Home, Family, Baby

NIQ *Perspective*

Getting More, Not Just Spending Less: The Consumer-Led Shift in HFB Value

Here's what industry experts are saying:

Value has shifted from a pricing conversation to a confidence conversation. When trips are fewer and baskets are bigger, shoppers reward brands and retailers that remove doubt and reliably deliver, not those that simply cost less.

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The Takeaway…

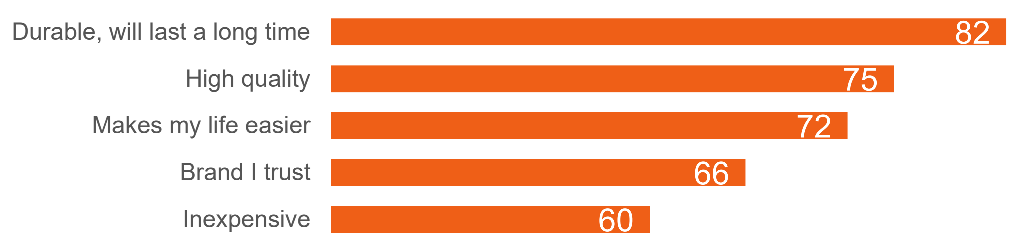
- ***Value has moved beyond price***. *Shoppers define value through durability, quality, and ease of use, with low price ranking lower in decision priorities.*
- ***Consumers are acting with intention***. *Value behavior now centers on smarter choices like buying in bulk, prioritizing key attributes, and managing the total basket.*
- ***All income groups chase efficiency***. *Higher- and lower-income shoppers use different tactics, but both optimize for fewer trips, better outcomes, and less decision risk.*
- ***Bigger packs raise the stakes***. *Growing pack sizes across Home, Family, and Baby signal fewer purchase occasions, making each decision more critical for brands and retailers.*
- ***Value is consolidating into scale-built channels***. *Mass and Club win because they deliver confidence, efficiency, and clarity, while Private Label succeeds where risk feels low.*

Implications for the Home, Family, Baby Industry

Value Is Grounded in Performance, Not Price Alone

Consumers define value first through durability, quality, and how well a product fits into daily life. Low price ranks below attributes that signal reliability and usefulness, especially in essential categories. This shifts competition toward proving outcomes, not just winning at shelf through discounts

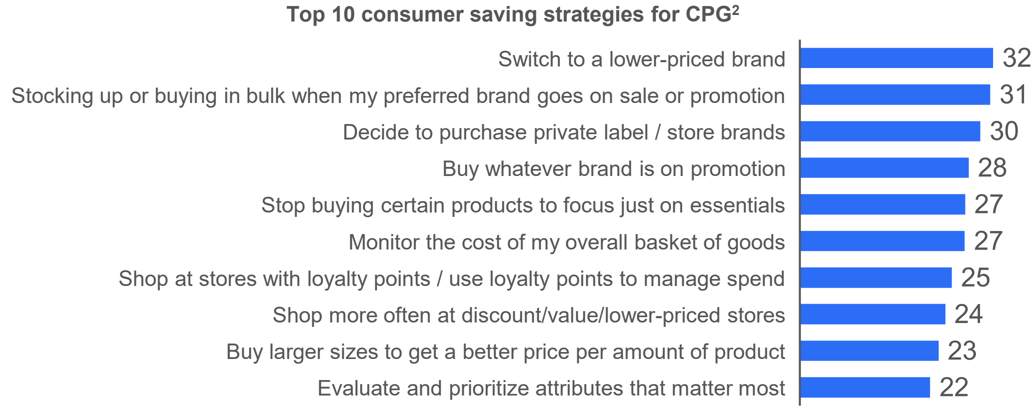
% who say factor is important when thinking about getting value from a product or service[1]



Shoppers Are Trading Smarter, Not Just Trading Down

Consumers are actively managing value by optimizing size, timing, and attributes that matter most to them. Switching to cheaper brands is only one tactic among many, and not the dominant one. This shows intention and planning, reinforcing that value today is strategic, not reactive.

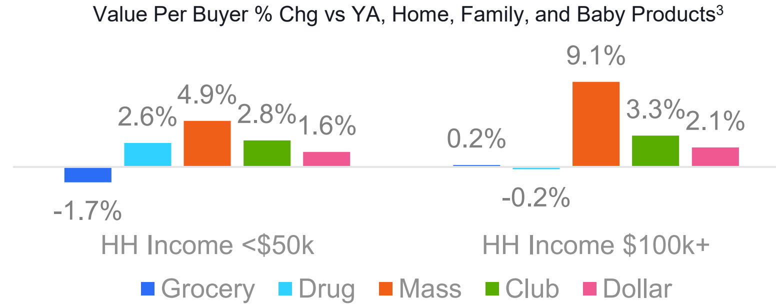
Top 10 consumer saving strategies for CPG[2]



Income Changes How Shoppers Optimize, Not Whether They Do

Higher-income households lean into mass and club for scale and fewer trips, while lower-income shoppers pursue efficiency via value-oriented channels. Despite differences in tactics, the shared goal is maximizing effectiveness per trip. Value is no longer an income divider; it is a universal expectation expressed differently.

Value Per Buyer % Chg vs YA, Home, Family, and Baby Products[3]



[1]Source: NIQ Consumer Life Global; [2]Source: NIQ 2025 Mid Year Consumer Outlook; [3]Source: NielsenIQ Panel On Demand Omnishopper | 52 Weeks Ending 3/23/26

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Here's what you should do if you are a manufacturer

Manufacturers are competing in a world where each purchase carries more risk for the shopper, which raises the bar for performance, trust, and relevance. Winning now requires sharper pack architecture, clearer benefit communication, and channel-specific execution that aligns with how shoppers define value in that context. Brands that rely only on promotion or legacy equity risk losing to alternatives that feel easier, smarter, and safer.

Here's what you should do if you are a retailer

Retailers are increasingly chosen for how efficiently they help shoppers make high-stakes decisions, not just for price perception. Channels that support scale, stock-up, and clarity are consolidating trips, while others slide into fill-in roles. Retailers that curate assortments, pack sizes, and promotions to reduce friction and reinforce confidence will capture disproportionate loyalty.

Implications for the Home, Family, Baby Industry (con't)

Bigger Packs Are the New Value Signal

Across all three sectors, average pack sizes are increasing year over year. Larger packs signal commitment to fewer trips and better unit economics, even with higher up-front spend. This reinforces that shoppers define value over time, not at shelf glance.

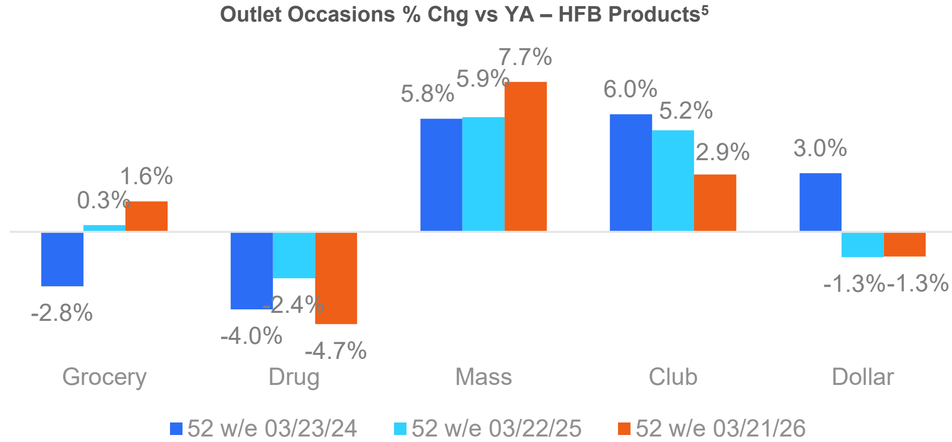
Percent Chg. Average Pack Size Purchased vs YA[4]

Home	Family	Baby
+1%	+3%	+3%

Value Trips Are Consolidating Into Scale-Built Channels

Mass and club continue to win value-seeking trips, while drug loses relevance outside of fill-in needs. Value follows channels designed for clarity, scale, and mission alignment.

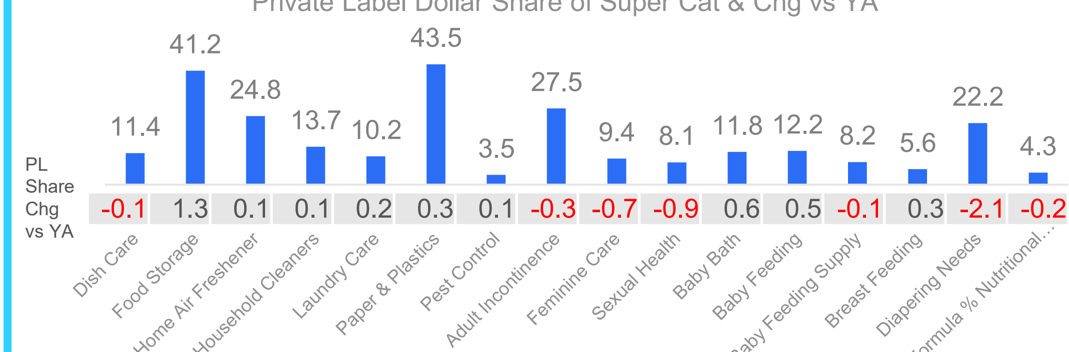
Outlet Occasions % Chg vs YA – HFB Products[5]



Private Label Wins Where Risk Feels Low

Private label share has grown faster in categories with shorter purchase cycles and clearer performance expectations, especially in Home and select Baby segments. Branded strength holds in trust-heavy areas, but only when superiority is actively demonstrated. This underscores that value competition now happens decision by decision, not brand by brand.

Private Label Dollar Share of Super Cat & Chg vs YA



Across Home, Family, and Baby, shoppers are redefining value as confidence delivered efficiently. Bigger packs, fewer trips, smarter trade-offs, and channel shifting all point to the same truth: every purchase now has higher stakes. Marketers who help shoppers feel sure they made the right choice will win.

[4]Source: NielsenIQ, Total US Full View (Modeled) + Conv + Pet Retail + Costco (Model) + Rem Accounts during 52 w/e 03/28/26; Avg Pack Size = EQ / Units; [5]Source:: NielsenIQ Panel On Demand Omnishopper; [6]Source: NielsenIQ, Total US Full View (Modeled) + Conv + Pet Retail + Costco (Model) + Rem Accounts during 52 w/e 03/28/26

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