

# When do consumers start planning for the 4th of July?

When we see an increase in consumers adding summer grilling food & beverage items to their shopping lists



11

Days to go



## LIQUOR & BEER

Vodka, rum, beer, margarita mix, mixers, etc.

Shoppers start adding liquor and beer, but mixers are added closer to the main event



9

Days to go



## FIREWORKS

Fireworks, sparklers, fourth of July fun!

Always prioritize the FUN! Fourth of July entertainment is planned prior to food items



8

Days to go



## GRILLING MEATS

Brats, hamburgers, hot dogs, steaks, ribs, kabobs, etc.

Shoppers consider the main course before sides, however this would make sense with summer potluck-type events



6

Days to go



## SIDES & SALADS

Baked beans, pasta salad, salad, coleslaw, dips, etc.

Consumers begin to shift focus from main course to sides to round out the meal



5

Days to go



## CONDIMENTS

Ketchup, mustard, relish, mayonnaise, etc.

Oops, can't forget the ketchup! Being a pantry staple these items can be overlooked in the early planning stage

\* Based on AdAdapted Add-to-List digital shopping list data from June/July 2023

