



## **FETCH PRICE INDEX REPORT**

AUGUST 2022

12.9% YOY Inflation  
Continues To Hold  
Demand In Check

**Slope of price increase lessens,  
paving the way for possible  
respite for consumers**

Fetch analyzed a panel of 442,435 shoppers, tracking 241 million in-store and e-commerce purchases over the last 24 months. This item-level view of shopper behavior captures, in real time, the true state of inflation and its impact on consumers, brands, and retailers. Fetch Rewards is a mobile app with 17 million active shoppers.



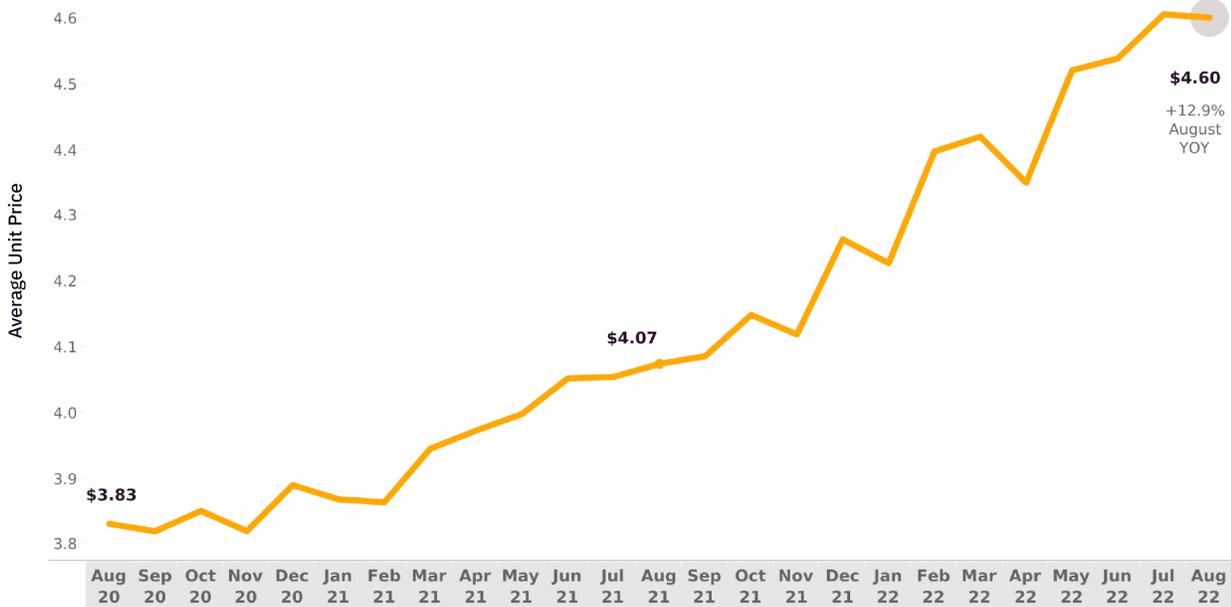
## AVERAGE PRICE SHOWS SIGNS OF A COOL OFF AFTER INCESSANT INCREASES

In August, the Fetch Price Index (FPI) reports average shopping prices of consumables\* at \$4.60, a +12.9% increase over the last 12 months (Fig. 1), slightly better than +13.3% reported in July. The positive news for consumers is that the slope of the price increase for the last four months is at its flattest since the period between August through November of 2021. If this trend continues, consumers will find relief from the larger price increases thus far this year.

This month, the Biden administration enacted the Inflation Reduction Act in hopes of bringing down costs by investing in long-range infrastructure and energy projects. Meanwhile, the Fed continues on the path of rate hikes aimed at more immediate near-term inflation relief. It remains to be seen when and by how much these will impact consumer purchases at shelf.

### Fetch Price Index FIG 1

Average Unit Price for Consumables Captured by Fetch\*



**SOURCE** Fetch Rewards: State of the Consumer: Fetch Price Index, August 2022  
September 2020-August 2022 using a 24 Month Panel Ending August 2022, ~442K users, ~241 million receipts

## CONSUMER DEMAND REMAINS SOFT AT -0.7% YOY

Amidst higher prices, consumers continue to evaluate their needs. Although trending marginally better than in July, units per HH remain soft at -0.7% YOY (Fig.3) as consumers continue to curb demand. If the slope of price increases continues to taper, we anticipate demand will stabilize.

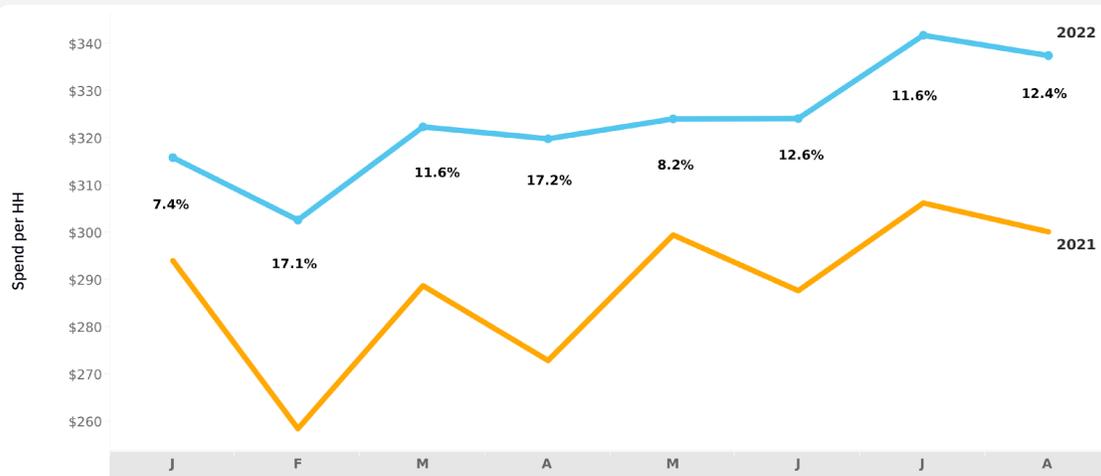
While units entering the household remain under 2021 levels (Fig.3), household spend for those units is up 12.4% YOY (Fig.2), forcing consumers to continually reevaluate what they put in the basket as they manage spend.

### Average Spend per HH FIG 2

Year-Over-Year (YOY) Monthly Trend for Consumables Captured by Fetch\*

2021

2022



### Average Units per HH FIG 3

Year-Over-Year (YOY) Monthly Trend for Consumables Captured by Fetch\*



SOURCE Fetch Rewards: State of the Consumer: Fetch Price Index, August 2022 | September 2020-August 2022 using a 24 Month Panel Ending August 2022, ~442K users, ~241 million receipts

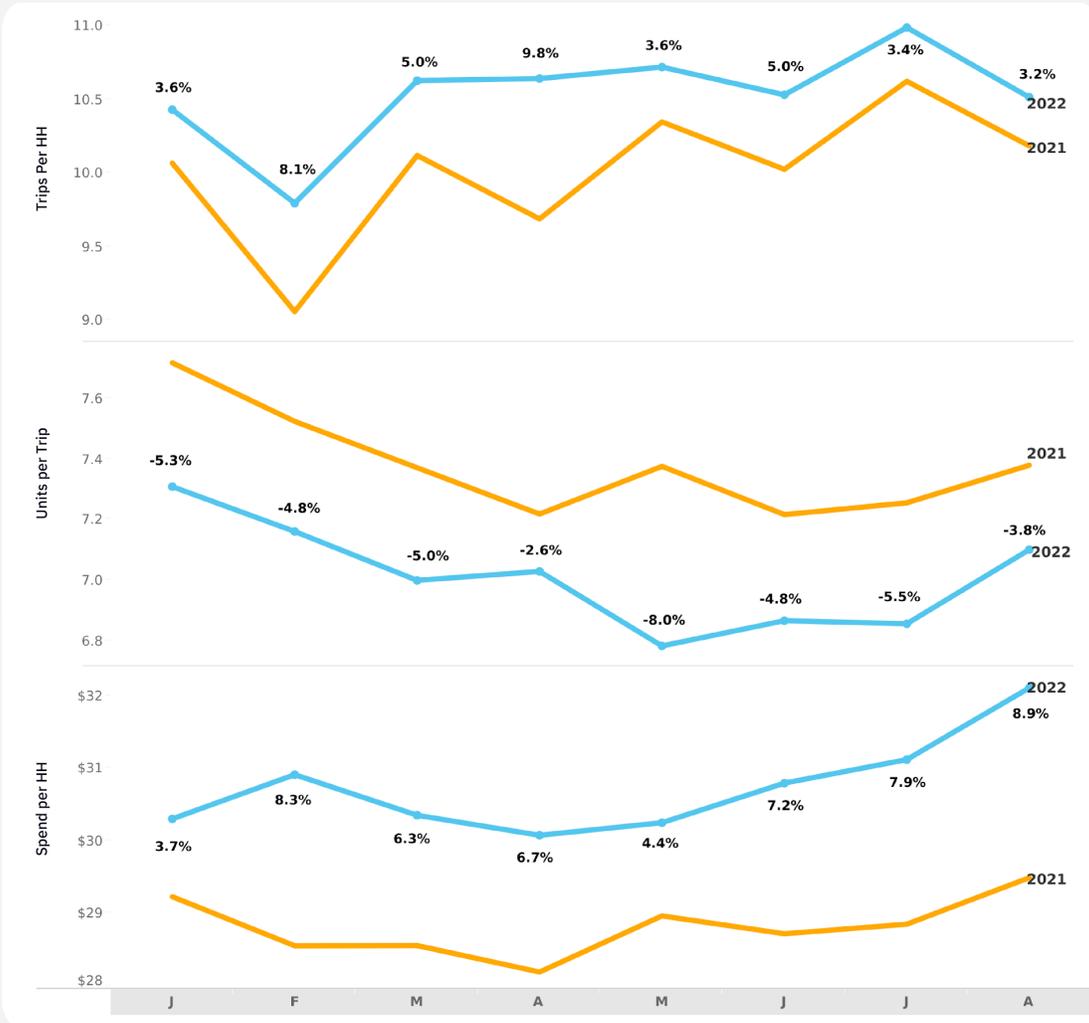
# TRIPS PER HH +3.2% YOY, WHILE CONSUMERS BEGIN TO CONSOLIDATE BASKETS

Units per Trip have slightly rebounded, reaching -3.8% YOY after seeing much steeper declines for the past three months (May-June). However, Trips per HH only grew +3.2% YOY in August, marking the lowest net Trips per HH in the past six months. This indicates that consumers are beginning to consolidate their trips, reversing the trend over the first half of the year. Slightly higher basket size also means an uptick in average transaction value, +8.9% YOY, the highest increase seen this year.

**Trip Level Purchase Trends** FIG 4

Year-Over-Year (YOY) Monthly Trend for Consumables Captured by Fetch\*

2021 2022 



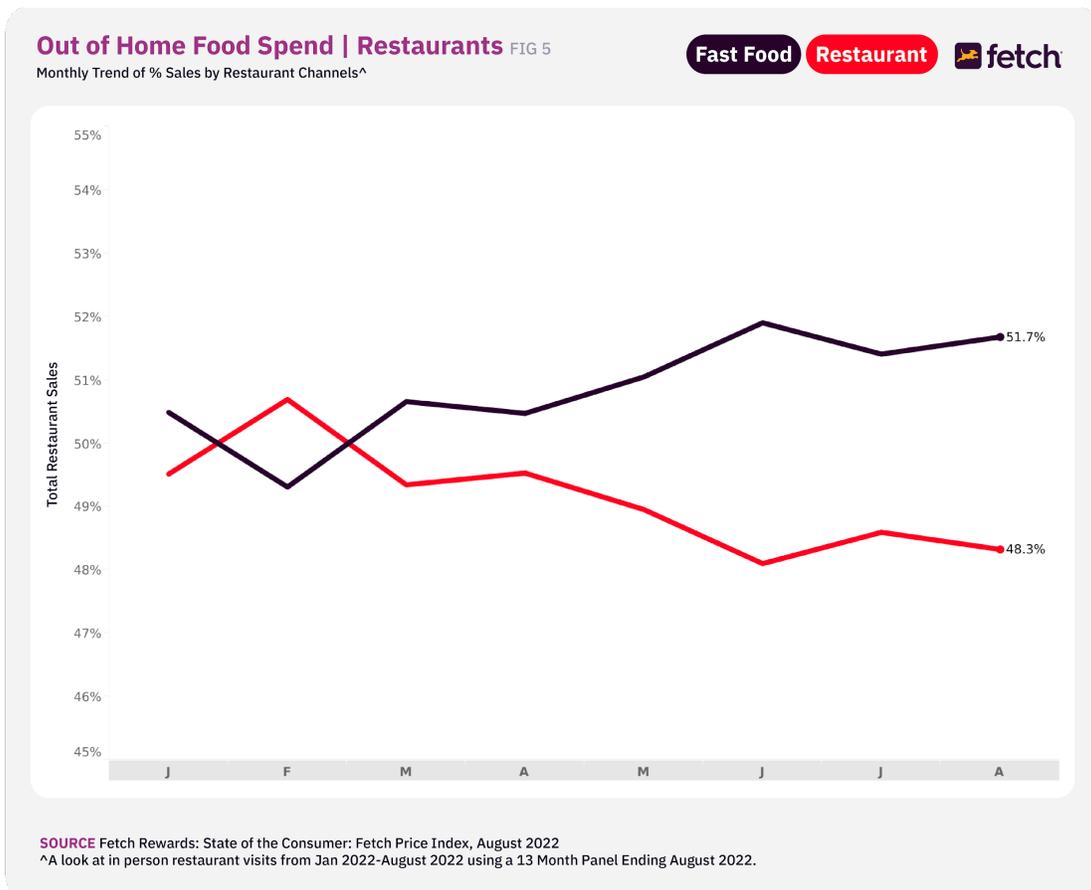
SOURCE Fetch Rewards: State of the Consumer: Fetch Price Index, August 2022 | September 2020-August 2022 using a 24 Month Panel Ending August 2022, ~442K users, ~241 million receipts

# FAST FOOD GROWING WALLET SHARE, NOW UP 3.4% VS RESTAURANTS

With increased prices causing fewer items to be brought into the house, consumers are at a tipping point of how much more they can cut back on their needs. July's report highlighted that discretionary categories are more likely to be left on the shelf. These shifts in behavior are also affecting where consumers choose to eat. When they're not making at-home meals, more consumers are increasing their purchases at value-forward Fast Food menus than at the more expensive fast-casual and full-service Restaurants.

This suggests that people are exploring other ways to maintain a firm grip on their wallets while still enjoying a meal out as they return to school and work. As more consumers look for value across at-home and out-of-home spending, brands must keep strengthening their connection and engagement with their consumers.

*(For the purpose of this report, we consider Fast Food, or Quick Serve, to be brands that have limited menus, focus on speed and bundle items into value meals. They prioritize drive-through, delivery and to-go orders.)*

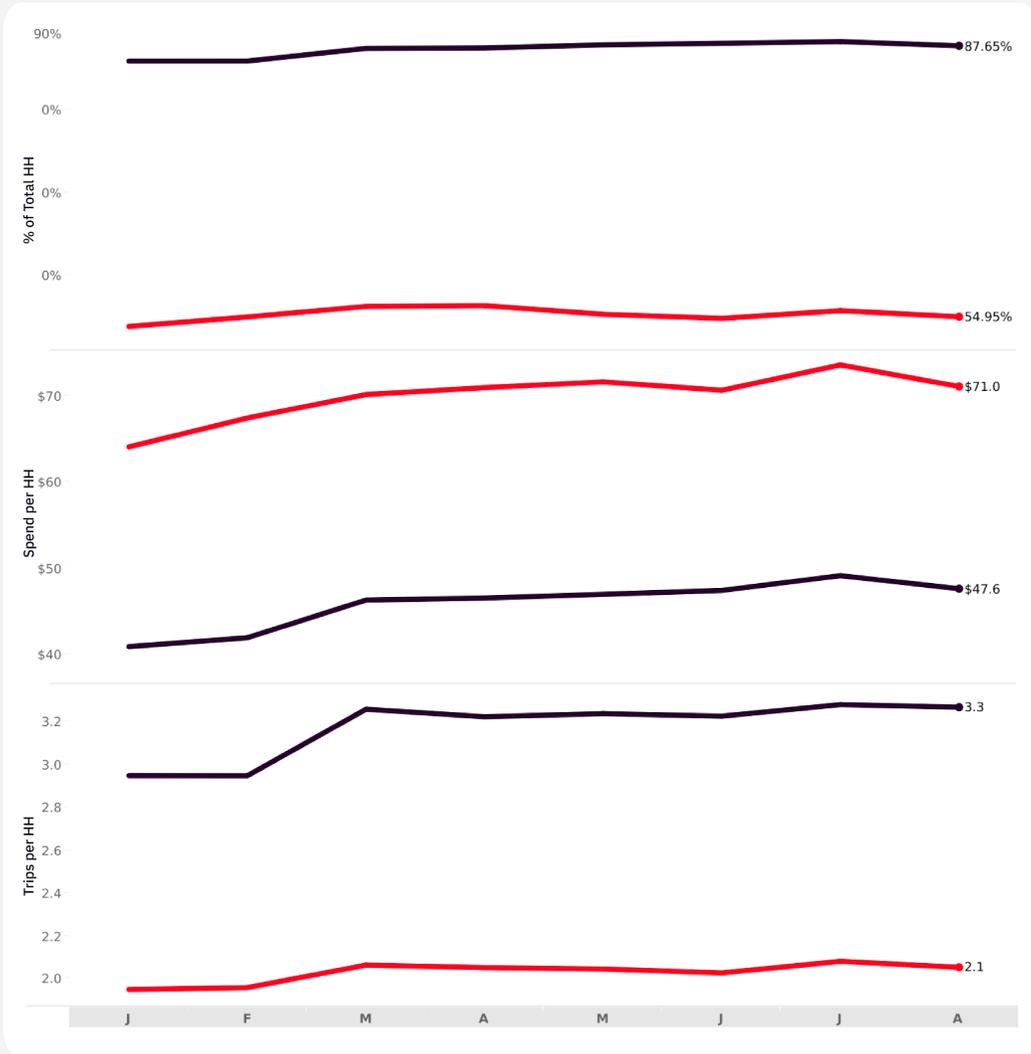


# Out of Home Food Trends | Restaurants FIG 5

Monthly Trend for Restaurant Channels^

Fast Food

Restaurant



SOURCE Fetch Rewards: State of the Consumer: Fetch Price Index, August 2022  
 ^A look at in person restaurant visits from Jan 2022-August 2022 using a 13 Month Panel Ending August 2022.

## METHODOLOGY

Year-over-year (YOY) change in average price and shopper metrics is calculated using Fetch Rewards' proprietary 24 months user panel ending July 2022. The panel comprised 421,770 users who scanned any receipt for 24 consecutive months (July 2020-July 2022). A continuous shopper panel allows for YOY comparison and adjusts for Fetch Rewards' user growth, reflecting true change in shopper behavior.

Panel users contributed 242 million receipts across the reporting time range, January 2020-July 2022 across food, beverages, household and personal care categories captured by Fetch. Fetch Rewards is retail agnostic and accepts receipts from 1,000+ national and regional retailers across brick & mortar, click & collect as well as digital/e-commerce.

Restaurant data looks at in-person visits and is adjusted for Fetch's user growth, especially in the restaurant vertical.

Data may slightly shift as Fetch's panel reaches their 14 day scan limit. Any shifts will be minimal, and updated in future reports.

## ABOUT FETCH REWARDS

Founded in Madison, WI, Fetch Rewards captures over \$133B in annualized retail sales by rewarding 17 million active shoppers every time they submit any receipt through the app. Launched in 2017, Fetch provides shoppers an easy and fun way to save money, and brands a meaningful way to understand the retail world and connect with those shoppers. The resulting data was used to create this report. To learn more, download the free app and visit [www.fetchrewards.com](http://www.fetchrewards.com).

## ABOUT THE AUTHOR

Dhwani Worah Upadhyay is a Marketing Analytics & Science lead at Fetch Rewards. She has an MBA in Marketing from Gujarat University, India, and resides in New York, where she has worked for over 10 years leading syndicated marketing analytics and commercial strategy for fortune 500 global retail and consumer packaged goods companies.

## CONTRIBUTOR

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