

HOW DO CONSUMERS PERCEIVE AND RESPOND TO RECENT FOOD PRICE INFLATION?

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Based on a monthly survey collected from primary grocery shoppers during **2018-2022 (N=35,847)**, results show that consumers have become more aware of rising food prices and altered their grocery shopping patterns accordingly.

UF/FAMRC SURVEY RESULTS



Food-at-home inflation based on Consumer Price Index (CPI) increased from **3.5%** in 2021 to **11.4%** in 2022.*

68% of consumers strongly agreed to having noticed an increase in grocery prices in 2022 compared to **45%** in 2021.



The most popular cost-saving strategies are looking for deals and promotions (**33%**) and buying store brands/lower-priced brands (**19%**).

76% of consumers adopted cost-saving strategies to cope with inflation in 2022 compared to **61%** in 2021.



11% of consumers chose to buy less food in 2022 compared to **6%** in 2021.



Survey Measurements: The following statements were used to measure perceived inflation and behavioral response.

Perceived level of food at home inflation: "I have noticed an increase in food prices at my grocery store recently," from strongly disagree (1) to Strongly agree (7).

Inflation coping strategies: "When you notice an increase in food prices at your grocery store, which of the following best describes your behavior?" Those who disagreed or were neutral about noticing food price increases were assumed to shop for groceries as before.

*U.S. Bureau of Labor Statistics, Consumer Price Index, <https://www.bls.gov/cpi/>.

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