



AN ADVANTAGE SALES PULSE SURVEY

A BRIGHT SUMMER? AMERICANS PLAN BBQS AND GET-TOGETHERS

Grocery shoppers have group gatherings on their minds

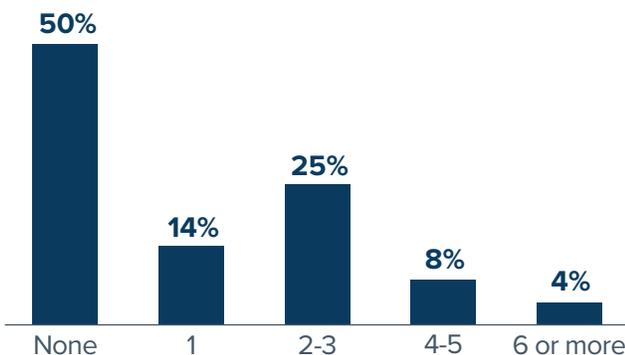
After more than a year of social distancing, Americans are looking ahead to summer BBQs and get-togethers with friends and extended family, according to a late-April 2021 survey of nearly 1,000 U.S. grocery shoppers by Advantage Sales.

Health concerns and social distancing measures derailed group gatherings last year: Fully half of grocery shoppers surveyed did not host a single summer BBQ or get-together with anyone outside their immediate families between mid-May and mid-September last year, according to the survey. About one-seventh hosted just one.

A significant segment of the population remains wary of group gatherings. But with more than 250 million doses of vaccines administered and the economy opening up, more than one-third (35%) of survey respondents say they'll have more BBQs and get-togethers this summer. Another 17% are still considering whether their summer will be filled with more frequent get-togethers.

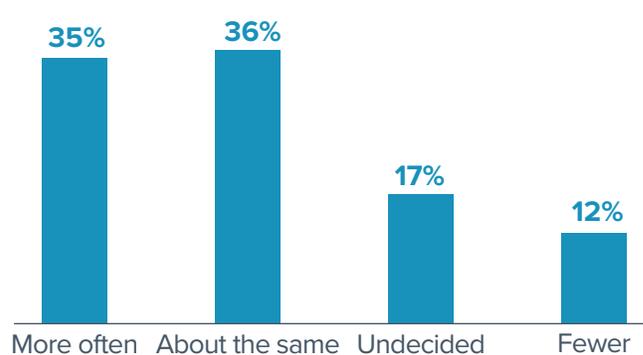
One-third of those who did not host any get-togethers last year are planning to extend invitations to friends and family this summer; 29% are still considering their plans. More than four in 10 (44%) of the surveyed grocery shoppers who hosted a single get-together last summer plan to host more this year.

Hosted Summer 2020 Get-Togethers*



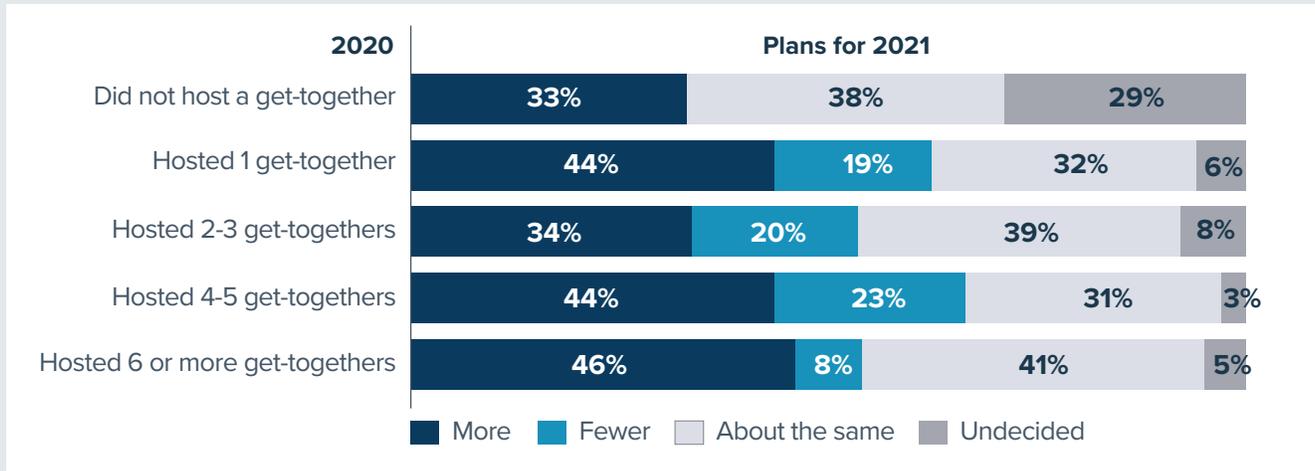
* With people outside of the immediate household

Plans for Summer 2021 Get-Togethers*



* With people outside of the immediate household

Plans for Summer Get-Togethers, 2020 vs. 2021*



* With people outside of the immediate household

Source: Advantage Sales survey of 997 U.S. grocery shoppers, April 28-30, 2021

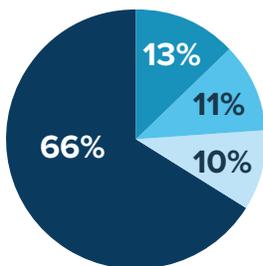
MAKING MEMORIAL DAY MEMORIES

More than two months into the pandemic, with stay-at-home mandates in place in many areas, only one-third (34%) of survey respondents hosted a Memorial Day weekend get-together with people outside their immediate household — and just two in 10 invited people inside their homes. A slightly higher percentage (38%) attended at least one Memorial Day weekend party; about one-fourth (26%) of those surveyed ventured inside.

Looking forward, uncertainty remains, but more than half of grocery shoppers are hosting (37%) or considering (18%) a Memorial Day weekend get-together.

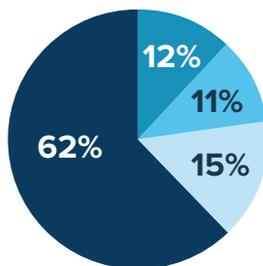
Outside of hosting, four in 10 consumers surveyed are planning to attend a Memorial Day weekend gathering with friends and extended family. Another 21% are undecided.

Hosted a Memorial Day Get-Together in 2020*

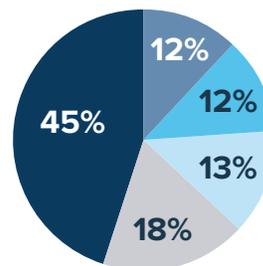


No
 Yes, outside
 Yes, inside
 Yes, outside and inside

Attended a Memorial Day Get-Together in 2020*

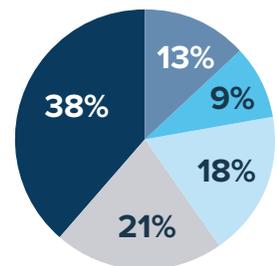


Plan to Host a Memorial Day Weekend Get-Together*



No
 Yes, outside (weather permitting)
 Yes, inside
 Yes, outside or inside
 Undecided

Plan to Attend a Memorial Day Weekend Get-Together*



* With people outside of the immediate household

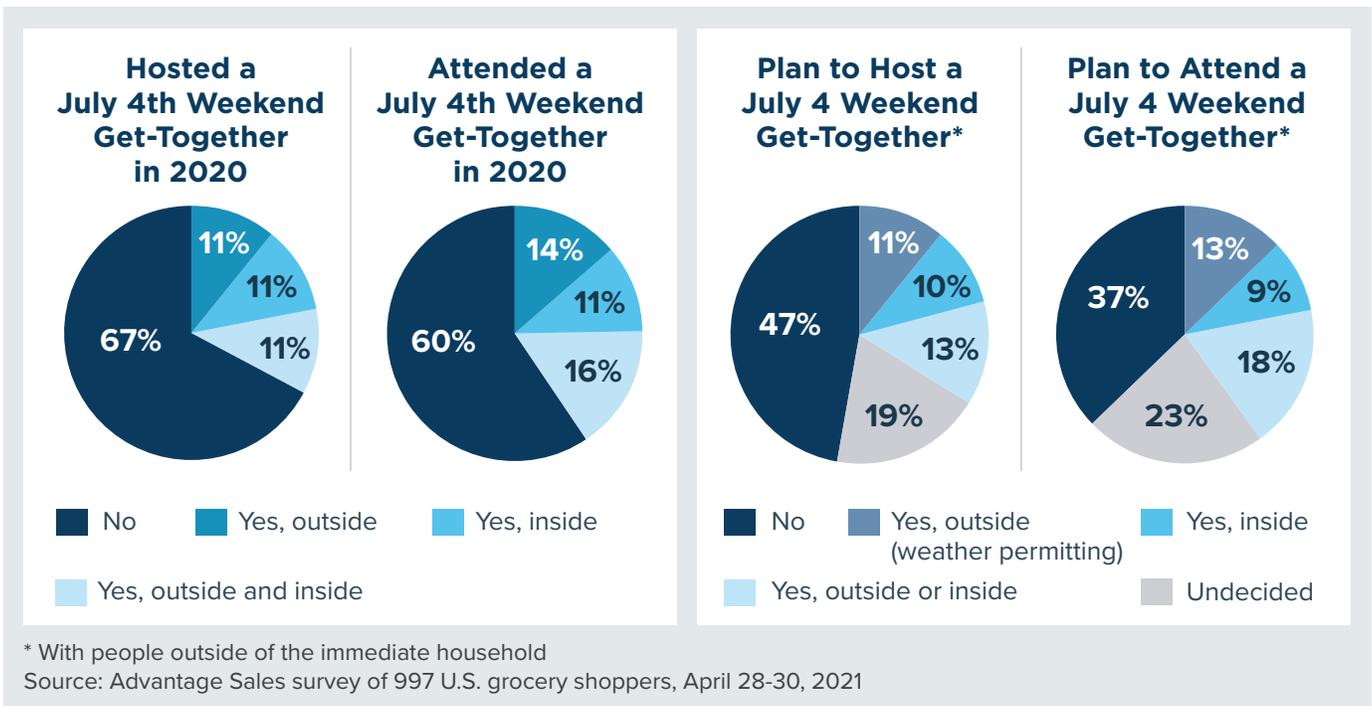
Source: Advantage Sales survey of 997 U.S. grocery shoppers, April 28-30, 2021

JULY 4TH CELEBRATIONS

Four months into the pandemic, just one-third of respondents hosted a July 4th weekend celebration with extended family and friends — and one-third of that group restricted the gathering to outdoors only. Four in 10 were guests at someone else’s get-together and two-thirds of these guests ventured inside their host’s home.

This year, more than half of respondents are hosting (34%) or considering (19%) a July 4th weekend social gathering, but, again, one-third of those planning to host will be cautioning invitees that the gathering will be outdoors and weather-permitting only.

Though farther out on the calendar, the prospect of celebrating Independence Day with a group has 40% of those surveyed looking forward to attending a July 4 get-together with people outside their immediate households; 23% are undecided.



ON THE GROCERY LIST

For many Americans, nothing replaces traditional favorites hamburgers, hot dogs and cold beer at a summer BBQ. This summer, more than ever, hosts plan to buy the fixin’s online.

While most grocery shoppers surveyed plan to pick up the majority of the food, beverages and supplies for their first BBQ of the summer season at a brick-and-mortar store, 10% plan to order most of what they’ll need exclusively online. Nearly three in 10 will shop for the majority of their BBQ purchases equally in stores and online.

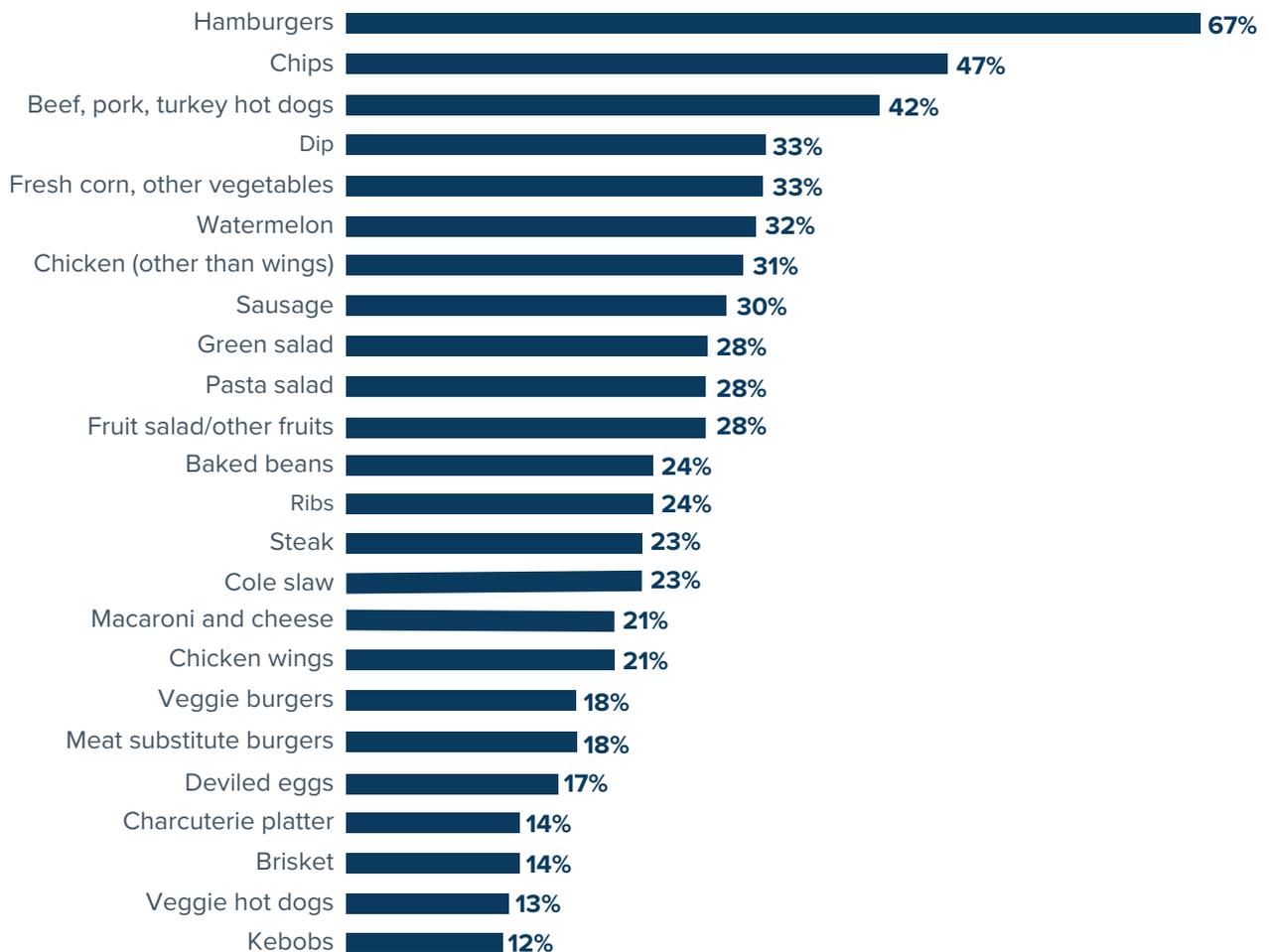
Among traditional BBQ foods, hamburgers will be served at two-thirds of surveyed shoppers' first summer gatherings. Hot dogs of all types and chips will be on the menus of more than 40% of shoppers' lists. Dip, fresh corn and other seasonal vegetables, and watermelon will be on one-third of hosts' tables. About one-fifth of hosts plan to broaden their menus with veggie burgers and meat alternatives.

Summer Hosts Go Shopping*



*Where hosts plan to shop for the majority of food and supplies for their first summer get-together with people outside the immediate household.

Serving Up Traditional BBQ Foods*



*Foods hosts plan to serve at their first summer get-together with people outside their immediate household
Source: Advantage Sales survey of 997 U.S. grocery shoppers, April 28-30, 2021

Predictably, beer, soda and bottled water are the beverages of choice for summer get-togethers. Three in 10 shoppers plan to serve wine and two in 10 will have bottled and canned alcoholic beverages, like premixed cocktails and hard seltzer, in the cooler.

Packaged ice cream will be served at nearly 40% of hosts' first summer get-togethers. Pandemic baking skills will be on display, too, as 32% of shoppers surveyed say they'll have homemade desserts on the table.

Summer BBQ? I'll Drink to That*



46%
Beer



44%
Soda, other packaged nonalcoholic beverage



35%
Canned/bottled water, sparkling water



30%
Wine



19%
Canned/bottled alcoholic beverages¹



14%
Other alcoholic beverages

*Beverages hosts plan to serve at their first summer get-together with people outside their immediate household

¹Premixed cocktails, hard seltzer, etc.

Source: Advantage Sales survey of 997 U.S. grocery shoppers, April 28-30, 2021

The Icing on the Cake*



38%
Packaged ice cream



32%
Homemade desserts



30%
Store-bought cake/pie



26%
Popsicles, frozen novelties



25%
Brownies (box mix)



22%
Homemade ice cream



11%
Other store-bought desserts

*Desserts hosts plan to serve at their first summer get-together with people outside their immediate household

Source: Advantage Sales survey of 997 U.S. grocery shoppers, April 28-30, 2021.

While the pandemic has kept families and friends apart and disrupted countless holidays and traditions, the prospect of the great American BBQ has many planning for brighter days ahead. ●



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