

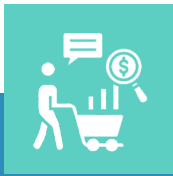
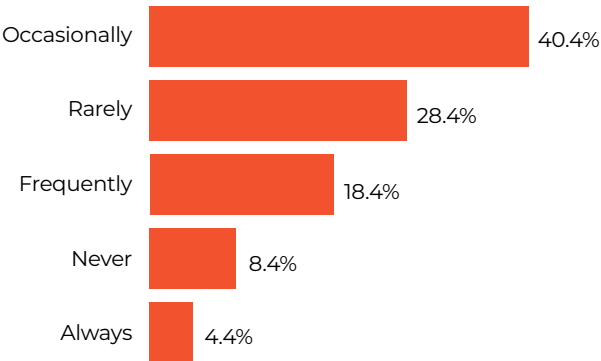
Grocery Shoppers Continue to Demonstrate Price Sensitivity Amid a Challenging Economy



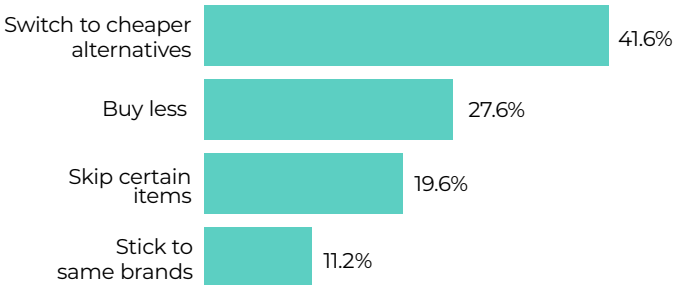
A recent national survey by RDSolutions reveals how price perceptions are shaping shopper behavior amid ongoing inflation and global tariff concerns.



How often do you change stores **due to high prices?**

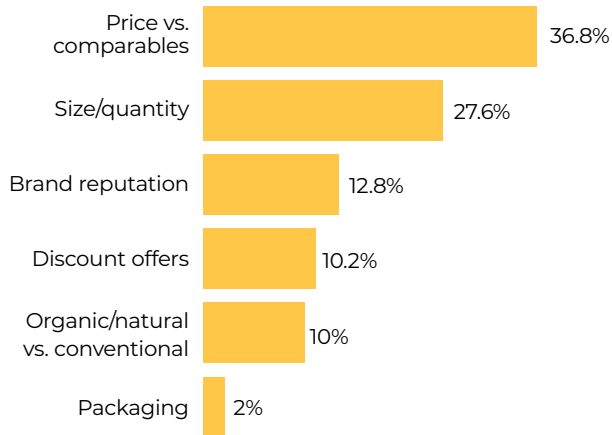


How do food prices influence your **shopping habits?**





What influences your **perception of value**?



Do you think economic conditions are affecting **food prices in your area**?



86%

have switched to private label products for at least some grocery items



28%

say they're buying fewer items when prices rise



80%

consider claims like organic, sustainable, or free-from when evaluating price

To Learn More

Survey results were discussed in the RDSolutions webinar:

"Shoppers' Perceptual Filters and Their Effect on Food Pricing"

Hosted by **Phil Lempert** with **RDS CEO Jake Blondin** and **CCO Lee Kallman**.

[Watch The Recording](#)



This report is based on a national survey conducted by **RDSolutions in May 2025**, gathering responses from **250 verified U.S. consumers** who identified as the primary grocery shopper for their household. The survey aimed to capture consumer perceptions and behaviors related to grocery pricing, store loyalty, and retail decision-making.

All responses were collected through a structured online questionnaire, and data was analyzed using aggregated summary statistics. Results are directional in nature and intended to inform retail and brand decision-makers on evolving consumer expectations in a high-inflation, value-driven environment.