

The Millennial Impact: Food Shopping Decisions - US - July 2017

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"Millennials represent the largest generation group; they are estimated to make up a quarter of the US population in 2017. They are also the largest share of primary grocery shoppers, meaning their shopping motivations and needs should be used as a guide to secure the greatest reach. Flavor experience and product exploration find appeal among this group."

- Beth Bloom, Senior Food & Drink Analyst

This report looks at the following areas:

- **Busy lifestyles challenge traditional approach to eating**
- **Millennials are engaged in food shopping experience, but patience may wear thin**
- **More than half of Millennials say where they shop reflects their personal values**

For the purposes of this Report, Mintel has used the following definitions:

- **Millennials are defined as the generation born between 1977 and 1994. In 2017, Millennials are aged 23-40.**

In reference to the consumer survey findings, Millennials are defined as:

- **Younger Millennials are between the ages of 23 and 30**
- **Older Millennials are between the ages of 31 and 40.**

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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