

# The Millennial Impact: Food Shopping Decisions - US - May 2019

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- Millennials make up a quarter of the US population
- Prioritization of cost savings keeps their food/drink spending down
- More than half of Millennial households have kids
- Millennials are ripe for engagement
- Shopping online is about more than convenience
- Brands can boost ties to wellness to appeal to health-conscious Millennials



"Millennials represent the largest generation group. They are more likely to consider themselves "foodies" and more likely to enjoy shopping for food/drink. Millennials prioritize cost savings. Brands can appeal to this time-strapped group by meeting their needs for cost savings and convenience and by helping those Millennials who are parents make responsible choices for their family."

**Beth Bloom, Associate  
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Director - Food & Drink**

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- **Spending on food away from home by Millennials outpaces the average**

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- Millennials want to have fun with their food

## WHAT'S STRUGGLING?

- Legacy brands lose out to emerging brands for Millennial appeal

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- **Health plays a role in "ideal" eating day.**
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