

Shopping aisle rivals:

Moms vs. Dads grocery trend report

Comparing the grocery preferences and favorite brands among American parents

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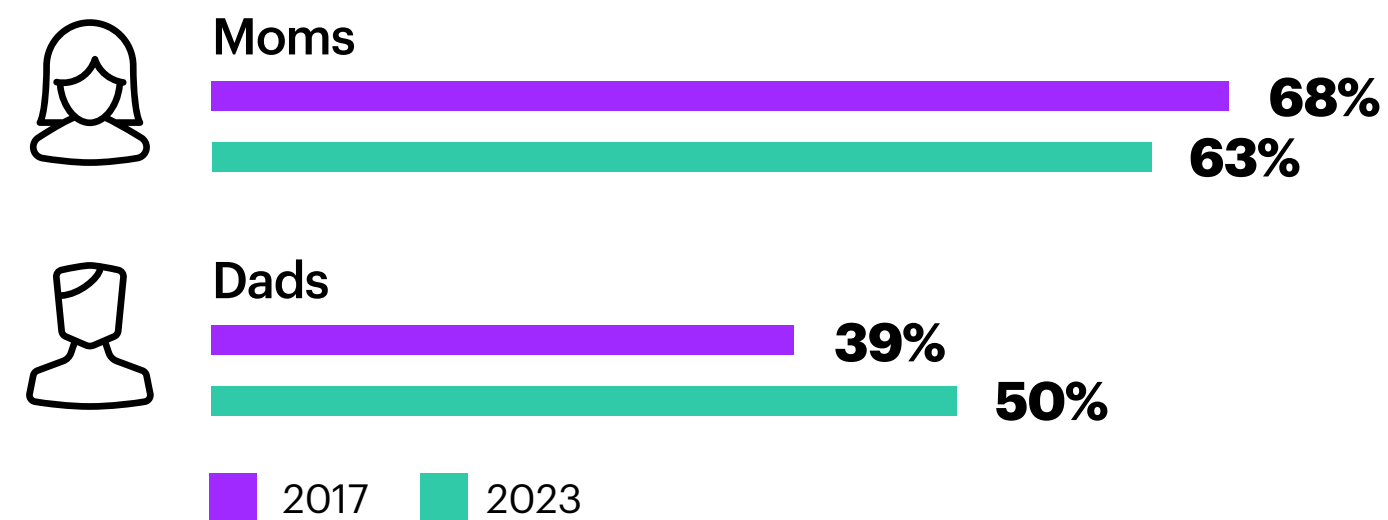


Dads pushing more carts, pulling more weight

In the past six years, more American Dads have taken on duties as their family's sole supermarket shopper. So, how do shopping cart Dads differ from grocery-getting Moms?

This report analyzes the differing attitudes, habits and preferences of American parents, uncovering opportunities for supermarkets and in-aisle brands to cater to shoppers.

Sole grocery shopper for household



YouGov Profiles: August 20, 2017 (Filter: Kids age under 18; N>8,800); August 20, 2023 (Kids age under 18; N>13,400)

Sums do not add to 100%. Moms and Dads may disagree on who is sole shopper, and sample includes single-parent and non-traditional households.



This report sheds light on how America's parents shop for groceries in-store in 2023. To do this, YouGov analyzed survey data from nearly 20,000 Moms and Dads between August 2022 and August 2023, comparing against similarly sized respondent pools from previous years when applicable to gauge trends.

For the rankings (starting on page 16), we connected brand health data from YouGov BrandIndex and audience intelligence data from YouGov Profiles to identify the top grocery stores and brands among Mom and Dad shoppers.

YouGov Profiles

Measure changing consumer attitudes **with unrivaled granularity**

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YouGov BrandIndex

Track brand preference across **16 health metrics**

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Moms looking for deals, Dads looking for top brands

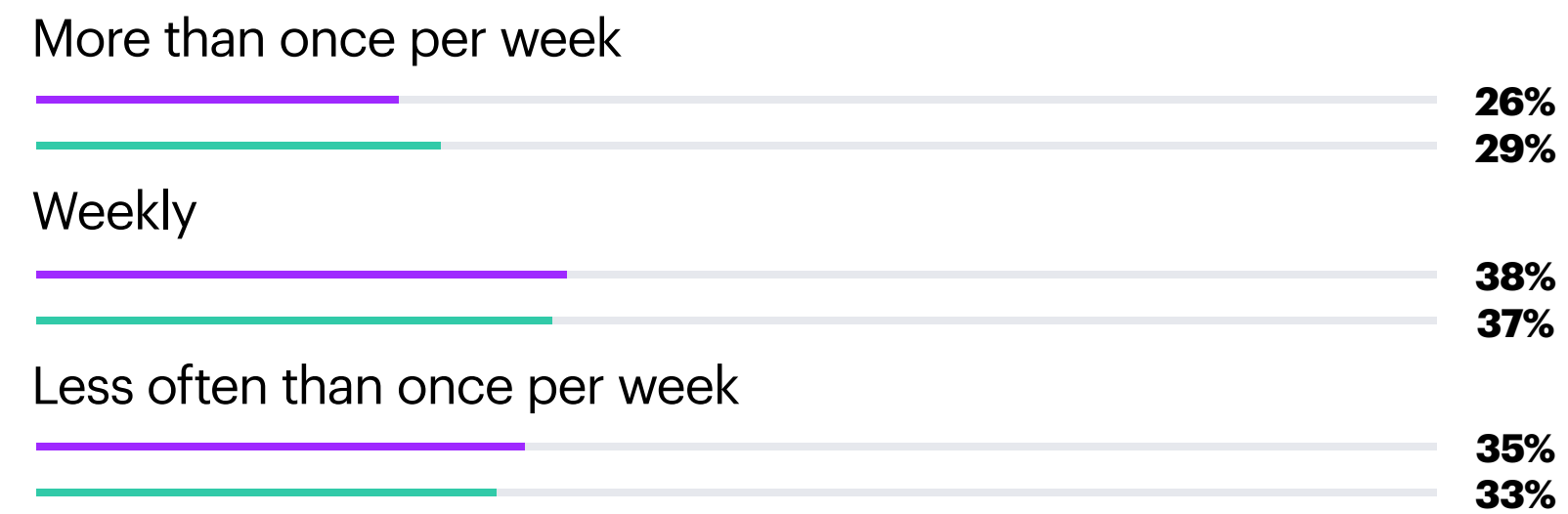


Moms buying more, less often

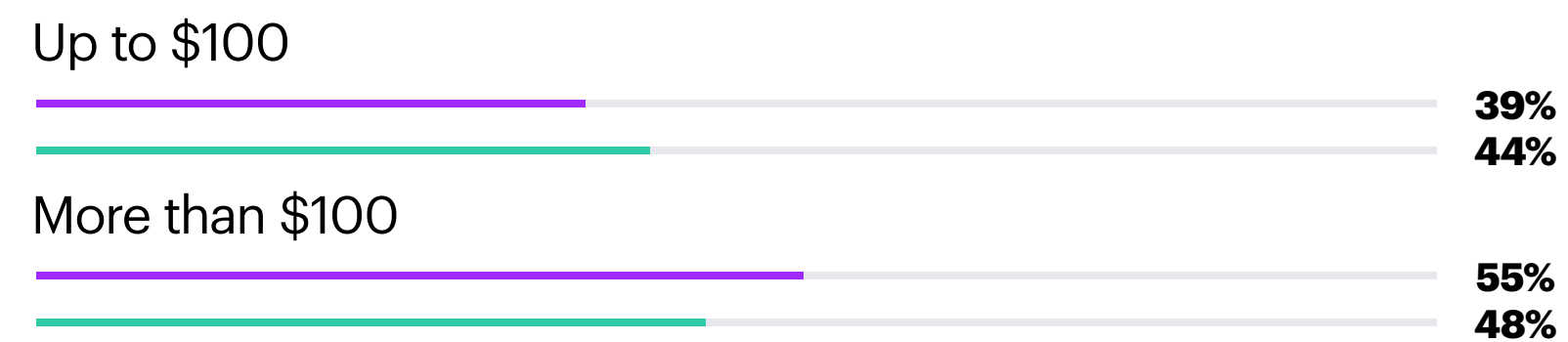
Dads buying less, more often

■ Moms ■ Dads

Frequency of grocery store visits



Weekly grocery spend



YouGov Profiles: August 20, 2023 (Grocery shoppers; Kids under 18 >0; N>3,500)
 'Don't know' and 'Prefer not to answer' excluded



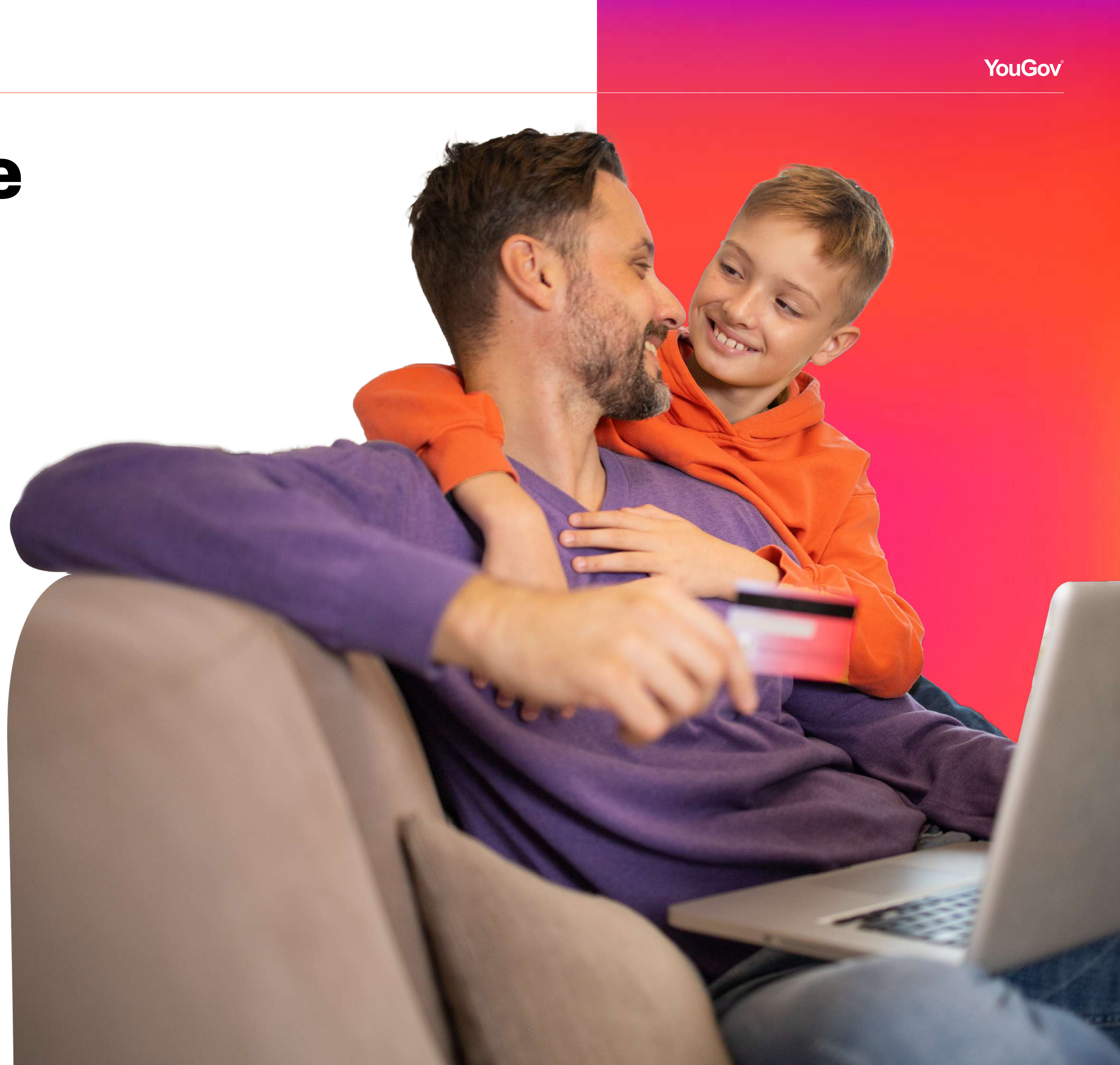
Dads opting for online orders and meal kits

Moms Dads

Where they get groceries



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Dads buying booze and fish, Moms buying everything else

Moms Dads

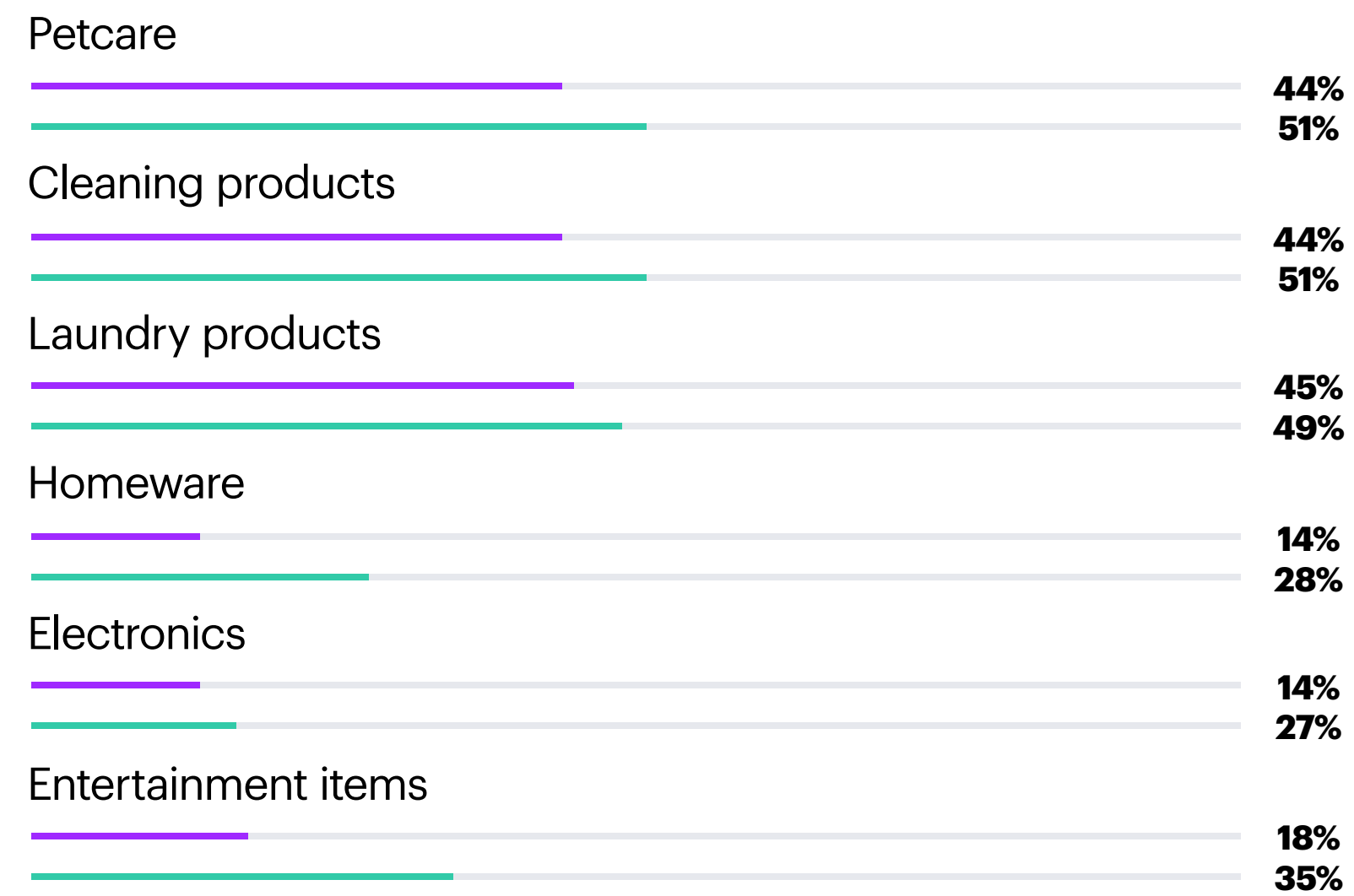
Food items bought monthly at grocery store



Beyond the supermarket staples

Moms Dads

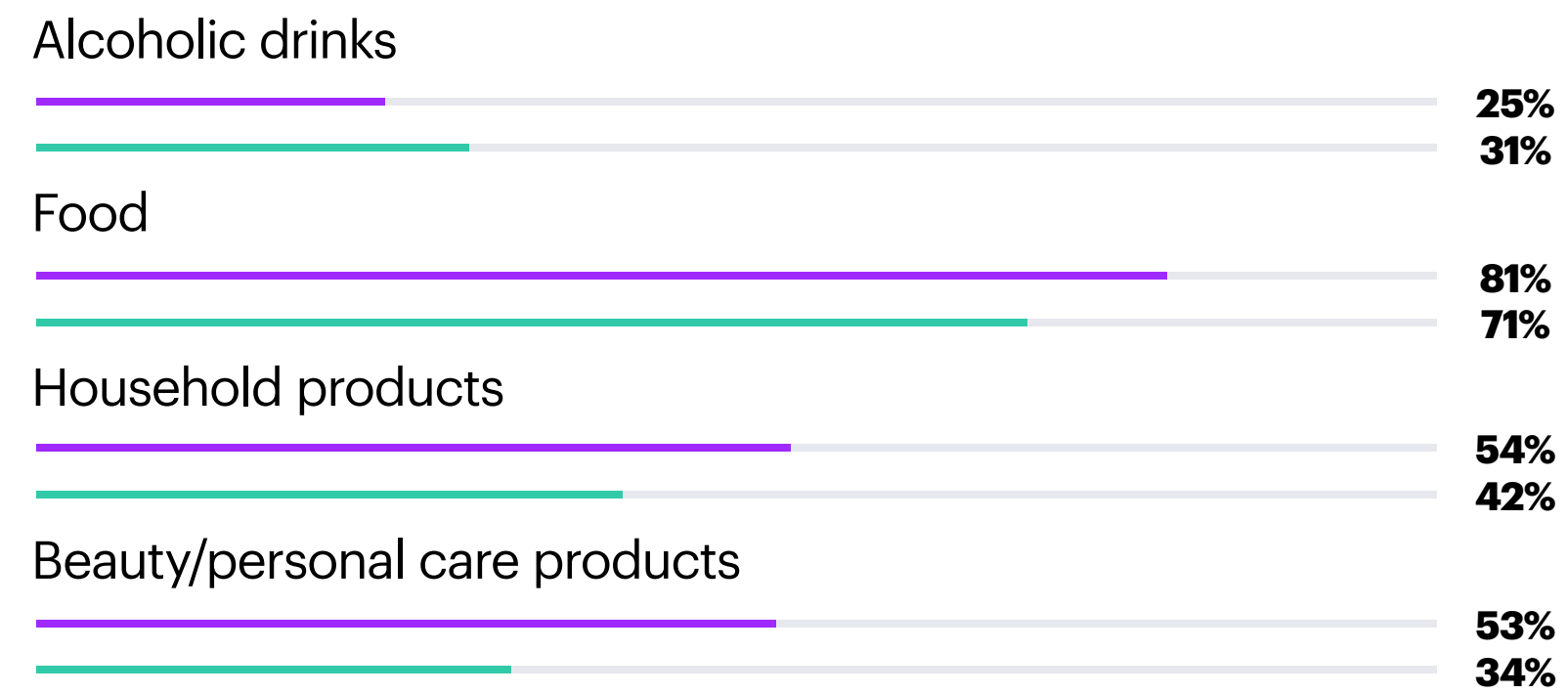
Non-food items bought monthly at grocery store



Where parents are feeling the pinch

Moms Dads

Notice significant increase in prices



Dads good at listening?

Moms Dads

Channel to grab your attention



Moms seeing everything?

Moms Dads

Social networks used last month:



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Moms vs. Dads: Preferred grocery store ranking

Walmart Supercenter leads nationwide with both Moms and Dads, but there's more dispute over the next preferred supermarket to shop.



Northeast: Dads prefer Costco and BJ's Wholesale Club, with heavier bulk items

Main grocery store

Rank	Moms	Dads
1	Walmart Supercenter	Walmart Supercenter
2	ALDI	Costco
3	Shoprite	Stop & Shop
4	Stop & Shop	BJ's Wholesale Club
5	BJ's Wholesale Club	Shoprite
6	Costco	A & P Food Stores
7	Giant Eagle	ALDI
8	A & P Food Stores	Giant Eagle
9	Wegmans	Whole Foods Market
10	C-Town	Acme Markets



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Midwest: Moms & Dads are divided on ALDI and Kroger

Main grocery store

Rank	Moms	Dads
1	Walmart Supercenter	Walmart Supercenter
2	ALDI	Kroger
3	Kroger	ALDI
4	Meijer	Meijer
5	Sam's Club	Sam's Club
6	Costco	Costco
7	Jewel-Osco	Jewel-Osco
8	Save A Lot	BJ's Wholesale Club
9	Giant Eagle	Whole Foods Market
10	Albertsons	Albertsons



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South: HEB emerges in the South; Moms prefer Aldi to Costco

Main grocery store

Rank	Moms	Dads
1	Walmart Supercenter	Walmart Supercenter
2	HEB	HEB
3	Kroger	Costco
4	ALDI	Kroger
5	Food Lion	ALDI
6	Publix	Publix
7	Costco	Food Lion
8	Sam's Club	Sam's Club
9	BJ's Wholesale Club	A & P Food Stores
10	Save A Lot	BJ's Wholesale Club

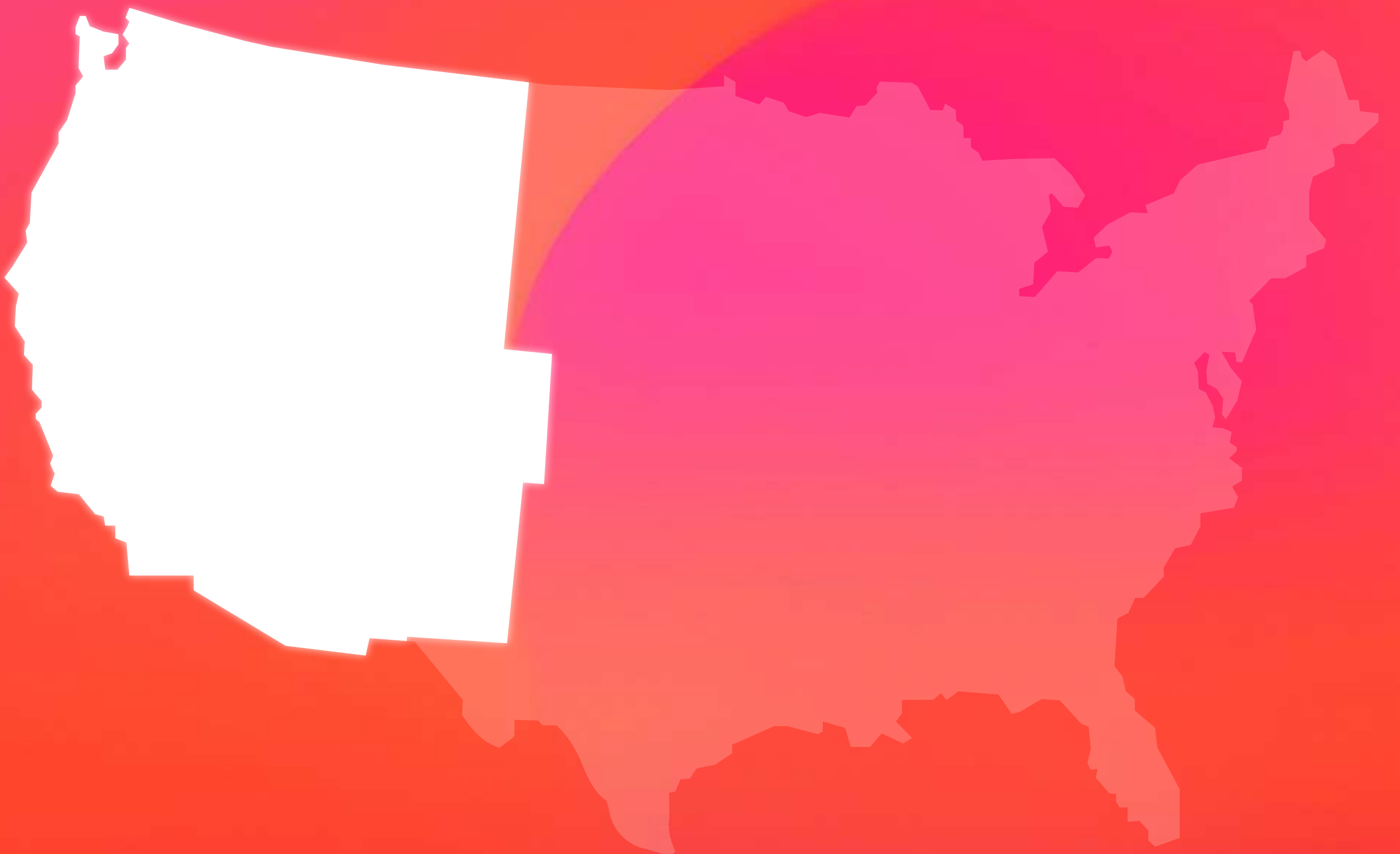


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West: Moms & Dads united on Costco

Main grocery store

Rank	Moms	Dads
1	Walmart Supercenter	Walmart Supercenter
2	Costco	Costco
3	Kroger	ALDI
4	Safeway	Albertsons
5	Albertsons	Safeway
6	ALDI	Kroger
7	Sam's Club	C-Town
8	Smart & Final	A & P Food Stores
9	Trader Joe's	Brookshire Brothers
10	A & P Food Stores	Whole Foods Market



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Moms vs. Dads:

Aisle brand rankings

Food & snacks

Drinks

Beer & seltzers

Wine



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Most considered

Food & snacks

Moms planning meals, Dads mulling meat alternatives

Rank	Brand	Moms	Dads	Difference
1	Pillsbury	44.9%	29.4%	15.5
2	Ore-Ida	36.1%	21.6%	14.5
3	Yoplait	37.6%	23.2%	14.4
4	Cheez-It	37.8%	24.2%	13.6
5	Reese's	45.2%	32.7%	12.5
6	Fiber One	10.2%	14.1%	-3.9
7	Clif	9.5%	14.4%	-4.9
8	Wise	9.9%	15.0%	-5.1
9	Cape Cod	11.4%	16.7%	-5.3
10	Beyond Meat	7.3%	13.6%	-6.3

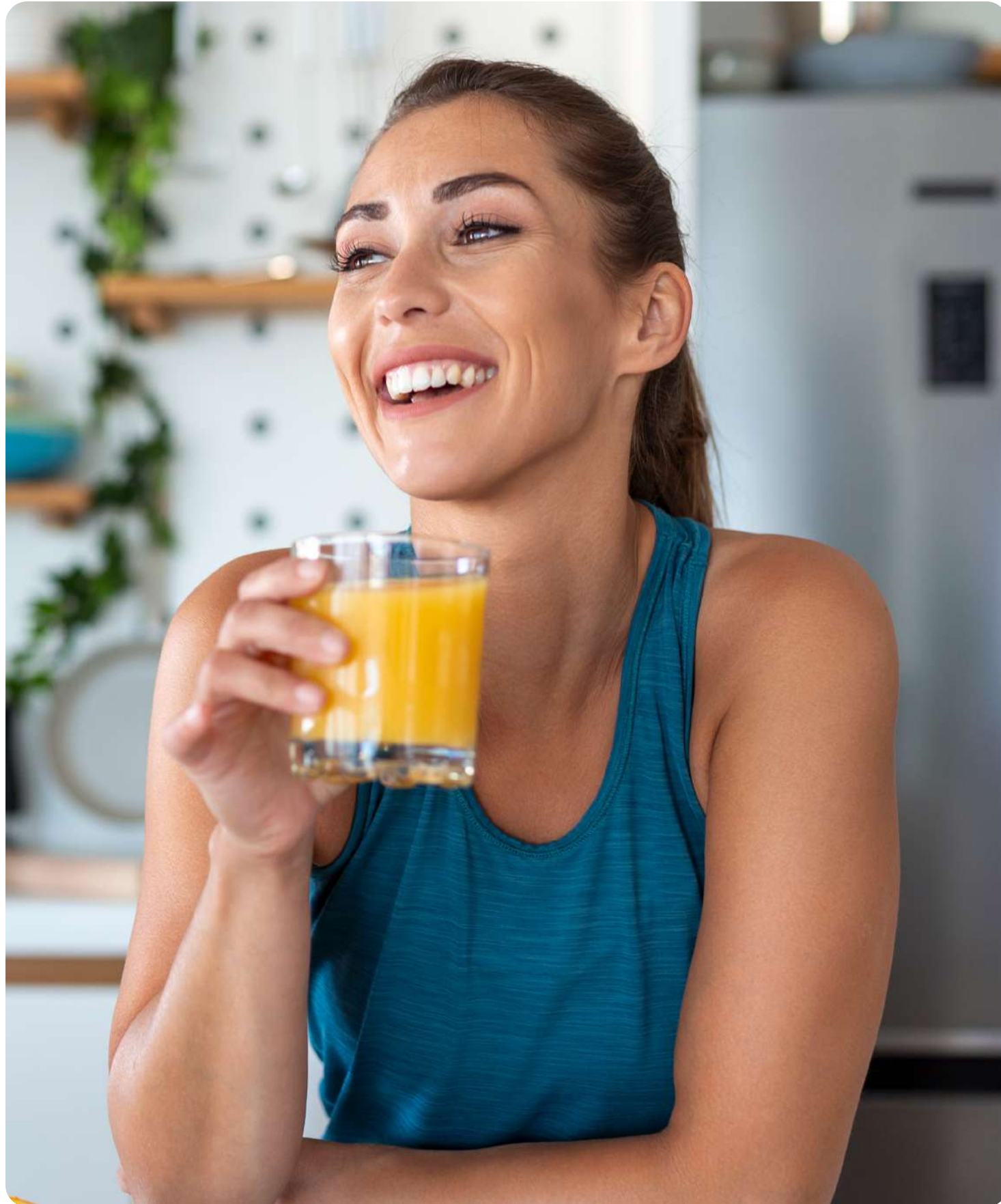
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Most considered

Soft drinks

Moms opting for juice, Dads craving caffeine

Rank	Brand	Moms	Dads	Difference
1	Minute Maid	34.6%	23.6%	11.0
2	Capri Sun	30.7%	20.3%	10.4
3	Ocean Spray	27.5%	20.8%	6.7
4	Dr Pepper	27.5%	21.0%	6.5
5	Snapple	26.2%	19.7%	6.5
6	Pepsi	26.6%	33.0%	-6.4
7	Nestea	12.7%	20.1%	-7.4
8	7UP	17.6%	25.2%	-7.6
9	Rockstar	5.3%	13.6%	-8.3
10	Red Bull	12.7%	22.2%	-9.5

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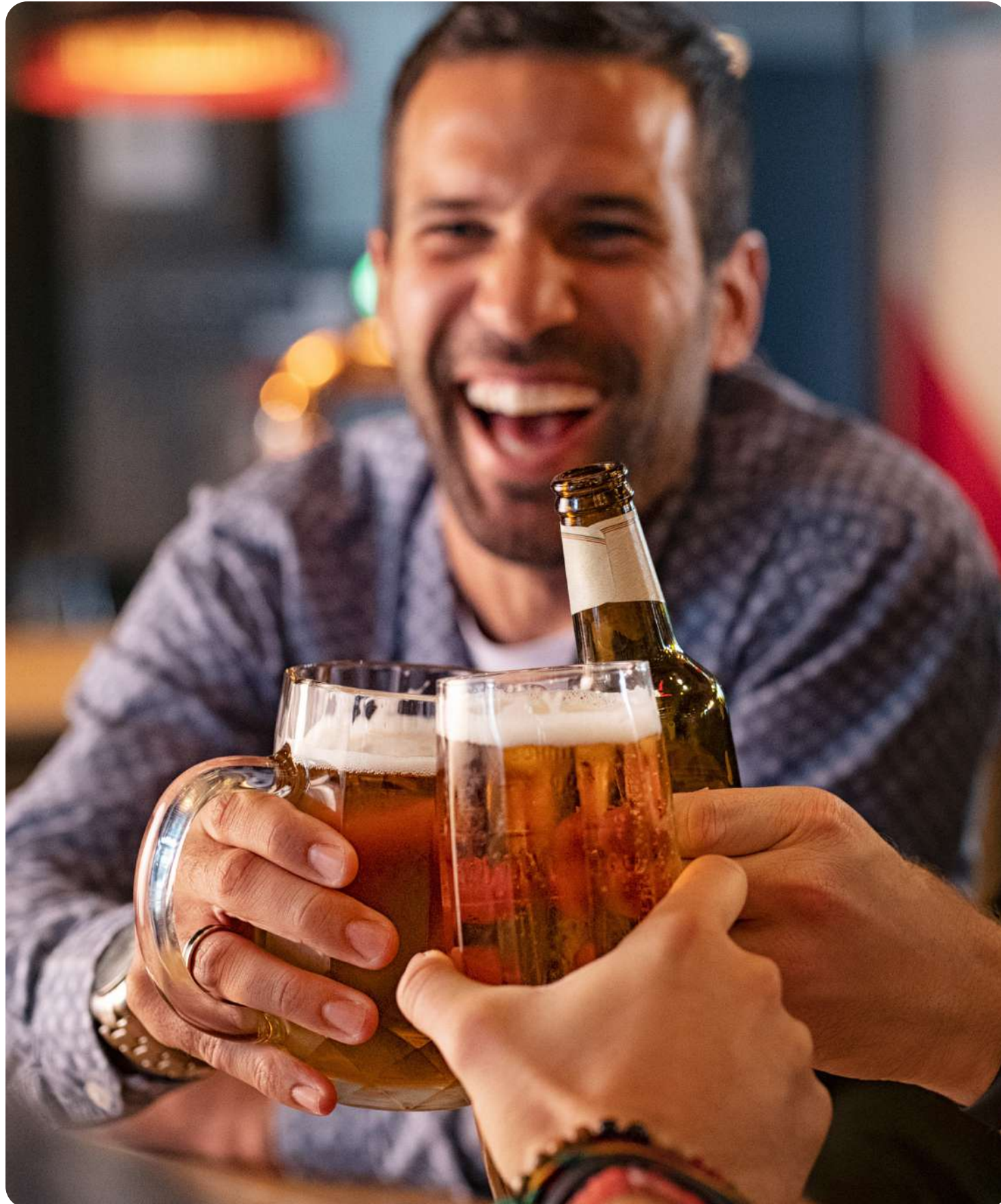
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Most considered

Beer & seltzers

Moms sipping seltzer, Dads browsing beer

Rank	Brand	Moms	Dads	Difference
1	Mike's Hard Lemonade	24.5%	13.3%	11.2
2	Truly Hard Seltzer	13.6%	8.4%	5.2
3	White Claw	15.4%	13.3%	2.1
4	Simply Spiked Lemonade	7.2%	5.1%	2.1
5	Topo Chico Hard Seltzer	5.0%	4.3%	0.7
6	Heineken	14.1%	22.6%	-8.5
7	Fat Tire	3.7%	12.6%	-8.9
8	Guinness	9.3%	18.4%	-9.1
9	Sierra Nevada	4.2%	14.2%	-10.0
10	Samuel Adams	10.1%	21.6%	-11.5

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Most considered

Wine

Moms considering Barefoot and Stella Rosa, Dads considering almost all others

Rank	Brand	Moms	Dads	Difference
1	Barefoot	29.8%	21.9%	7.9
2	Stella Rosa	24.5%	16.9%	7.6
3	Sutter Home	17.7%	15.2%	2.5
4	Cupcake Vineyards	11.9%	10.7%	1.2
5	Beringer Main & Vine	5.6%	6.0%	-0.4
6	Justin	3.5%	8.9%	-5.4
7	Erath	1.8%	7.3%	-5.5
8	Robert Mondavi Winery	6.7%	12.7%	-6.0
9	Ruffino	3.6%	10.1%	-6.5
10	Kendall-Jackson	6.7%	13.8%	-7.1

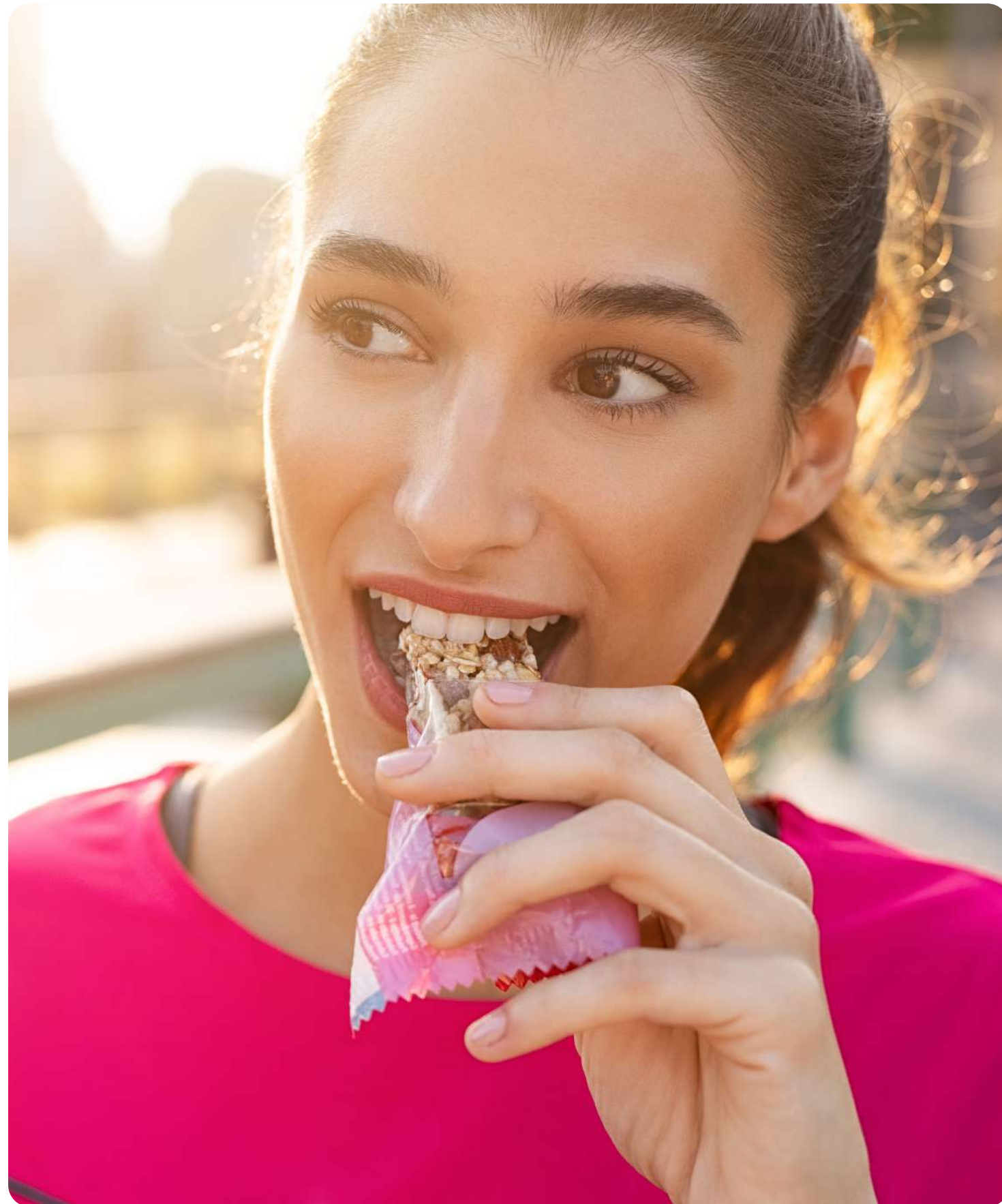
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Winning at Walmart:

Brand rankings



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Most considered

Food & snacks

Walmart shoppers more likely to consider Quaker, DiGiorno, and Hillshire Farm

Rank	Brand	2023	2022	Difference
1	Quaker	43.5%	38.5%	5.0
2	DiGiorno	29.9%	25.1%	4.8
3	Hillshire Farm	38.9%	34.4%	4.5
4	Knorr	28.3%	24.3%	4.0
5	Hellmann's Mayonnaise	35.4%	31.6%	3.8
6	Häagen-Dazs	21.8%	18.1%	3.7
7	Maruchan Ramen Noodle Soup	23.5%	20.3%	3.2
8	Pillsbury	46.8%	43.7%	3.1
9	Kraft	54.8%	51.7%	3.1
10	Ritz	40.1%	37.1%	3.0

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Most considered

Soft drinks

Walmart shoppers more likely to consider PepsiCo and Dr Pepper drinks

Rank	Brand	2023	2022	Difference
1	Aquafina	23.7%	21.1%	2.6
2	Crush	14.2%	12.0%	2.2
3	Gatorade	36.3%	34.1%	2.2
4	7UP	19.9%	17.9%	2.0
5	Sprite	23.8%	21.9%	1.9
6	Propel	12.0%	10.1%	1.9
7	AriZona	26.7%	25.3%	1.4
8	Canada Dry	17.9%	16.5%	1.4
9	SunnyD	18.8%	17.4%	1.4
10	Red Bull	8.7%	7.3%	1.4

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Most considered

Beer & seltzers

Walmart shoppers more likely to consider Blue Moon amid Bud Light controversy

Rank	Brand	2023	2022	Difference
1	Blue Moon	11.5%	8.0%	3.5
2	Corona Premier	6.5%	4.2%	2.3
3	Modelo	9.5%	7.5%	2.0
4	Budweiser	14.5%	12.7%	1.8
5	Mike's Hard Lemonade	17.0%	15.4%	1.6
6	Lagunitas	2.8%	1.2%	1.6
7	Samuel Adams	12.9%	11.4%	1.5
8	Topo Chico Hard Seltzer	2.4%	0.9%	1.5
9	Heineken	12.6%	11.4%	1.2
10	Simply Spiked Lemonade	4.6%	3.5%	1.1

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Most considered

Wine

Emergent wine brands growing in consideration among Walmart customers

Rank	Brand	2023	2022	Difference
1	Bread & Butter	2.8%	0.5%	2.3
2	Decoy	3.5%	1.9%	1.6
3	Erath	2.2%	0.8%	1.4
4	Robert Mondavi Winery	7.8%	6.4%	1.4
5	Kim Crawford	4.1%	2.9%	1.3
6	La Marca	2.5%	1.3%	1.2
7	Woodbridge By Robert Mondavi	8.4%	7.3%	1.1
8	Simi	1.9%	1.0%	0.9
9	Santa Margherita	4.1%	3.2%	0.9
10	Ruffino	3.4%	2.6%	0.8

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YouGov

Want a deeper analysis?

With YouGov Profiles, you can segment your analysis by:

- Location
- Grocery spend
- Frequency of store visits
- Family size
- And much more

YouGov BrandIndex tracks 16 key brand health metrics including:

- Ad Awareness
- Customer Satisfaction
- Perceived Value
- Recommendation

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Thank you

Get in touch to access full data in your category, including up to 15 other brand health metrics, additional demographic segmentation, and much more granular psychographic preferences of your target audience. YouGov BrandIndex and YouGov Profiles allow you to research brands and audiences with virtually unlimited granularity.

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