

Food and Drink Shopper - US - December 2018

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"Big stock-up trips at traditional supermarkets are still happening, but especially among younger food and drink shoppers they're giving way to smaller quick-fill trips across a wider array of retail outlets. This new generation of shoppers is also less likely to make a list and more likely to make purchase decisions in the store, making them a receptive audience for in-store marketing and ideas."

- **John Owen, Senior Food & Drink Analyst**

This report looks at the following areas:

- Traditional supermarkets remain top choice
- Younger shoppers' priorities draw them beyond traditional supermarkets
- Younger shoppers more likely to rely on quick-fill trips

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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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