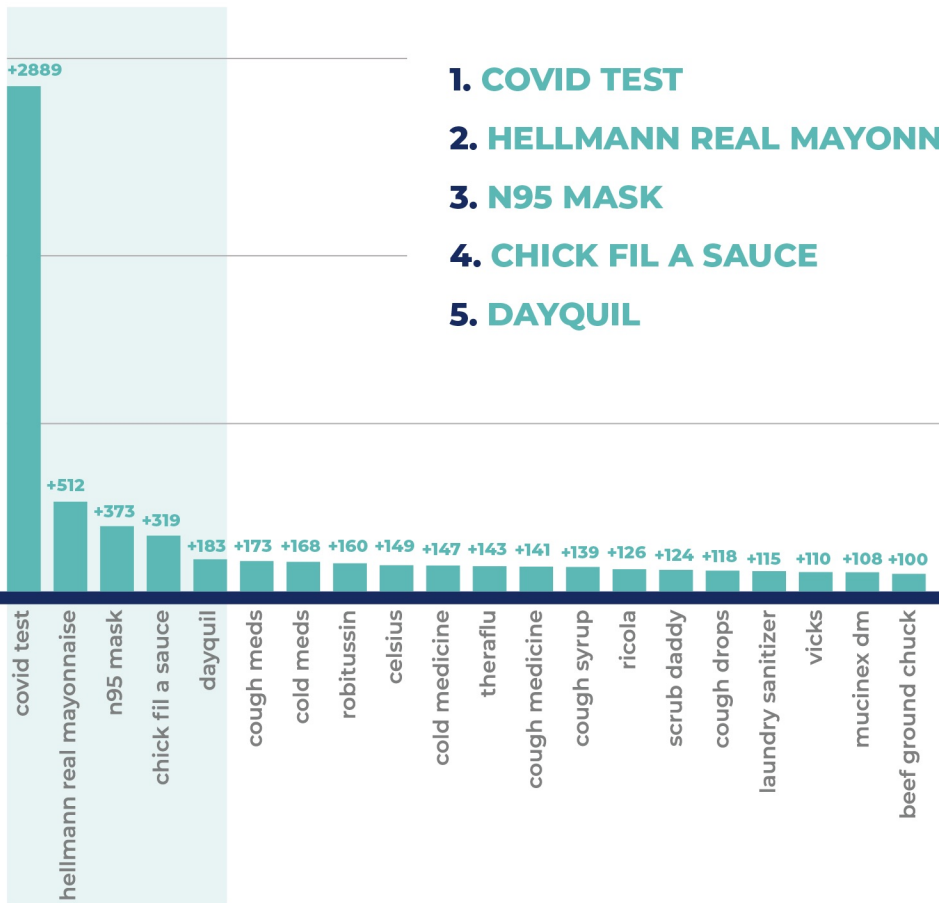


TOP 20 FASTEST GROWING & DECLINING CATEGORIES IN GROCERY LIST BUILDING

TOP 20

Grocery Items with Greatest % Increase

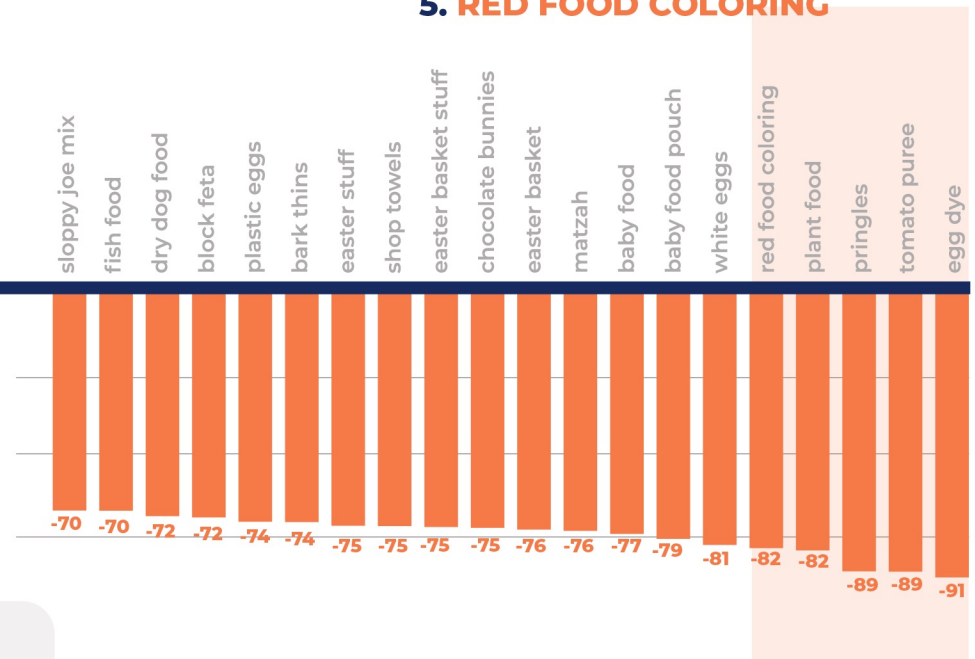


1. COVID TEST
2. HELLMANN REAL MAYONNAISE
3. N95 MASK
4. CHICK FIL A SAUCE
5. DAYQUIL



TAKEAWAY: Down on the list is Easter related items from Q1 2021 indicating that consumers chose to engage less in egg coloring and Easter activities this year. Also down, Pringles which could be related to what some are calling the "lockdown snack-fest" being over this year. Decreases in baby food might be related to recent recalls in the baby food departments.

1. EGG DYE
2. TOMATO PUREE
3. PRINGLES
4. PLANT FOOD
5. RED FOOD COLORING



TAKEAWAY: Still cautious consumers are adding covid tests and n95 masks to the list at high volumes while other items that top the list are related to cold and flu indicating higher levels of illness amuck in the community. Mayo and Chick-fil-a sauce coming in hot indicating an overall enjoyment of sandwich items and the infamous Chick-fil-a delight!

