

# The Millennial Impact: Food Shopping Decisions - US - September 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Compared to older generations, Millennials exhibit a unique set of behaviors regarding their eating and food shopping habits. They prioritize health and freshness, have a foodie mentality at home and away, and shop for food across a variety of retail channels."  
- Amanda Topper, Food Analyst

## This report looks at the following areas:

- Older Millennials less likely to trust large food manufacturers
- Millennials are focused on their own health
- Shopping behavior varies drastically between Millennials and Non-Millennials

This report is the first of its kind from Mintel and builds on the analysis presented in *Marketing to Millennials - US, February 2015*. Readers of this report may also be interested in *Black Millennials - US, February 2015*, *Hispanic Millennials - US, February 2015*, and *Millennials and Finance - US, April 2015*.

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

Millennials are defined as the generation born between 1977 and 1994. In 2015, Millennials are aged 21-38.

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

- Younger Millennials  
are between the ages of 21 and 28.
- Older Millennials  
are between the ages of 29 and 38.

Mintel also has discovered important sub-groups of Millennials and explores them throughout this report. Each group is color coded throughout the report as indicated below. For exploration of the key components of each sub-group and what makes each unique, see Millennial Sub-Group Profiles.

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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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