



# Purchase to Consumption

Introduction

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**Winning today requires a deeper understanding of consumers.** Without purchase and consumption from the same consumers, critical insights are lost resulting in missed growth opportunities.



# Understanding consumer behavior drives results.



## Gain Advantage

Link purchase behavior  
to consumption to  
**uncover new insights  
and opportunities.**



## Inspire Strategies

Gain deeper  
consumer insight to  
**fuel demand-driving  
strategies.**



## Prioritize Opportunities

Size and prioritize  
opportunities by  
**connecting what  
shoppers buy to when  
they use it.**

# Purchase to Consumption

Track purchase and consumption habits from the same consumers for holistic, end-to-end consumer insights

Complete Consumer

*200K annual static receipt panel*

Consumer **spending habits** from everywhere they shop

+

National Eating Trends®

*600K annual consumption occasions*

Consumer **eating and drinking** occasion dynamics

=

Purchase to Consumption

Solution focusing on end-to-end **food and beverage purchase and consumption** habits from the same consumers

# NET<sup>®</sup> Consumption Journal

Your source for understanding consumer eating and drinking occasions

**600k+**

Usage occasions captured annually

**All Ages**

Consumption behaviors for all individuals, infants to adults weighted to U.S. Census

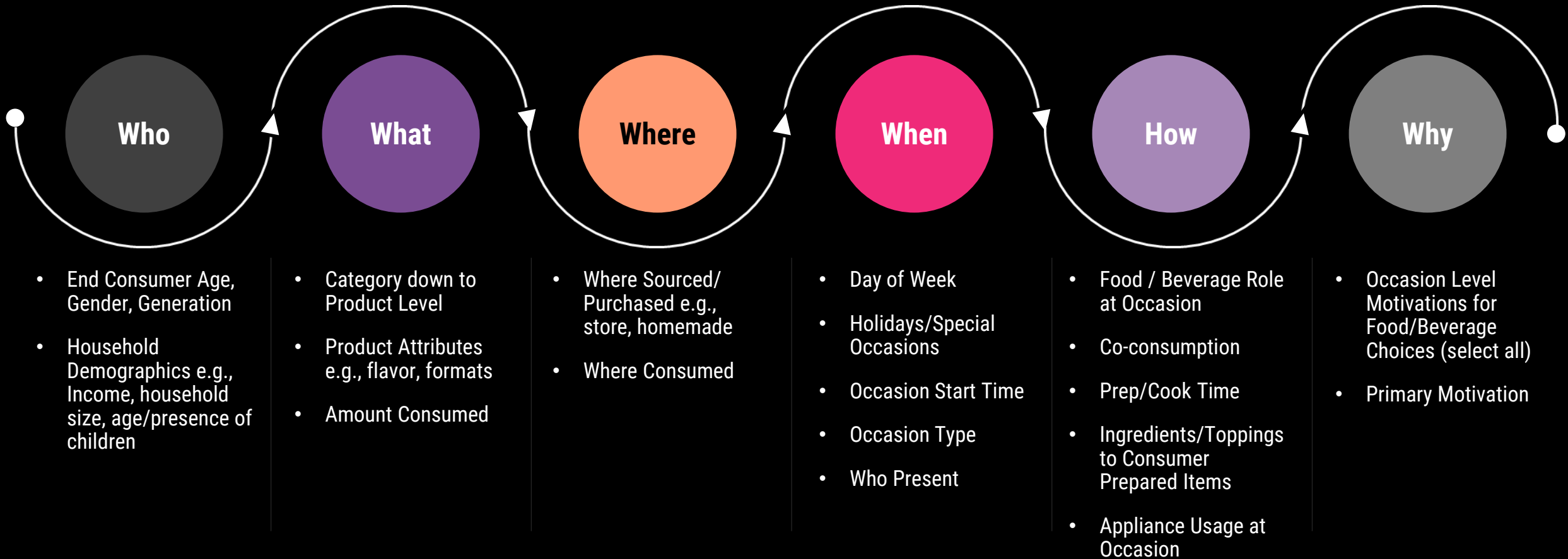
**\$1T**

CPG food and beverage purchase linked to consumption to dollarize occasions

## Secret Life of Groceries



# NET<sup>®</sup>'s Consumption Dimensions



# The keys to new consumer behavior insights

Unlock new growth opportunities



## Target Audiences

Unlock unique insights through linking consumption and buying patterns from the same consumer

Understand occasion behaviors for buyer groups to inspire new strategies and innovation



## Retailer Occasions

Items consumed linked to specific retailer purchases

Bring new insights and opportunities to your retail partners by unlocking consumption patterns tied to their shoppers



## Occasion Dollars

Connect consumption to consumer price paid to dollarize occasions

Leverage Occasion Dollars to size and prioritize opportunities for target audience and retailer occasions

# How you **win** with new insights

## Target Audience



Juice consumption at lunch is underdeveloped for both Light and Medium Juice Buyers.

Increasing lunch demand delivers a **42% larger dollar opportunity among Medium Buyers.**

## Retailer Occasion



A large retailer is under-represented in “one-dish” at-home dinner occasions.

Closing this fair-share gap represents a **\$15.8M annual opportunity.**

## Occasion Dollars

# Seize New Opportunities With Occasion Dollars

## Dollars per Occasion

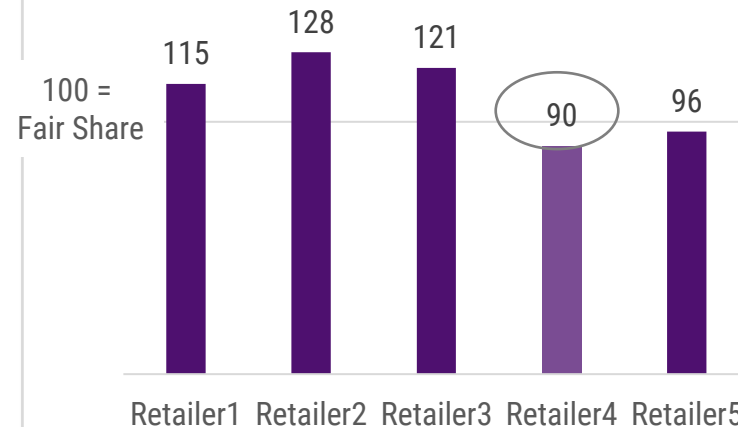
Weekend Pizza  
Dollars per Eating



## Fair Share Gap

Weekend Pizza  
Occasion Dollars Fair Share Gap

Index to Total: Retailer Share of Occasion Dollars



## Dollarized Occasion Opportunity

Annual Value of  
Closing Fair Share Gap

**\$1.2M**

Opportunity for  
Discount Retailer

# Purchase to Consumption Applications

Linking purchase behavior to the food and beverage consumption habits of those same consumers unlocks new insights.

## Grow your Business

Identify occasions that represent the greatest dollar opportunity for growth; develop strategies based on deeper more holistic insights.

## Gain a Competitive Advantage

Bring retailers a unique view of consumer food & beverage consumption behaviors for their customers.

## Inform Innovation

Monitor emerging trends in how consumers solve for quick meals, involved meals, between meal snacks, special occasions, and more.

## Address Category Trends

Uncover pockets of opportunity generated by consumption and needs/motivations at the channel and retailer level.

## Design Promotional Programs

Design promotions specific to retailers' customers informed by actual consumption data.

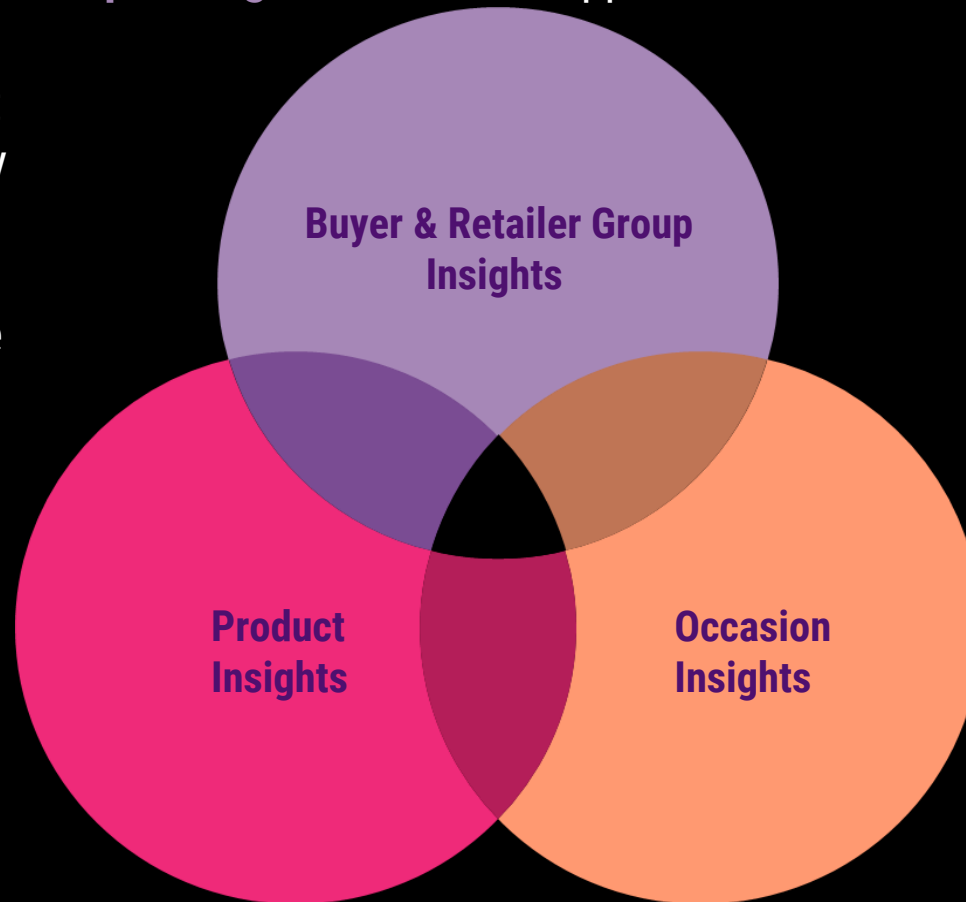
## Impact Strategies

Develop aisle & merchandising strategies designed for a retailer to attain their fair share of occasions.

# Use **Purchase to Consumption** to Drive Action

Link purchase behaviors to consumption occasions *for the same consumers* to **unlock unique insights** and hidden opportunities like never before.

Examine occasion and product insights through lens of priority buyer groups – **size opportunities in dollars** for buyer group to attain fair share



Uncover a deeper understanding of consumer behaviors to **inspire discovery** for **more successful innovation**.

# A Complete Understanding Of Food & Beverage

We have the industry's most robust food & beverage **data coverage & resources** to fully understand today's food & beverage consumer.

- Ability to track food & beverage items purchased and consumed in or away from home, including restaurants, grocery and convenience retailers
- Capture data around eating and drinking occasion dynamics, including cost, timing, retail share and market trends



**40+ years**  
in food &  
beverage  
consumption  
tracking

# Complete Food & Beverage Portfolio

Complete Food & Beverage: Track Everything Purchased & Consumed, In Home & Away From Home

## Market

### Retail/POS

The largest denominator in Retail data tracking to understand sales/share

### Foodservice

Sales from broadline distributors to foodservice operators & modeled market sizing

### Total Market Sizing

Holistic view of the total food and beverage market, spanning both retail and foodservice channels

## Consumer

### Purchase

Omnichannel view of consumer buying behaviors

In home and away from home

### Consumption

Eating & drinking occasions: who, what, when, where and why

### Purchase to Consumption

Purchase and consumption from same consumers delivering an end-to-end view of behaviors