1.7%

Split out by perimeter and aisle bakery underscores the very different performance picture of 2020. Aisle bakery had to go up against a very strong March 2020 and fell short by 17.5%. On the other hand, perimeter bakery went up against a down performance in March 2020 and improved 2.7%. With aisle bakery being the bigger of the two, this pulled down the overall March bakery performance to -10.3% versus year ago levels.

March 2021	Sales	Dollar % gains	Absolute dollar gains
Department bakery	\$2.6B	-10.3%	-\$301M
Perimeter bakery	\$1.1B	+2.7%	+\$28.6M
Aisle bakery	\$1.6B	-17.5%	-\$330M

Source: IRI, Total US, Integrated Fresh, MULU, % growth versus year ago

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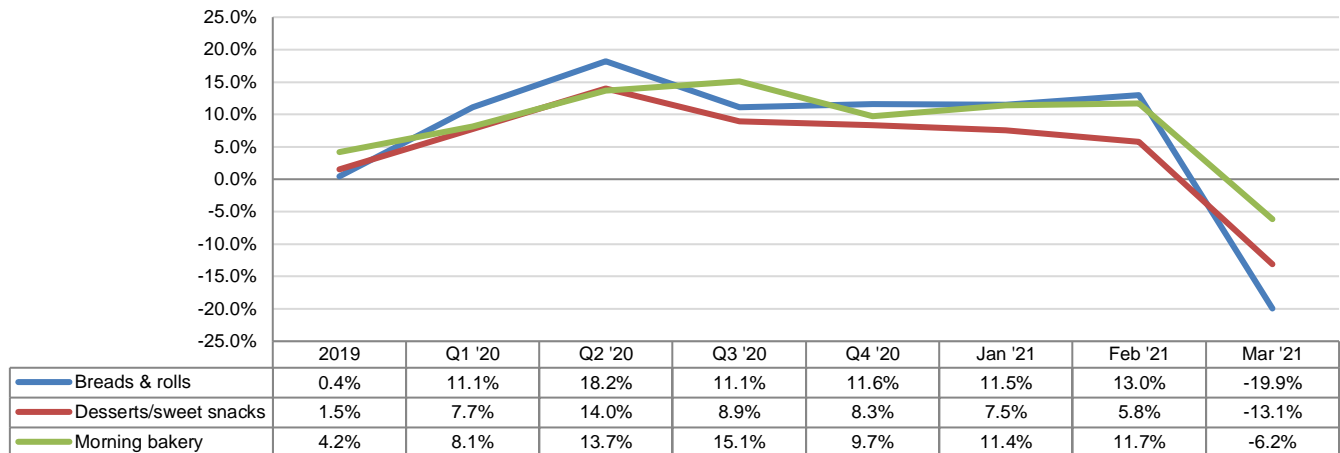
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Center Store Bakery

Baked goods items found in the “aisle” or center-store area adjacent, but not included in the perimeter bakery area saw significant declines in all three areas as a result of big pandemic sales spikes in March 2020. However, compared with 2019, center store breads and rolls increased 11.0%, desserts and sweet snacks increased 9.2% and morning bakery increased 16.7%.

Center store bakery \$ sales growth vs. year ago



Source: IRI, Total US, MULU, Integrated Fresh, 1 month % growth versus year ago includes known baked goods commonly found in the bakery aisle based on IRI's Integrated Fresh research process powered in cooperation with IDDBA

A similar pattern is seen at the subcategory level, with a few exceptions. Croissants and muffins increased their sales versus March 2020, but the others saw either modest or significant year-over-year declines. However, same as seen earlier, all areas still saw increased demand versus the pre-pandemic normal, with big increases for bagels, buns & rolls and muffins versus the 2019 baseline.

Center store baked goods	Current sales vs 2019 and 2020									
	2019	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Jan '21	Feb '21	Mar '21	Mar vs '19	Mar vs '20
Bagels/bialys	4.3%	+10.8%	+32.1%	+23.3%	+26.1%	+26.4%	+26.2%	\$96M	+23.4%	-7.1%
Breads	-0.3%	+9.9%	+15.0%	+7.3%	+7.8%	+7.5%	+8.6%	\$658M	+5.4%	-23.5%
Brownies/squares/bars	-0.8%	+10.7%	+12.1%	+10.3%	+6.0%	+9.6%	+7.8%	\$32.4M	+17.9%	-8.5%
Buns & rolls	+1.8%	+15.8%	+20.6%	+14.8%	+15.3%	+15.5%	+19.8%	\$300M	+20.7%	-16.9%
Cakes	+0.3%	+8.5%	+17.5%	+8.9%	+9.6%	+8.6%	+9.7%	\$26.6M	+14.9%	-7.8%
Cookies	+3.2%	+9.5%	+13.1%	+6.7%	+6.2%	+2.2%	+2.8%	\$49.5M	+2.9%	-21.0%
Croissants	-20.1%	+1.0%	+0.3%	+24.0%	+28.1%	+32.5%	+12.2%	\$6.3M	+28.6%	+8.1%
Donuts	+0.2%	+6.4%	+19.1%	+21.3%	+8.3%	+12.5%	+12.2%	\$85.5M	+11.2%	-9.1%
English muffins	-2.1%	+5.9%	+26.1%	+14.2%	+13.8%	+17.1%	+15.6%	\$59.9M	+11.3%	-15.4%
Muffins	+12.5%	+13.7%	+9.2%	+15.2%	+15.1%	+13.2%	+13.7%	\$59.5M	+31.7%	+0.2%
Pastry/Danish/coffee cakes	+3.2%	+4.8%	+8.6%	+3.6%	+6.4%	+6.8%	+8.4%	\$43.4M	+10.5%	-8.3%
Pies	-2.5%	+17.5%	+19.9%	+15.1%	+7.9%	+4.9%	+2.4%	\$21.3M	+18.6%	-10.3%
Snack cakes	+2.6%	+3.8%	+12.8%	+8.2%	+9.8%	+10.0%	+6.5%	\$96.1M	+6.5%	-12.1%
Tortillas/wraps/flatbreads	-1.2%	+11.2%	+9.3%	+18.0%	+15.5%	+15.1%	+13.0%	\$18.6M	+14.4%	-14.4%

Source: IRI, Total US Integrated Fresh, MULU, % growth versus year ago includes known baked goods commonly found in the bakery aisle based on IRI's Integrated Fresh research process powered in cooperation with IDDBA

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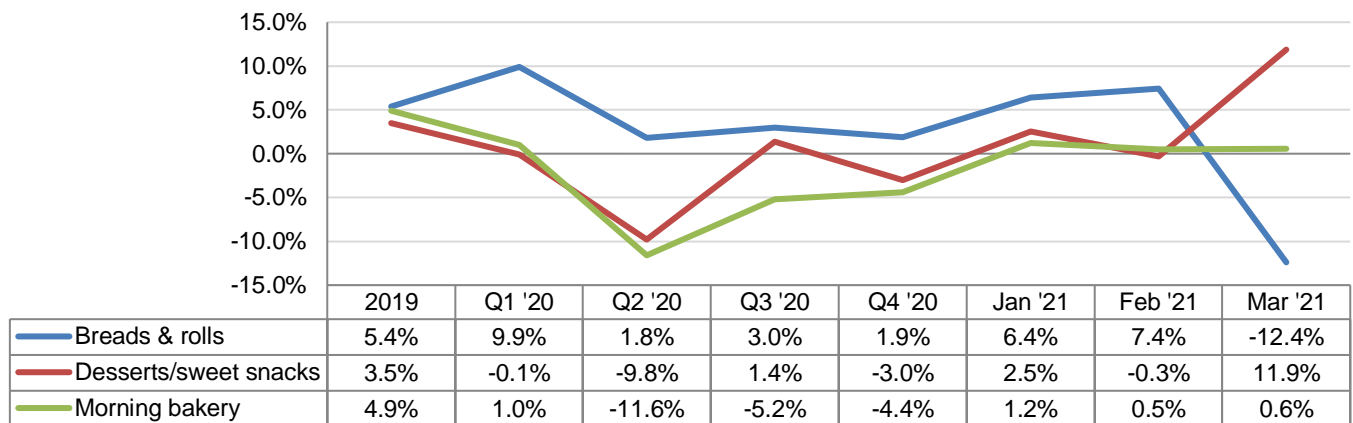
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Perimeter Bakery

The March 2021 perimeter bakery results show the reversal of what's up and what's down due to pandemic peaks and drops in 2020. Desserts and sweet snacks took a big hit in March 2020 as a result of shelter-in-place that severely impacted everyday and holiday celebrations with a sweet indulgence. Sales had recovered to near pre-pandemic levels in February and tracked nearly 12% ahead of last year. Additionally, March deserts and sweet snacks sales in the perimeter bakery recovered enough to come out ahead of 2019 pre-pandemic levels as well, at +5.2%. Morning bakery has been sitting around year-ago levels for several months and remained around year ago and 2019 levels. Breads and rolls, that had been selling well during the pandemic reversed course in going up against the big March 2020 spikes.

Perimeter bakery \$ sales growth vs. year ago



Source: IRI, Total US, MULO, Integrated Fresh, 1 month % growth versus year ago includes known baked goods commonly found in the bakery aisle based on IRI's Integrated Fresh research process powered in cooperation with IDDBA

At the subcategory level, the mixed performance of 2020 resulted in a mixed performance for March 2021. Indulgence areas, such as brownies, cakes and cookies saw year-over-year increases, whereas several of the more functional areas saw year-over-year declines including breads, bagels and tortillas.

Perimeter bakery	Current sales vs 2019 and 2020									
	2019	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Jan '21	Feb '21	Mar '21	Mar vs '19	Mar vs '20
Bagels/bialys	+6.0%	+6.9%	-16.0%	-14.3%	-12.3%	-10.3%	-10.0%	\$17.3M	-5.6%	-16.6%
Breads	+3.4%	+10.5%	+7.2%	+7.1%	+4.2%	+8.5%	+9.6%	\$110M	+9.3%	-14.3%
Brownies/squares/bars	+6.2%	+6.3%	-4.6%	+6.8%	-1.1%	+13.7%	+10.7%	\$23.0M	+20.0%	+17.8%
Buns & rolls	+1.5%	+5.6%	-6.0%	-4.4%	-5.3%	-0.6%	+0.6%	\$60.0M	-0.1%	-16.6%
Cakes	+2.4%	-1.6%	-9.6%	+2.8%	-3.2%	+3.0%	-0.6%	\$339M	+6.0%	+17.0%
Cookies	+6.1%	+6.1%	-10.1%	-1.2%	-4.9%	-0.7%	-1.6%	\$144M	+7.7%	+3.5%
Croissants	+25.6%	+21.7%	+9.3%	+12.3%	+13.5%	+22.2%	+19.6%	\$35.3M	+38.4%	+3.1%
Donuts	+1.6%	-4.0%	-30.8%	-20.9%	-17.0%	-13.2%	-15.3%	\$66.2M	-16.9%	-4.3%
Muffins	+4.5%	+2.5%	-5.2%	-2.6%	+1.5%	+5.7%	+4.9%	\$71.1M	+4.3%	-2.1%
Pastry/Danish/coffee cakes	+7.7%	+4.0%	-1.0%	+5.3%	+1.1%	+9.4%	+11.3%	\$111M	+12.7%	+5.6%
Pies	+2.2%	-5.1%	-6.1%	+4.3%	+1.4%	+8.8%	+5.4%	\$62.9M	-3.2%	+5.7%
Specialty desserts	+7.6%	-13.1%	-42.8%	-37.1%	-27.8%	-28.1%	-24.5%	\$8.0M	-26.3%	+3.5%
Tortillas/wraps/flatbreads	+3.7%	+7.9%	+8.5%	+11.5%	+12.6%	+13.6%	+17.8%	\$20.9M	+15.6%	-8.0%

Source: IRI, Total US Integrated Fresh, MULO, % growth versus year ago includes fixed and random weight baked goods known to be commonly found in the perimeter bakery area based on IRI's Integrated Fresh research process powered in cooperation with IDDBA

COVID-19 IMPACT

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What's Next?

With an early Easter, on April 4, much of the Easter sales would have fallen in the March calendar month while the 2020 Easter season was heavily disrupted by shelter-in-place mandates in the vast majority of states.

Meanwhile, several indicators of consumer mobility — reflecting how much people are moving around to go to school, work, out to dinner, vacation or visit family and friends, etc.— are trending up. In March, TSA checkpoint numbers, OpenTable reservations, Apple driving and walking statistics, gasoline sales, the re-opening of schools and more all indicated a higher level of consumer mobility. Increased mobility is also likely to result in a shift from home-centric food spending to greater foodservice engagement, but also potential increases in deli-prepared food sales and perimeter bakery sales.

Other pertinent findings from the IRI survey with primary grocery shoppers conducted in March include:

- Working-from-home continues at highly elevated levels compared to pre-pandemic. As of March 2021, 44% of those who work at home some or all days a week believe they will continue to do so after getting the COVID-19 vaccine. This means a continuation of more at-home breakfasts and lunches and less dinner-time commuting.
- As of March 2021, 45% of younger school-aged children are still partaking in virtual education only. This share is slightly higher among teens, at 52%. These numbers continue to change as more school districts are experimenting with partial in-person schedules — impacting breakfasts and lunches.
- More consumers are comfortable in store, with the share saying they are “relaxed” up from 40% in May 2020 to 61% in March 2021. This goes hand-in-hand with an increase of the average time spent in the store. This creates a more favorable environment for new item introductions along with robust interest among consumers for meal solutions and meal preparation or assembly.
- The nation’s pent-up demand for eating out at restaurants is translating into 40% expecting to dine out as often or more often as they did before the pandemic. This is up from a low of 19% during July 2020. However, that still leaves 60% of consumers who continue to prepare meals at home more frequently than they did pre-pandemic.
- Online sales started spiking a little later than in-person sales in March and April 2020. The generally high satisfaction levels translate into 68% of online grocery shoppers believing they will continue to shop online at similar rates after being vaccinated. An additional 11% believe they may buy groceries online even more often. This bodes well for grocery e-commerce to be able to keep pace with the records set in 2020.

The next report in the IRI, 210 Analytics and IDDBA performance series will be released mid-May to cover the April sales trends. Please recognize and thank the entire food supply chain for all they do to keep supply flowing.

Date ranges:

2019: 52 weeks ending 12/28/2019
Q1 2020: 13 weeks ending 3/29/2020
Q2 2020: 13 weeks ending 6/28/2020
Q3 2020: 13 weeks ending 9/27/2020
Q4 2020: 13 weeks ending 12/27/2020
January: 5 weeks ending 1/31/2021
February: 4 weeks ending 2/28/2021
March: 4 weeks ending 3/28/2021