

Inflation Dominates the Dairy, Deli and Bakery Headlines

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Inflation

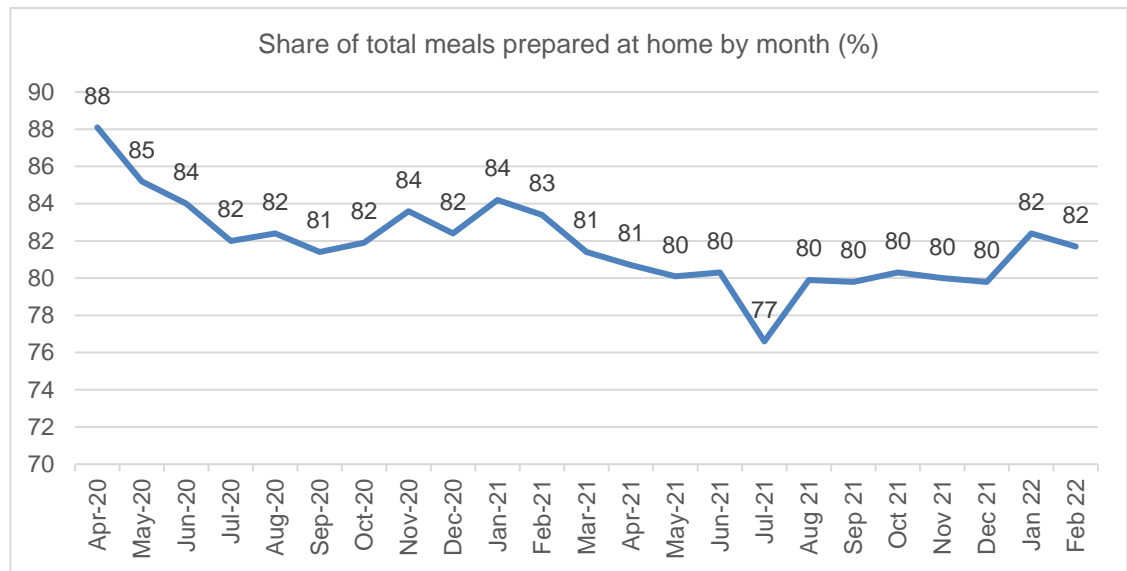
The U.S. consumer price index increased +7.9% for the 12 months ending February 2022. This was the largest 12-month increase since July 1981, according to the Bureau of Labor Statistics. IRI-measured multi-outlet stores in the U.S., including supermarkets, club, mass, supercenter, drug, military, and other retail food stores, also showed continued price inflation over and above the elevated 2020 and 2021 levels.

In February 2022, the average price per unit across all foods and beverages was up +10.3% versus the same weeks in 2021 and +16.8% versus February 2020. This means continued acceleration in the rate of inflation since the fall of 2021. For the latest 52 weeks ending February 27, 2022, prices increased +6.0% — pulled down by much milder inflation in the second quarter of 2021. IRI, 210 Analytics and IDDBA will continue to team up to document the ever-changing marketplace and its impact on deli, dairy and bakery sales.

Average price/unit vs. YA	Q1 21	Q2 21	Q3 21	Q4 21	2021	Jan 2022	Feb 2022
Total food and beverages	+5.5%	+2.7%	+5.0%	+8.0%	+5.3%	+9.1%	+10.3%

Source: IRI, Integrated Fresh Total US, MULO

“In our February IRI shopper survey, we found that 90% of shoppers have noticed the price increases across the various grocery departments and a whopping 96% of those consumers are concerned about it,” said Jonna Parker, Team Lead for IRI. “In response, 75% of consumers have already made one or more changes to their grocery shopping, up



considerably from only 64% making changes in January 2022. Additionally, consumers are pulling back on restaurant visits. This is not as much because of COVID-19, but as a means to save. Consumers are estimating that 82% of their meals in a typical week are prepared at home.”

On a per unit basis, bakery inflation (covering both in-aisle and perimeter baked goods) was slightly higher than the price increases seen in deli and dairy.

Average price/unit vs. YA	Q1 21	Q2 21	Q3 21	Q4 21	2021	Jan 22	Feb 22	Vs. YA
Total bakery	+9.0%	+3.6%	+4.1%	+7.8%	+6.2%	+8.8%	\$3.21	+10.2%
Total deli	+2.1%	+3.8%	+4.3%	+7.2%	+4.4%	+9.9%	\$5.44	+9.2%
Total dairy	+3.7%	-0.9%	+3.6%	+4.4%	+2.7%	+12.7%	\$3.10	+8.2%

Source: IRI, Integrated Fresh Total US, MULO

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Perishables Performance

A look across fresh foods departments for the four February 2022 weeks shows perimeter strength in dollars with the exception of fresh seafood. Gains were highest for deli and bakery, followed by meat, whereas seafood sales continued to decrease from their 2021 record highs. "Above average levels of inflation have put pressure on seafood keeping up the very strong demand they experienced in 2020 and 2021," said Parker.

February 2022	\$ sales	\$ vs. 2021	Units vs. 2021
Total perishables	\$24.7B	+5.6%	-4.1%
Meat	\$6.4B	+6.4%	-5.5%
Refrigerated (including dairy)	\$5.9B	+3.4%	-4.8%
Produce	\$5.6B	+4.6%	-5.0%
Deli (meat, cheese and deli prepared)	\$3.2B	+10.0%	+0.8%
Bakery	\$2.9B	+9.5%	-0.6%
Seafood	\$521M	-12.0%	-20.7%

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

Dairy Sales

"The four February weeks generated nearly \$5 billion in dairy sales, an increase of +3.7%," said Jessica Ives, Professional Development Coordinator with IDDBA. "Also encouraging is the consistency of the weekly sales levels, all around \$1.2 billion, which means demand is holding strong — certainly when compared to pre-pandemic levels."

Dairy	Dollar sales	Dollars vs. 2021	Units vs. 2021
February	\$4.956B	+3.7%	-4.1%
w.e. 2/6/2022	\$1.263B	+1.2%	-5.8%
w.e. 2/13/2022	\$1.270B	+3.4%	-3.8%
w.e. 2/20/2022	\$1.199B	+4.1%	-4.4%
w.e. 2/27/2022	\$1.223B	+6.6%	-2.4%

Refrigerated dairy desserts had a strong February, with gains in dollars and volume. Milk was easily the biggest seller, at \$1.3 billion, followed by natural cheese and yogurt. "The two columns on the far right of the table below show the change versus year ago in dollars and pounds. The difference between the two percentages is a good proxy for the combination of inflation and fewer sales promotions," said Ives. "For most, dollar sales were up year-on-year while volume was down."

	Sales vs. YA							\$ vs YA	lbs vs YA
	2019	2020	Q1 '21	Q2 '21	Q3 '21	Q4 '21	Feb '22		
Dairy	+0.2%	+13.4%	-0.1%	-9.1%	0.0%	+1.2%	\$5.0B	+3.7%	--
Milk	+0.7%	+10.2%	-1.3%	-5.6%	0.0%	+0.9%	\$1.3B	+5.0%	-6.0%
Natural cheese	+2.2%	+19.6%	+1.7%	-12.0%	-2.1%	-1.6%	\$932M	-1.7%	-2.0%
Yogurt	-0.5%	+3.7%	-1.7%	+4.5%	+5.4%	+6.5%	\$648M	+7.2%	-1.8%
Eggs	-10.3%	+17.5%	-1.8%	-18.4%	+1.7%	+4.9%	\$571M	+9.0%	--
Cream/creamers	+7.7%	+14.9%	+7.0%	-2.6%	+3.6%	+3.0%	\$407M	+6.2%	-0.3%
Butter/margarine	+1.4%	+16.9%	-7.3%	-24.7%	-7.1%	-2.6%	\$374M	+1.4%	-8.7%
Processed cheese	-3.3%	+16.0%	-6.3%	-13.6%	-2.9%	-3.0%	\$185M	-0.8%	-2.5%
Cream cheese	+3.8%	+18.4%	+9.3%	-8.0%	-1.2%	-0.1%	\$172M	+2.0%	-7.3%
Sour cream	+0.2%	+13.9%	+0.7%	-16.5%	-4.1%	+1.7%	\$112M	+4.0%	-1.1%
Whipped toppings	+9.4%	+21.5%	+17.2%	-9.3%	-1.5%	+1.4%	\$110M	+0.4%	-2.8%
Desserts	+5.2%	+10.3%	+6.9%	+17.6%	+13.4%	+14.2%	\$85M	+12.3%	+1.9%
Cottage cheese	-3.1%	+5.1%	-4.1%	-9.4%	-5.3%	-2.6%	\$84M	+1.4%	-4.9%
Cheese snack kits	+5.3%	-12.7%	-11.5%	+12.3%	-4.2%	-2.5%	\$15M	-8.7%	-12.0%
Dairy alternative cheese	+5.4%	+30.1%	-4.5%	-17.0%	-3.3%	-10.7%	\$9M	-8.5%	-11.8%

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

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Deli Sales

“The deli department remained an area of strength in February 2022,” said Jeremy Johnson, VP of Education for IDDBA. “For the first time in many months, we did see a dollar sales decline for deli cheese versus February 2021. Importantly, inflationary levels for deli cheese were much lower than those seen for deli meat, entertaining and prepared foods.

Additionally, several retailers reported having to close deli counters once more due to labor shortages.”

February 2022	Dollar sales	Dollar gains vs. 2021	Dollar gains vs. 2020	Price per unit vs. YA
Department deli	\$3.2B	+10.0%	+16.8%	+9.2%
Deli cheese	\$576M	-2.7%	+19.0%	+3.7%
Deli entertaining	\$372M	+12.8%	+25.3%	+7.9%
Deli meat	\$610M	+6.8%	+21.9%	+12.2%
Deli prepared	\$1.7B	+15.9%	+12.7%	+10.3%

Source: IRI, Total US, Integrated Fresh, MULO, % growth vs YA

Deli Meat

Deli meat sales (combined fixed and random weight) totaled \$746 million for the four February 2022 weeks, which meant an +8.1% increase over year ago levels. However, across all deli meat offerings, the February price per unit increased +12.1% versus last year so the gains were inflation-driven.

That said, deli meat volume easily tracked ahead of February 2020, which was prior to the start of the pandemic — signaling that deli meat demand continued to be strong.

Deli meat	Dollar sales	Dollar gains vs. 2021	Dollar gains vs. 2020
February	\$610.1M	+6.8%	+21.9%
w.e. 2/6/2022	\$154.8M	+4.6%	+22.4%
w.e. 2/13/2022	\$155.8M	+7.0%	+25.6%
w.e. 2/20/2022	\$148.2M	+7.4%	+18.8%
w.e. 2/27/2022	\$151.3M	+8.2%	+20.9%

Total Deli Meat (FW/RW)	Sales vs. YA									
	2019	2020	Q1 '21	Q2 '21	Q3 '21	Q4 '21	Jan '22	Feb '22	vs 2021	vs 2020
Dollars	+2.1%	+10.6%	+6.5%	+6.6%	+2.2%	+6.0%	+8.1%	\$610M	+6.8%	+21.9%
Volume	+0.0%	+5.6%	+2.6%	+3.0%	-1.6%	-3.2%	-3.7%	62M	-5.1%	+4.2%

Service deli meat remained the largest of the three areas, but all growth was driven by grab & go and pre-sliced deli meat. Both had increases in dollars and pounds, whereas service deli meat declined -11.1% in pound sales versus February 2020.

Total Deli Meat (FW/RW) \$	Sales vs. YA									
	2019	2020	Q1 '21	Q2 '21	Q3 '21	Q4 '21	Jan '22	Feb '22	\$ vs YA	lbs vs YA
Grab & go	+23.9%	+55.5%	+38.7%	+7.7%	+11.6%	+15.9%	+21.2%	\$183M	+22.1%	+8.2%
Pre-sliced	+5.5%	+20.3%	+13.7%	+4.5%	+5.0%	+12.7%	+7.1%	\$59M	+5.4%	+0.7%
Service	-2.4%	-1.3%	-3.5%	+6.5%	-1.9%	+1.0%	+3.0%	\$368M	+0.7%	-11.1%

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

Deli Cheese

February 2022 deli cheese sales totaled \$576 million, which was down versus the four February weeks in 2021. The only week that got close to year-ago levels was Valentine's Day week. Valentine's Day fell on a Wednesday this year, which typically favors at-home celebrations versus eating out at a restaurant.

The small decline in year-on-year deli cheese sales comes after many months of great strength.

Deli cheese	Dollar sales	Dollar gains vs. 2021	Dollar gains vs. 2020
February	\$576.4M	-2.7%	+19.0%
w.e. 2/6/2022	\$144.1M	-7.6%	+18.9%
w.e. 2/13/2022	\$152.2M	+0.4%	+25.0%
w.e. 2/20/2022	\$140.4M	-1.7%	+17.9%
w.e. 2/27/2022	\$139.7M	-1.7%	+14.1%

Total Deli Cheese (FW/RW) \$	Sales vs. YA									
	2019	2020	Q1 '21	Q2 '21	Q3 '21	Q4 '21	Jan '22	Feb '22	vs YA	Vs 2YA
Dollars	+1.6%	+16.8%	+10.0%	-2.1%	+0.3%	+2.5%	+2.4%	\$576M	-2.7%	+19.0%
Volume	+0.2%	+13.0%	+5.6%	-6.0%	-2.1%	-0.5%	-1.7%	72.9M	-5.4%	+11.2%

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Grab & go and pre-sliced have been highly successful strategies long before the onset of the pandemic and in February 2022 grab-and-go sales surpassed service cheese. However, the largest seller was specialty cheese, reaching \$363 million.

	Total Deli Cheese (FW/RW)						Sales vs. YA				Price/lb vs YA
	2019	2020	Q1 '21	Q2 '21	Q3 '21	Q4 '21	Jan '22	Feb '22	\$ vs YA		
Grab & go	+7.9%	+29.9%	+15.1%	-6.0%	+2.5%	+4.3%	+6.4%	\$87.2M	+4.4%	+1.4%	
Pre-sliced	-6.3%	+16.1%	+2.6%	-5.2%	+1.8%	+7.0%	+5.9%	\$32.6M	+5.2%	+2.0%	
Service	-1.5%	+0.6%	-6.2%	+1.2%	-3.1%	-6.3%	-4.7%	\$86.8M	-8.9%	-11.8%	
Specialty	+2.0%	+18.7%	+14.0%	-2.3%	+0.1%	+3.7%	+2.7%	\$363M	-3.6%	-6.3%	

Source: IRI, Total US, MULO, Integrated Fresh

Deli Prepared and Deli Entertaining

February picked up where January left off in terms of deli prepared and deli entertaining sales. "The February 2022 deli entertaining and prepared foods numbers show that deli now plays a big role in both every day and holiday meal occasions," said Parker. "Hand-in-hand with value-added solutions in meat and poultry and sides available in the meat department, anything that saves people time and provides an easy meal solution is doing very well throughout the store."

Deli prepared	Dollar sales	Dollar gains vs. 2021	Dollar gains vs. 2020
February	\$1.7B	+15.9%	+12.7%
w.e. 2/6/2022	\$411M	+8.7%	+9.5%
w.e. 2/13/2022	\$440M	+20.0%	+18.9%
w.e. 2/20/2022	\$419M	+21.7%	+13.2%
w.e. 2/27/2022	\$412M	+13.6%	+9.5%

Deli entertaining had a very strong month also. "The difference between the non-holiday weeks and the week ending February 13th shows the impact of the holiday," added Parker. "With Easter, Mother's Day and many other holidays around the corner, this is a good reminder to ramp up the availability and portion sizes of entertaining-related items as get-togethers are back."

Deli entertaining	Dollar sales	Dollar gains vs. 2021	Dollar gains vs. 2020
February	\$372M	+12.8%	+25.3%
w.e. 2/6/2022	\$86M	-14.7%	+3.2%
w.e. 2/13/2022	\$110M	+30.6%	+56.0%
w.e. 2/20/2022	\$93M	+31.5%	+31.7%
w.e. 2/27/2022	\$83M	+11.6%	+14.3%

Many areas in both deli entertaining and prepared foods had strong February results, with only a few areas declining in year-on-year unit sales despite the inflationary climate.

Deli Prepared	Sales vs. YA									Units vs YA
	2019	2020	Q1 '21	Q2 '21	Q3 '21	Q4 '21	Jan '22	Feb '22	\$ vs YA	
Deli entertaining	+5.0%	+5.1%	+1.7%	+9.2%	+7.4%	+12.8%	+9.5%	\$372M	+12.8%	+4.5%
Dips and sauces	+6.6%	+10.1%	+4.3%	+1.1%	+1.6%	+5.8%	+5.2%	\$200M	+8.9%	+3.6%
Spreads	-0.3%	+2.7%	-7.7%	-1.7%	-1.3%	+5.6%	+0.9%	\$68M	-2.5%	-7.9%
Trays	+5.3%	-19.2%	+1.1%	+95.5%	+46.8%	+64.5%	+40.1%	\$68M	+50.6%	-52.5%
Holiday meals	+3.1%	+22.1%	+132%	+124%	+263%	-43.8%	-11.0%	\$0.2M	+22.5%	+102%
	+	+								
Deli prepared	+4.6%	-7.1%	+0.9%	+32.3%	+20.8%	+20.4%	+15.3%	\$1.7B	+15.9%	+5.1%
Entrees	+7.5%	-3.5%	+13.1%	+51.9%	+36.8%	+33.5%	+25.5%	\$426M	+26.4%	+15.5%
Prepared meats	+2.8%	-7.5%	-4.8%	+17.4%	+10.1%	+13.8%	+10.1%	\$325M	+9.6%	+1.8%
Salads	+2.5%	-7.2%	+1.1%	+29.8%	+17.7%	+22.7%	+13.1%	\$267M	+16.7%	+3.9%
Sandwiches	+4.2%	-9.4%	+5.2%	+51.8%	+24.4%	+22.9%	+16.4%	\$224M	+19.7%	+9.1%
Appetizers	+5.5%	-14.5%	-10.3%	+19.5%	+10.5%	+12.5%	+6.0%	\$147M	+4.6%	-7.3%
Side dishes	-0.8%	+10.3%	+6.1%	+9.1%	+7.9%	+5.0%	+5.0%	\$100M	+2.9%	-4.0%
Soups & chili	+10.7%	-12.8%	-5.9%	+36.7%	+41.4%	+31.4%	+42.5%	\$83M	+24.8%	+14.8%
Pizza	+5.5%	-9.4%	-10.1%	+20.7%	+12.4%	+5.9%	+3.9%	\$58M	+8.1%	+9.7%
Breakfast	+32.1%	+11.1%	+11.4%	+24.0%	+18.8%	+6.2%	-0.9%	\$29M	+0.1%	-13.8%
Combo meals	+2.3%	-42.0%	-35.0%	+99.4%	+80.7%	+11.5%	+9.8%	\$14M	+33.0%	+55.2%

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Desserts	+%	+%	-3%	78%	39%	+17.6%	+9.0%	\$7M	+14.3%	+14.3%
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Source: IRI, Total US, MULO, 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

The fresh perimeter had a strong February — driving all gains for baked goods. Perimeter bakery grew dollars and pounds and amid below-average inflation although still higher priced than similar alternatives outside the fresh perimeter.

February 2022 sales	Dollar sales	\$ vs. 2021	Lbs* vs. 2021	Price per lbs vs. YA
Bakery department	\$2.9B	+9.5%	-0.9%	+10.5%
Aisle bakery	\$1.7B	+9.5%	-2.5%	+12.3%
Fresh bakery	\$1.2B	+9.7%	+2.3%	+7.2%

Each of the four February weeks increased in dollars but unit results were more mixed. The last two weeks of February were the strongest.

Bakery	Dollars sales	\$ vs. 2021	Units vs. 2021
February	\$2.9B	+9.5%	-0.6%
w.e. 2/6/2022	\$731M	+7.1%	-1.4%
w.e. 2/13/2022	\$773M	+8.1%	-2.3%
w.e. 2/20/2022	\$727M	+12.1%	+0.8%
w.e. 2/27/2022	\$717M	+11.2%	+0.8%

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

Center Store Bakery

Baked goods items found in the “aisle” or center-store area adjacent to the fresh bakery, increased 6.1% in February 2022. However, unit sales were down, with a rare few exceptions.

Center store baked goods	Current sales vs 2020 and 2021									\$ vs YA	Units vs YA
	2019	2020	Q1 '21	Q2 '21	Q3 '21	Q4 '21	Jan '22	Feb '22			
Breads	-0.2%	+10.1%	-3.5%	-8.9%	+0.0%	+2.4%	+10.9%	\$731M	+6.1%	-3.6%	
Buns & rolls	+1.8%	+16.8%	+3.9%	-5.8%	-0.4%	+3.8%	+7.9%	\$310M	+7.5%	-2.6%	
Snack cakes	+2.6%	+8.5%	+1.9%	-1.2%	+7.4%	+9.9%	+7.5%	\$113M	+15.9%	-0.2%	
Bagels/bialys	+4.4%	+22.7%	+13.8%	-4.8%	+5.1%	+7.0%	+13.1%	\$108M	+9.1%	-0.5%	
Donuts	+0.2%	+13.5%	+4.6%	-2.8%	-0.4%	+9.2%	+17.5%	\$101M	+17.0%	+4.6%	
Muffins	-12.5%	+13.2%	+10.5%	+22.0%	+15.9%	+26.2%	+20.4%	\$69M	+20.7%	+1.9%	
English muffins	-2.1%	+14.8%	+5.0%	-13.2%	-1.4%	+0.1%	+4.8%	\$66M	+2.9%	-3.2%	
Cookies	+3.1%	+7.9%	-9.3%	-5.4%	+4.3%	+2.7%	+23.9%	\$60M	+27.5%	+3.3%	
Pastry/Danish/coffee cakes	+3.3%	+5.8%	+1.9%	+4.1%	+10.8%	+11.0%	+14.4%	\$49M	+13.3%	-4.2%	
Brownies/bars	-1.1%	+9.7%	+2.7%	+7.4%	+19.2%	+6.1%	+10.6%	\$37M	+16.8%	-3.8%	
Cakes	+0.3%	+11.1%	+3.6%	+0.7%	+13.8%	+12.0%	+27.6%	\$34M	+30.4%	+14.5%	
Pies	-2.5%	+15.0%	-1.2%	+0.1%	-1.3%	-0.3%	-4.4%	\$20M	-5.0%	-12.8%	
Wraps/flatbreads	-1.2%	+13.5%	+3.7%	+6.1%	-3.6%	+1.1%	-1.7%	\$19M	-0.5%	-7.4%	
Croissants	-19.9%	+13.1%	+15.9%	+34.4%	+25.1%	+15.0%	+31.8%	\$7M	+25.9%	+18.3%	

Source: IRI, Total US Integrated Fresh, MULO

Perimeter Bakery (including both fixed and random weight)

February 2022 continued to see great engagement with the perimeter or fresh bakery section. The two exceptions were breads and brownies, but it is important to keep in mind that both had extremely strong 2020 and early 2021 sales. All other areas showed year-on-year dollar gains and most also gained in units.

Perimeter bakery	Current sales vs 2020 and 2021									
	2019	2020	Q1 '21	Q2 '21	Q3 '21	Q4 '21	Jan '22	Feb '22	\$ vs YA	Units vs YA
Cakes	+2.5%	-2.7%	+7.1%	+23.7%	+13.8%	+15.8%	+8.1%	\$395M	+11.8%	+4.3%
Cookies	+6.0%	-2.7%	+2.4%	+21.8%	+15.7%	+19.4%	+11.9%	\$178M	+12.6%	+2.5%
Pastry/Danish/	+7.8%	+2.7%	+9.1%	+17.6%	+16.0%	+14.1%	+12.8%	\$123M	+10.0%	-10.1%

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coffee cakes

Breads	+2.9%	+6.8%	+0.7%	+2.2%	+1.8%	-0.4%	+1.6%	\$109M	-1.4%	-6.2%
Donuts	+1.6%	-17.8%	-11.0%	+31.0%	+15.4%	+15.0%	+11.8%	\$83M	+13.2%	+15.9%
Muffins	+4.6%	-0.9%	+3.4%	+19.7%	+21.0%	+21.3%	+16.1%	\$81M	+18.5%	+16.4%
Buns & rolls	+1.5%	-2.6%	-5.7%	+9.9%	+10.6%	+8.9%	+8.9%	\$66M	+7.6%	+4.2%
Pies	+2.2%	-0.7%	+7.2%	+12.5%	+1.8%	+4.5%	+3.2%	\$60M	+0.2%	-9.7%
Croissants	+25.6%	+14.0%	+14.7%	+24.1%	+19.4%	+20.7%	+21.9%	\$41M	+20.6%	+17.9%
Brownies/bars	+6.5%	+2.2%	+15.3%	+26.7%	+19.2%	+2.4%	-10.3%	\$24M	-7.0%	-8.1%
Wraps/flatbreads	+3.7%	+10.1%	+7.2%	+7.7%	+7.7%	+9.3%	+9.9%	\$23M	+9.9%	+1.6%
Bagels/bialys	+6.0%	-8.8%	-11.8%	+14.0%	+19.3%	+17.7%	+22.8%	\$21M	+16.0%	+20.4%
Specialty desserts	+7.6%	-30.4%	-18.0%	+37.0%	+25.5%	+27.2%	+17.4%	\$9M	+14.9%	+14.7%

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.

What's Next?

The marketplace disruption caused by inflation and supply chain challenges is not showing signs of letting up any time soon.

- At this time, inflationary levels have much greater impact on grocery shopping patterns than COVID-19 with 90% aware of the price increases and 96% extremely concerned, according to the IRI shopper research. This compares to only 31% of people being extremely concerned over Coronavirus as of February 2022.
- 45% of shoppers stocked up on certain items in February. Twenty percent did so as they were concerned it may not be available during future trips and 16% because they believe prices may be higher during their next visit.
- 81.7% of meals in February were prepared at home. This remains well above the July 2021 low of 77%.
- Nearly one-third of Americans, 32%, expect that their financial situation one year from now will look a little or a lot worse than it does today, whereas 45% believe it will be the same.

Easter Celebrations

- The share of consumers not planning a special Easter or Passover celebration dropped from 44% last year to 29% in 2022, though 21% have not yet made plans.
- Among those doing a special meal for their household or extended circle of family or friends, the average party size is expected to be slightly larger, at seven people.

The next report in the IRI, 210 Analytics and IDDBA performance series will be released mid-April covering the March 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

2020: 52 weeks ending 12/27/2020

Q1 2021: 13 weeks ending 3/28/2021

Q2 2021: 13 weeks ending 6/27/2021

Q3 2021: 13 weeks ending 9/26/2021

Q4 2021: 13 weeks ending 12/26/2021

January 2022: 5 weeks ending 1/30/2022

February 2022: 4 weeks ending 2/27/2022