Research & Insights 2027 Releases

*NOTE: SOME DATES AND PROJECTS ARE TENTATIVE
Any questions or suggestions should be directed to Steve Markenson at SMarkenson@fmi.org

Year At A Glance

Q1

- Grocery Shopper Snapshot: January
- The Power of Health & Well-being
- Food Industry Contributions to Health & Well-being
- The Power of Produce
- The Power of Meat
- The Power of Seafood

Q2

- U.S. Grocery Shopper Trends
- The Food Retailing Industry Speaks
- Digital Engagement Transforms Grocery Shopping
- Asset Protection in Food Retail
- Food Retailing Financial Executive Study
- The Power of Private Brands: From the Consumer

Q3

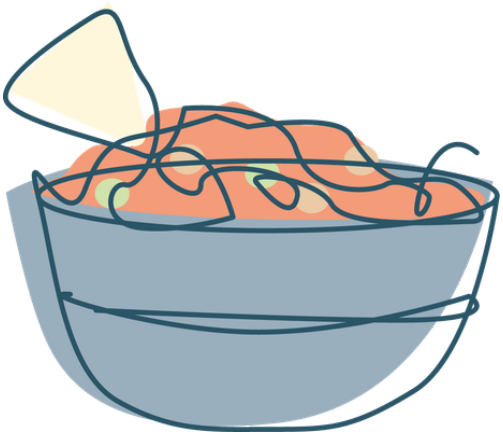
- U.S. Grocery Shopper Trends: Return to Routine
- The State of Fresh Foods
- The State of Technology
- The Power of Beverage
- The Power of Private Brands: From the Industry

Q4

- U.S. Grocery Shopper Trends: Holidays
- The Power of Foodservice at Retail
- The Power of In-Store Bakery

We conduct ***research*** so we can provide our members and the industry with ***insights***

Signature Research



May 2027: *U.S. Grocery Shopper Trends* tracks trends among U.S. grocery shoppers, and for the last five decades has traced where they shop, how they shop and what issues are most important to them as consumers.

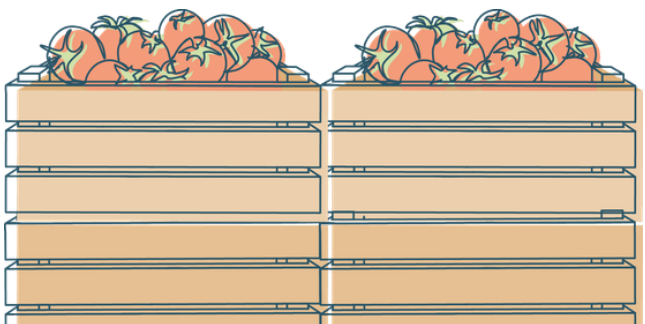
- January: *Shopper Snapshot*
- May: *TBD*
- August – *Return to Routine*
- October – *Holidays*

Ongoing: *Grocery Shopper Snapshots* are brief monthly surveys of grocery shoppers designed to gauge shopper sentiment on new and evolving issues impacting the food industry.

June 2026: *The Food Retailing Industry Speaks* is an annual survey of retailers, wholesalers and suppliers that provides operational and financial benchmarks, assesses perceptions of the competitive environment, determines what differentiation tactics are effective and identifies issues having the biggest impact on sales/profits. FMI has conducted this survey annually for more than 75 years.

- **August 2027:** *The State of Fresh Foods* is a report spotlighting fresh foods in order to showcase key trends and data points. These include statistics on aspects ranging from share of store sales to space and labor allocation. The State of Fresh Foods is drawn from Speaks and other FMI research.
- **September 2027:** *The State of Technology in the Food Industry* is a report spotlighting technology in order to showcase key trends and data points. These include statistics on aspects ranging from usage to labor allocation. The State of Technology is drawn from Speaks and other FMI research.
- **October 2027:** *Food Industry Workforce Study* is a report spotlighting workforce and human resource issues in order to explore industry strategies, priorities, key trends and data points. This report will draw data and insights from The Food Retailing Industry Speaks.

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Additional Research

January 2027: *The Power of Health and Well-being* is our annual curation from a wide range of FMI research and content emerging trends, attitudes and benchmarks regarding health and well-being.

March 2027: *The Power of Produce* identifies the biggest trends in consumer purchasing and consumption of fresh fruit and vegetables throughout the path to purchase. Shopper feedback is overlaid with actual sales data.

March 2027: *The Power of Meat* provides an annual update of meat shopper habits regarding meat and poultry pre-trip, in-store, online and at home.

March 2027: *The Power of Seafood* is a comprehensive consumer research study exploring consumer shopping behavior in the seafood department conducted by FMI.

April 2027: *Digitally Engaged Grocery Shopper* explores the rapid shift to online grocery shopping that began during the pandemic, the outlook for continued growth, and the increased use of technologies transforming how the industry operates and how consumers interact with digital grocery experiences.

April 2027: *Asset Protection in Food Retail* looks at asset protection issues in the industry from shoppers' and retailers' perspectives. This report will explores how the strategies impact consumers' concerns about safety/security while grocery shopping.

May 2027: *Food Retailing Financial Executive Study* identifies financial and strategic topics for benchmarking and planning purposes, as well as industry performance statistics.

June 2027: *The Power of Private Brands: From the Consumer* is FMI's annual exploration of private brands from the perspective of the consumer.



Additional Research con't

July 2027: *The Power of Beverage* is FMI's consumer research study exploring consumer shopping attitudes and behavior regarding the wide of array of beverages offered by the food industry.

September 2027: *The Power of Private Brands: From the Industry* is FMI's annual exploration of private brands from the business side.

October 2027: *The Power of Foodservice at Retail* report assesses trends in consumer consumption of deli/fresh prepared foodservice items.

October 2027: *The Power of In-Store Bakery* report provides insight into in-store bakery departments to help drive further growth by looking at all aspects of the grocery bakery through the eyes of the consumer.

New Research

Other New Research & Insights Topics for 2027:

- *The Power of Home, Health and Lifestyle* is consumer research study exploring consumer shopping behavior in the home, health and lifestyle (nonfoods) departments conducted by FMI.

- *The Power of Dairy* is FMI's first consumer research study exploring consumer shopping attitudes and behavior regarding the wide array of dairy products offered by the food industry.

