

Millennials' Influence in Food Culture

BRANDS, SHOPPING AND TECHNOLOGY

Move over Boomers, Millennials now claim the top spot as the most influential arbiters of food culture. As Millennials mature, they are changing in ways that are important to understand, particularly when it comes to their evolving shopping behaviors.

MOTIVATIONS TO CONNECT WITH A BRAND



Millennials like a good brand story, but it doesn't make them brand loyal

Millennials still would like to know about the brand they are purchasing, what the brand stands for socially, even the story of their founders. At the end of the day, however, price rules.

Percentage of Millennials who say **"BEST PRICES"** and **"OFFERS COUPONS/PROMOS"** are important factors when deciding whether or not to connect with a brand

45%

Percentage of Millennials who are more likely to connect with brands with **"HIP/COOL PERSONALITY"** 13%

MILLENNIALS' SMARTPHONE SHOPPING BEHAVIORS

On the hunt for a good deal

Many Millennials are looking for deals and to comparison shop, but it mostly takes place online as they use their mobile devices to research (89%) and also find online coupons, often right in the aisle of the grocery store.

89%

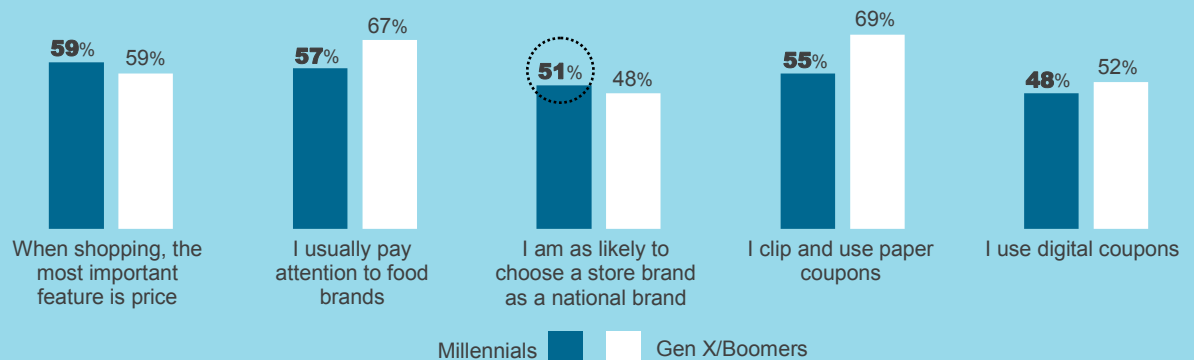
82%

"I use a smartphone to **GATHER INFO** about products I might buy"

"I use a smartphone to **BUY PRODUCTS** (i.e., make purchases with phone itself)"

SHOPPING HABITS AND BRAND LOYALTY

Wherever Millennials fall on the spending spectrum, they are making price-sensitive choices that makes store brands an attractive option.



SOURCE: FOODWAYS OF THE YOUNGER GENERATIONS: MILLENNIALS AND GEN Z 2016 REPORT

hartman-group.com

