



The New Millennial CPG Shopper Report

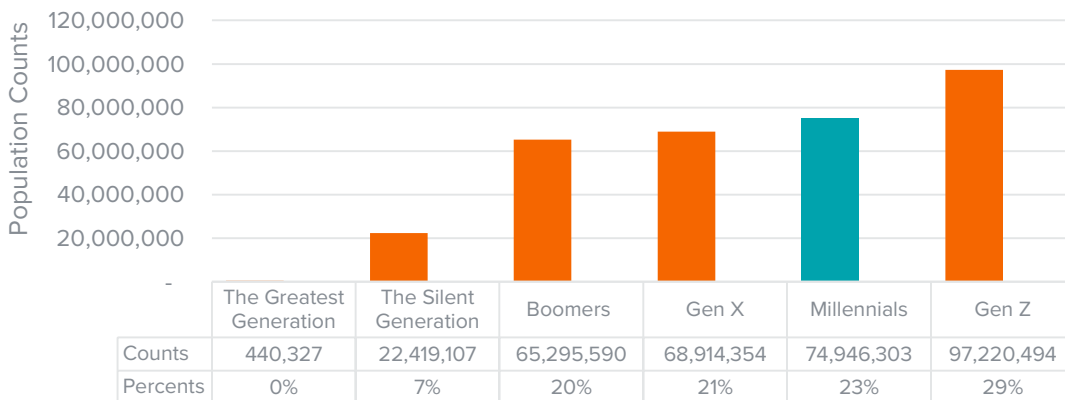
Tapping into the Next Growth Segment

Due to their sheer size, Millennials are often at the forefront of economic studies and news articles for being drastically different from the generations before them. Millennials will soon become the largest living generation in America, so it is imperative that Consumer Packaged Goods (CPG) brands and companies pivot their sales tactics and marketing approaches to this demographic, as they have been credited with upending entire industries due to their purchasing power.

It's no longer sufficient for food and beverage companies to lump Millennials in with the rest of the generations. To be most effective, marketing must be targeted through insights about their spending habits and purchasing preferences.

Continue reading to learn more about this important consumer group and how they approach the regular task of shopping for groceries and choosing certain goods.

Total U.S. Generation Cohort Counts 2019



Source: Geoscape® AMDS 2019

In 2019, the Millennial population (ages 21-38) in the U.S. is expected to reach nearly 75 Million.

Generation Cohort	Birth Years
The Greatest Generation	1910-1924
The Silent Generation	1925-1945
Boomer	1946-1964
Gen X	1965-1980
Millennials	1981-1997
Gen Z	1998 -

At nearly 75 Million, Millennials account for 23% of the U.S. population

In this report we explore data that highlights how this emerging consumer group approaches the regular task of shopping for groceries and choosing certain goods. We also look at their attitudes and motivations that shape their purchasing decisions.

The data from which this report is based on comes from our industry-leading behavioral research, which yields the richest consumer information for shopping, financial, technology preferences and media habits, to help CPG and retail marketers find new points of entry to Millennial shoppers.

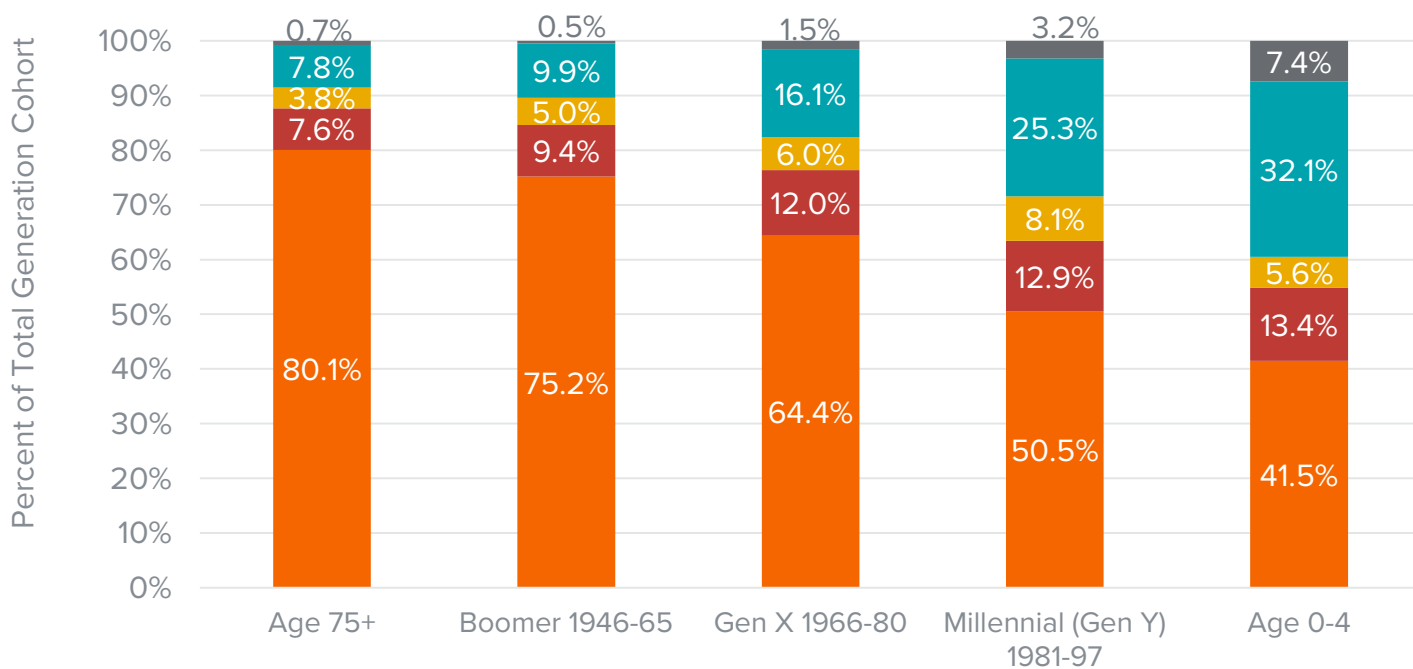


General Millennial Facts

Millennials, also referred to as Gen Y, are currently between the ages of 21-38 and one of the first generations to spend their formative years online. At nearly 75 Million, Millennials account for 23% of the U.S. population, making them the 2nd largest living generation.

- Non-Hispanic Other
- Hispanic
- Non-Hispanic Asian
- Non-Hispanic Black
- Non-Hispanic White

Generational Population 2024 (Nationwide)

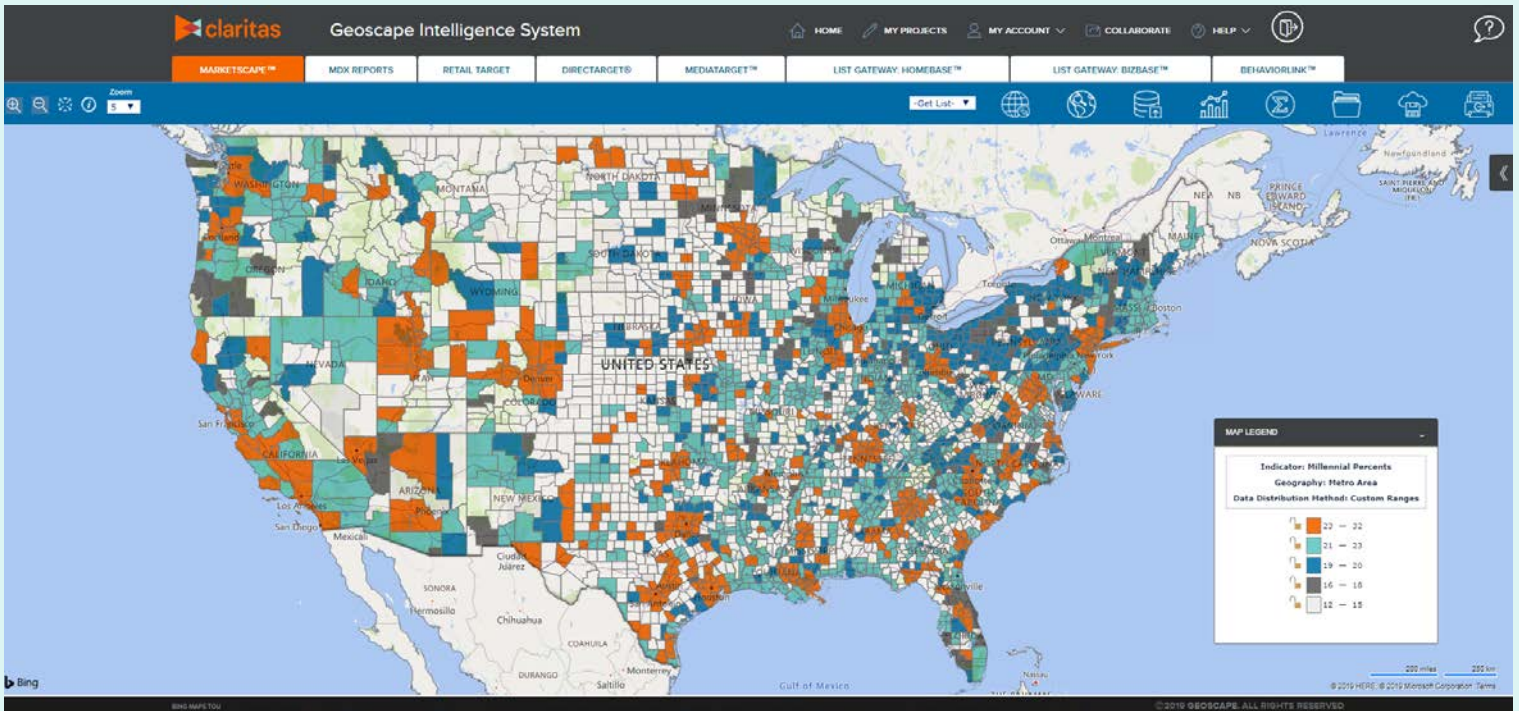


Source: U.S. Census Bureau for 1990-2010 and Geoscape AMDS Projections for 2019-2024.

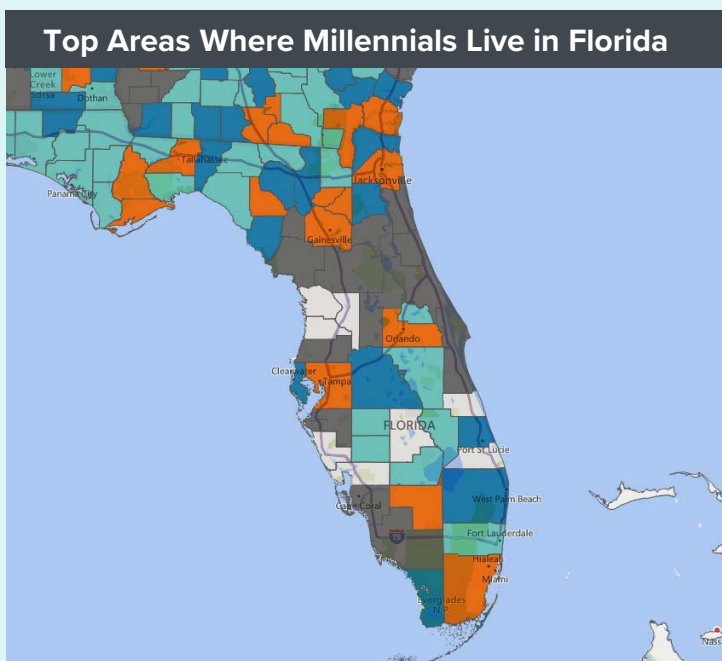
Location is Everything

Geographic insights can be critical to developing sales and marketing strategies. After developing messaging that appeals to who your prospects are and how they behave, you need to know where to find them. Claritas' Geoscape Intelligence System (GIS) provides a geographical component with granular detail, helping you locate Millennials to execute offline and online marketing, or even choose your next territory for expansion.

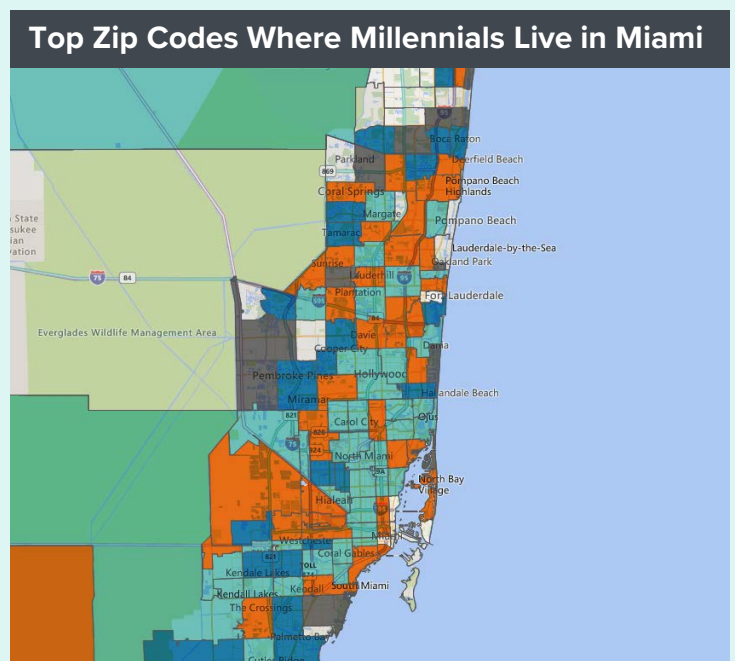
Top Metro Areas For Millennial % Penetration



Source: Geoscape® AMDS 2019



Source: Geoscape® AMDS 2019



Source: Geoscape® AMDS 2019

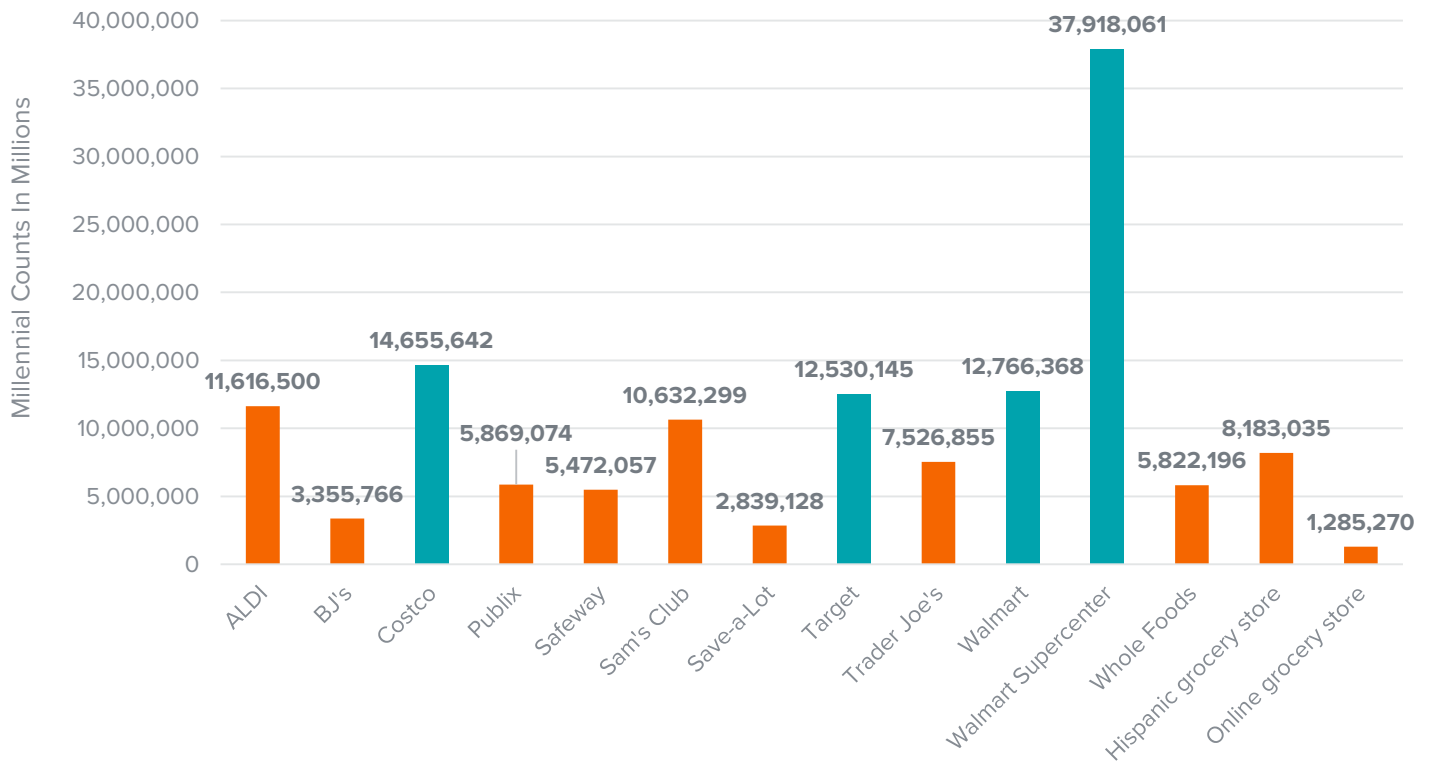
Millennials & Groceries

Shopping Habits & Purchasing Preferences

Overall Millennials Shop Mostly At Walmart For Groceries

Overall, most Millennials shop at Walmart Supercenters for their groceries. In fact, more than 37.9 Million or 27% of Millennials, ages 21-38, shop at Walmart Supercenters. In terms of race and/or ethnicity, Hispanic Millennials prefer to purchase their groceries from their local Hispanic grocery store. Asian Millennials prefer more organic grocery alternatives, such as Whole Foods and Trader Joe's. Black Millennials prefer Publix and Save-a-Lot, and White Millennials prefer ALDI and Save-a-Lot. Understanding where Millennials shop can guide in-store, offline & online marketing strategies as well as SKU assortments.

Grocery Stores Where Millennials Shopped In The Past 7 Days (Total Counts)



Grocery Stores Where Millennials Shopped In The Past 7 Days (Index)

Grocery Stores	Hispanic	Asian	Black	White
ALDI	84	73	115	108
BJ's Wholesale Club	131	127	147	84
Costco	128	196	54	90
Publix	105	58	153	97
Safeway	104	208	62	97
Sam's Club	130	76	115	92
Save-a-Lot	61	46	238	104
Target/Super Target	122	102	77	97
Trader Joe's	86	213	59	103
Walmart Neighborhood Market	147	57	114	87
Walmart Supercenter	101	69	108	103
Whole Foods Market	88	228	108	96
Any Hispanic grocery store	320	68	98	29
Any online grocery store	72	198	138	100

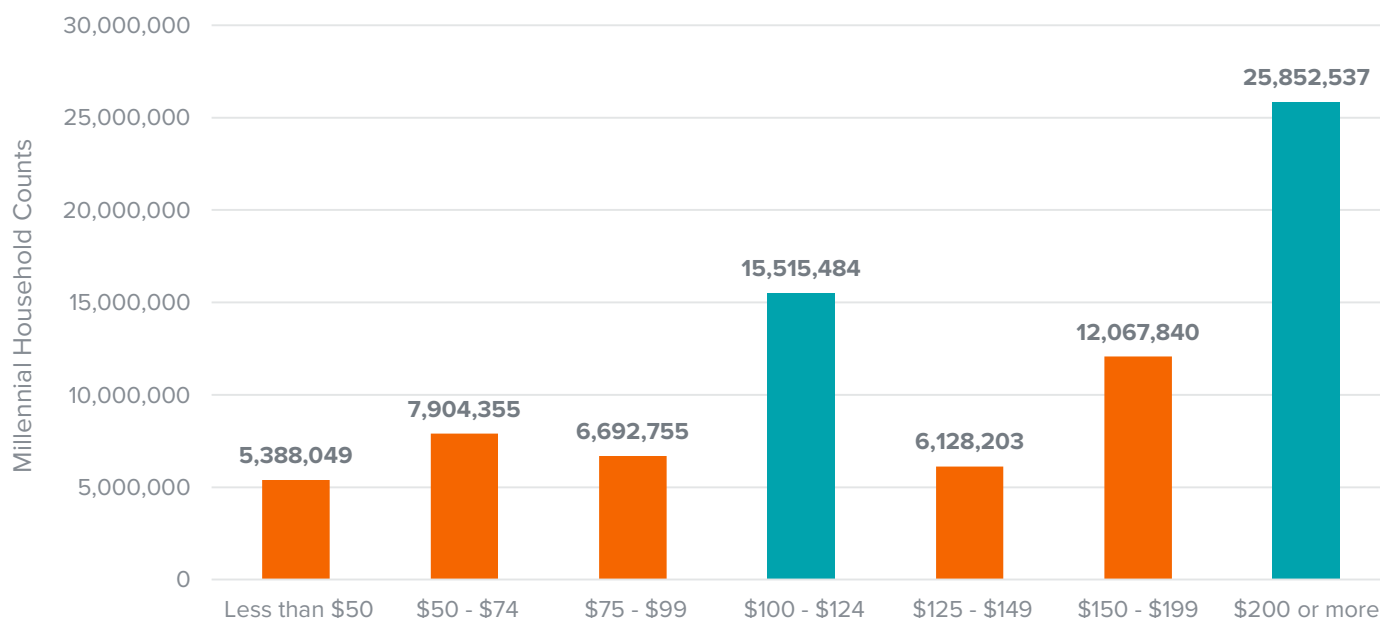
Source: Geoscape® AMDS 2019, Nielsen Scarborough 2019

*Note - Hispanic is Hispanic regardless of race, Asian is Non-Hispanic Asian, Black is Non-Hispanic Black and White is Non-Hispanic White.

Hispanic Millennials Have Spent The Most On Groceries In The Past 7 Days

Hispanic Millennials are leading the pack in the amount of money spent on groceries in the past 7 days. This may be partly due to the fact that Hispanic families are larger, consisting of multiple children and sometimes have a parents or grandparents in the same household. Asian and Black Millennials however both spent less than \$50 in the past 7 days. And in the past 7 days, White Millennials spent in the \$125-\$149 range on groceries. Understanding how much is spent on groceries could inform loyalty program adoption, coupon campaigns, and much more.

Amount Millennial Households Spent on Groceries In The Past 7 Days (Total Counts)



Amount Millennial Households Spent on Groceries In The Past 7 Days (Index)

Amount Spent on Groceries	Hispanic	Asian	Black	White
Less than \$50	77	147	131	103
\$50 - \$74	85	111	71	109
\$75 - \$99	66	108	94	114
\$100 - \$124	89	97	100	106
\$125 - \$149	62	109	76	117
\$150 - \$199	108	76	87	102
\$200 or more	134	99	117	88

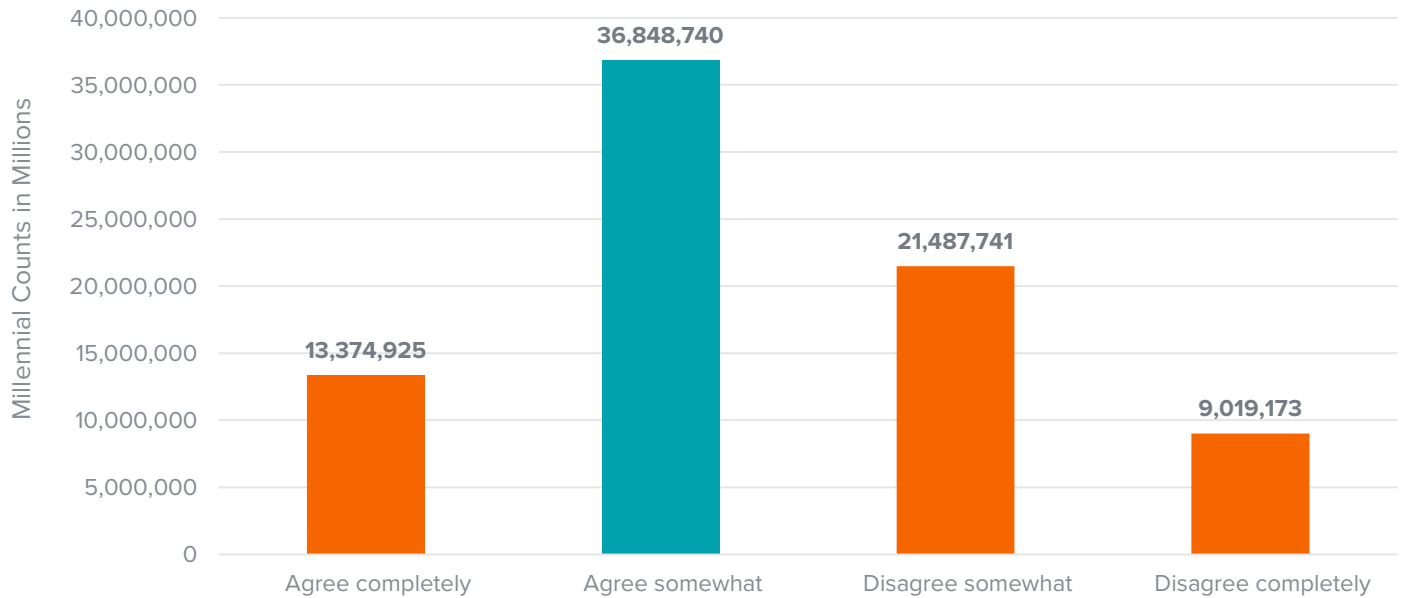
Source: Geoscape® AMDS 2019, Nielsen Scarborough 2019

*Note - Hispanic is Hispanic regardless of race, Asian is Non-Hispanic Asian, Black is Non-Hispanic Black and White is Non-Hispanic White.

Millennials Prefer To Buy Foods Grown or Produced Locally

Overall, the average Millennial prefers buying foods that are grown or produced locally products. In fact, more than 50 Million or 62% of Millennials, ages 21-38, prefer to buy foods that are grown or produced locally. In terms of race and/or ethnicity, Hispanic and Black Millennials tend to not have a preference for foods grown or produced locally and Asian and White Millennials do prefer foods grown or produced locally. Understanding certain preferences can help inform smarter creative messaging that allows you to turn potential buyers into your best customers.

I Buy Foods That Are Grown or Produced Locally (Total Counts)



I Buy Foods That Are Grown or Produced Locally (Index)

Responses	Hispanic	Asian	Black	White
Agree completely	91	98	102	105
Agree somewhat	95	110	88	104
Disagree somewhat	110	95	117	97
Disagree completely	121	85	114	94

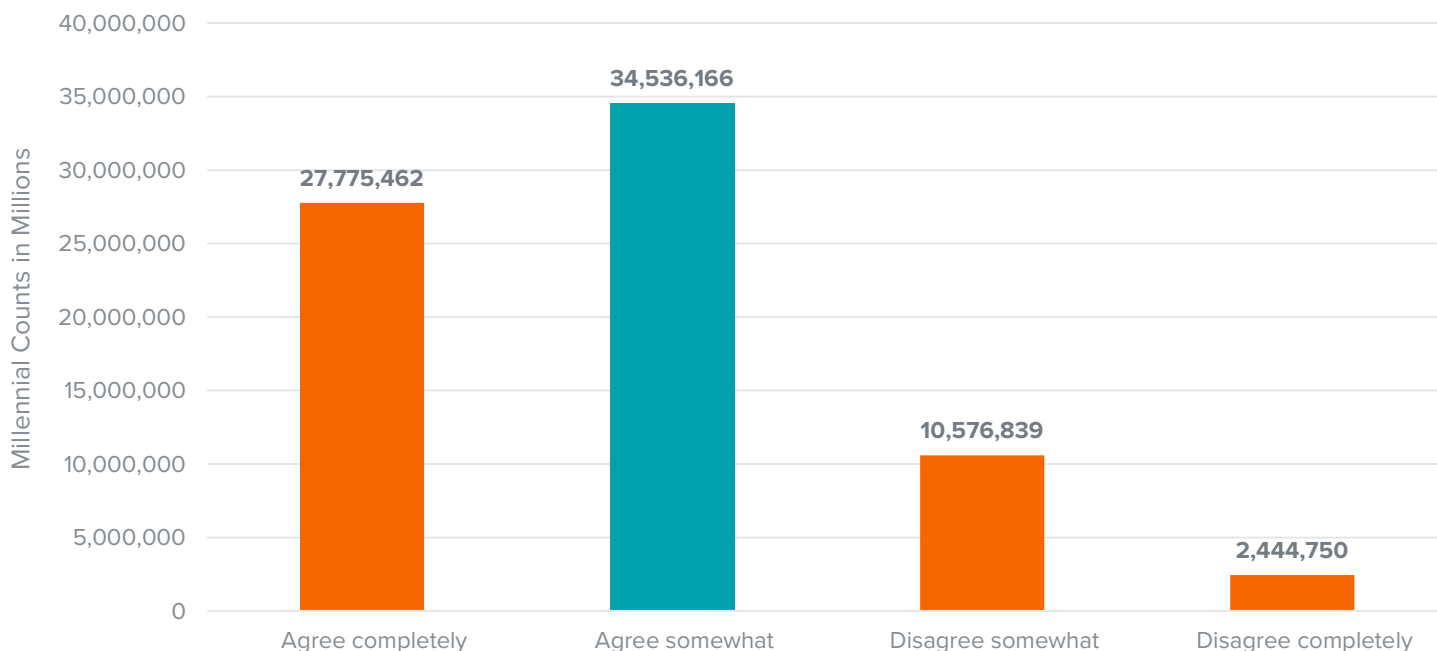
Source: Geoscape® AMDS 2019, Nielsen Scarborough 2019

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83% of Millennials Enjoy Trying Different Types of Foods

Overall, Millennials do enjoy trying different types of foods. In fact, more than 62 Million or 83% of Millennials, ages 21-38, enjoy trying different types of foods. In terms of race and/or ethnicity, Hispanic and Black Millennials tend to be less adventurous when trying different types of foods at the grocery store, preferring to stick with what they know and are comfortable with. Hispanic and Black Millennials do not try different types of foods at the grocery store and Asian and White Millennials do enjoy trying different types of foods at the grocery store.

I am a Millennial and I Enjoy Trying Different Types of Foods (Total Counts)



I am A Millennial and I Enjoy Trying Different Types of Foods (Index)

Responses	Hispanic	Asian	Black	White
Agree completely	97	114	90	103
Agree somewhat	102	100	104	101
Disagree somewhat	104	81	122	99
Disagree completely	117	68	131	95

Source: Geoscape® AMDS 2019, Nielsen Scarborough 2019

*Note - Hispanic is Hispanic regardless of race, Asian is Non-Hispanic Asian, Black is Non-Hispanic Black and White is Non-Hispanic White.

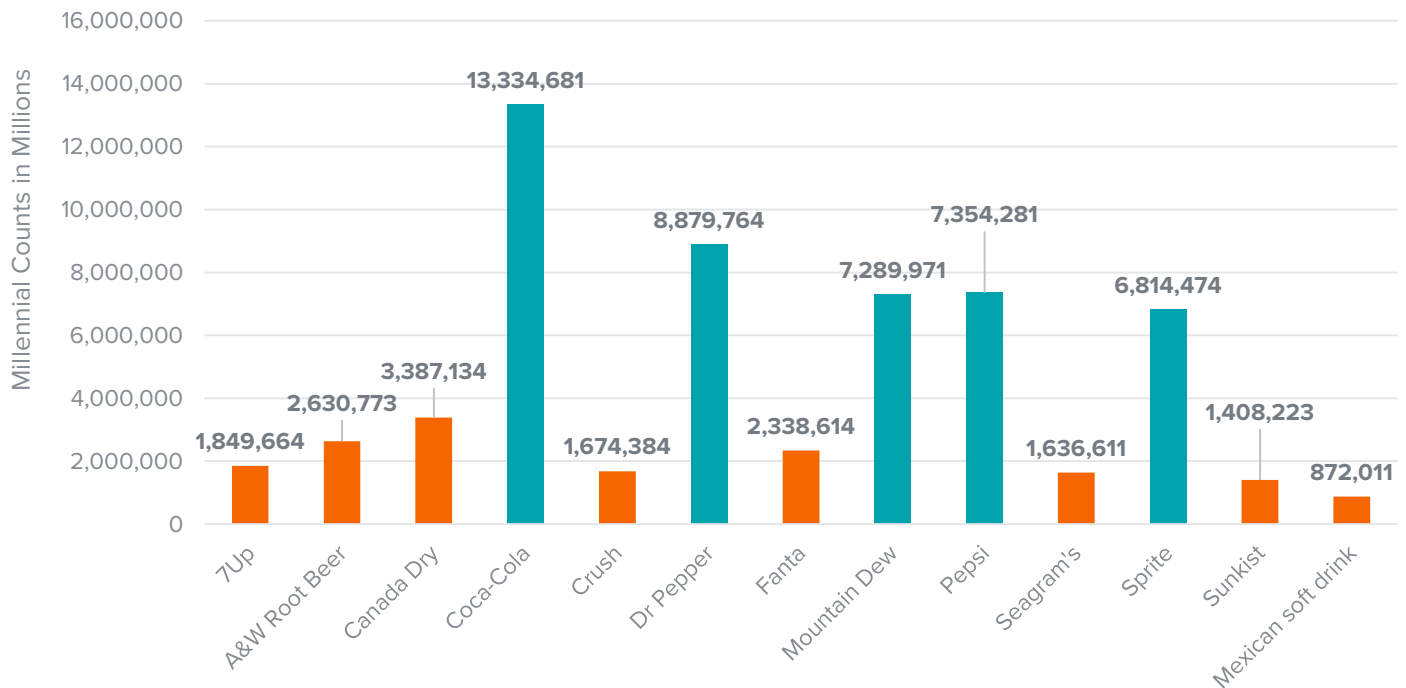
Millennials & Beverages

Shopping Habits & Purchasing Preferences

Millennials Most Often Drink Coca-Cola and Dr. Pepper

Hispanic Millennials are leading the pack in purchases of Mexican imported soft drinks. Asian Millennials indexed low for all carbonated soft drinks, as they are likely drinking tea, which is still consumed regularly, both on casual and formal cultural occasions. Black Millennials indexed highest for fruit flavored products like Fanta and Crush and lowest for Coca-Cola and any Mexican Imported soft drink. White Millennials indexed highest for Dr. Pepper and Mountain Dew and lowest for 7Up and any Mexican imported soft drink.

Soft Drinks Consumed Most Often by Millennials (Total Counts)



Soft Drinks Consumed Most Often By Millennials (Index)

Soft Drinks	Hispanic	Asian	Black	White
7Up	201	60	153	64
A&W Root Beer	92	69	175	98
Canada Dry	104	82	193	91
Coca-Cola	149	101	78	87
Crush	126	37	284	77
Dr Pepper	98	53	85	108
Fanta	188	101	266	53
Mountain Dew	68	44	90	118
Pepsi	135	79	134	88
Seagram's	110	93	202	88
Sprite	128	70	176	86
Sunkist	142	69	254	72
Any Mexican imported soft drink	312	42	69	37

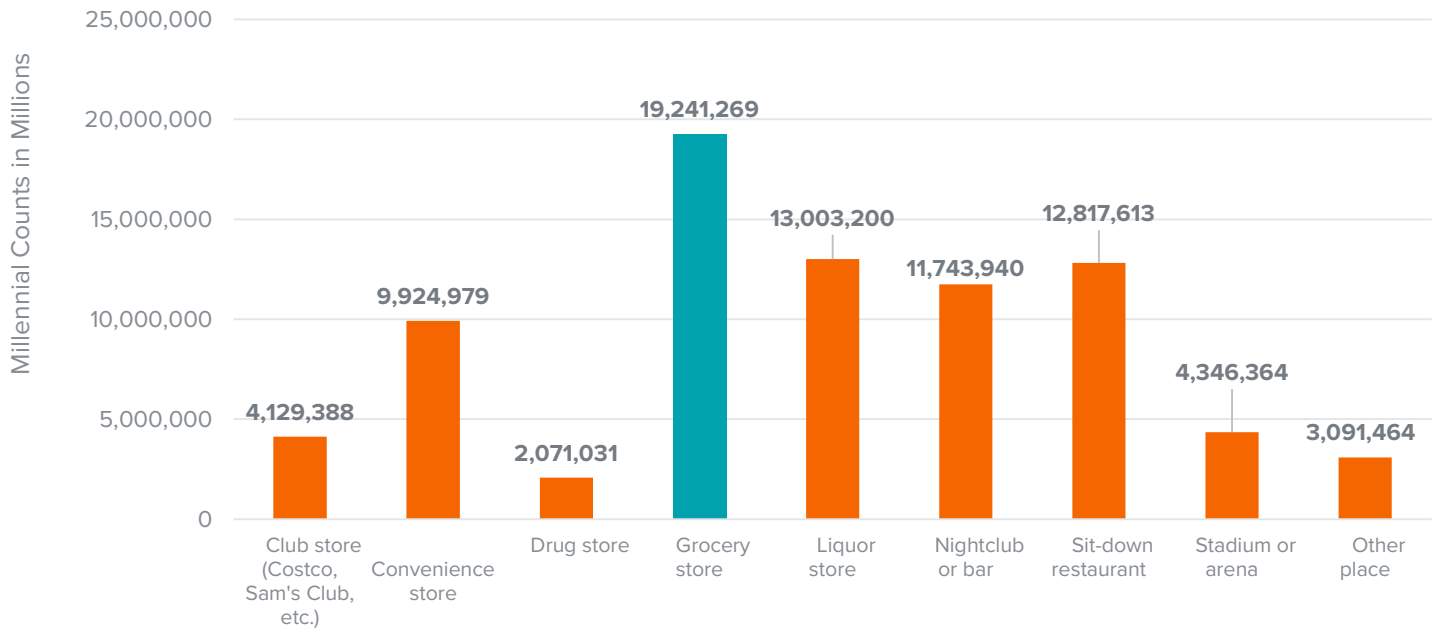
Source: Geoscape® AMDS 2019, Nielsen Scarborough 2019

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In The Past 30 Days, Hispanic Millennials Tend To Purchase Beer At Drug Stores The Most

As illustrated below, Hispanic Millennials indexed highest for purchasing beer at the drug store in the past month. Asian Millennials tend to purchase their beer at club stores like Costco, a place known for heavy discounts on bulk item purchases. Black Millennials indexed highest at convenience stores and White Millennials indexed highest at sit-down restaurants, a place which usually adds a premium to the overall cost. For brands of these products, these insights can help inform coop marketing strategies with retail partners.

Where Millennials Purchased Beer In The Past 30 Days (Total Counts)



Where Millennials Purchased Beer In The Past 30 Days (Index)

Places Where Beer Was Purchased	Hispanic	Asian	Black	White
Club store (Costco, Sam's Club, etc.)	123	135	68	95
Convenience store	89	68	93	109
Drug store	141	101	76	90
Grocery store	90	96	72	109
Liquor store	97	90	76	106
Nightclub or bar	85	106	66	110
Sit-down restaurant	82	86	60	113
Stadium or arena	89	100	66	109
Other place	99	89	60	107

Source: Geoscape® AMDS 2019, Nielsen Scarborough 2019

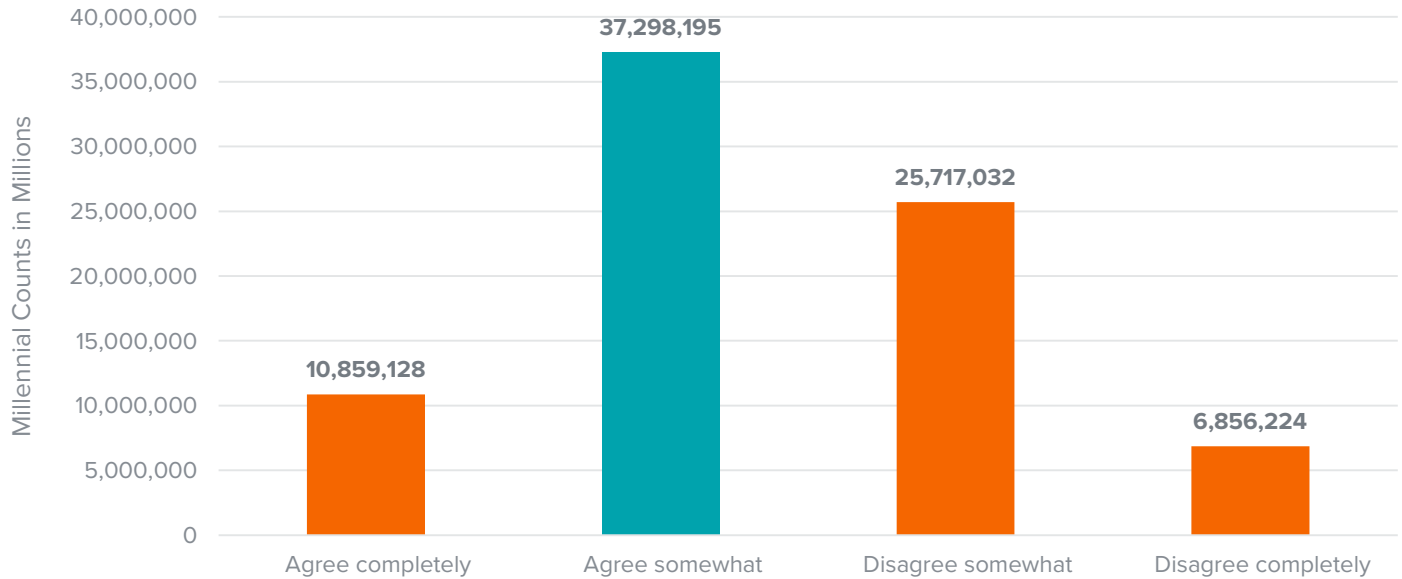
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Millennials & Their Values

Millennials Tend To Be Loyal & Stick To Their Food Brands

Overall, most Millennials are loyal to their food brands and stick with them. In fact, more than 48 Million or 59% of Millennials, ages 21-38, are loyal to their food brands. In terms of race and/or ethnicity, Hispanic Millennials indexed high on both ends of the spectrum. They agree completely and disagree completely when asked the question, “Are you loyal to your food brands and do you stick with them.” Asian and White Millennials, disagree somewhat and Black Millennials agree completely. As a marketer considering the right ‘go-to-market’ strategy, it is important to understand loyalty and other switching behaviors to inform whether a price-driven strategy is implemented vs. a product benefit driven strategy.

I am Loyal To My Food Brands And Stick With Them (Total Counts)



I am a Millennial and I am Loyal To My Food Brands and Stick With Them (Index)

Responses	Hispanic	Asian	Black	White
Agree completely	113	93	150	92
Agree somewhat	102	103	95	102
Disagree somewhat	92	108	93	105
Disagree completely	114	79	89	100

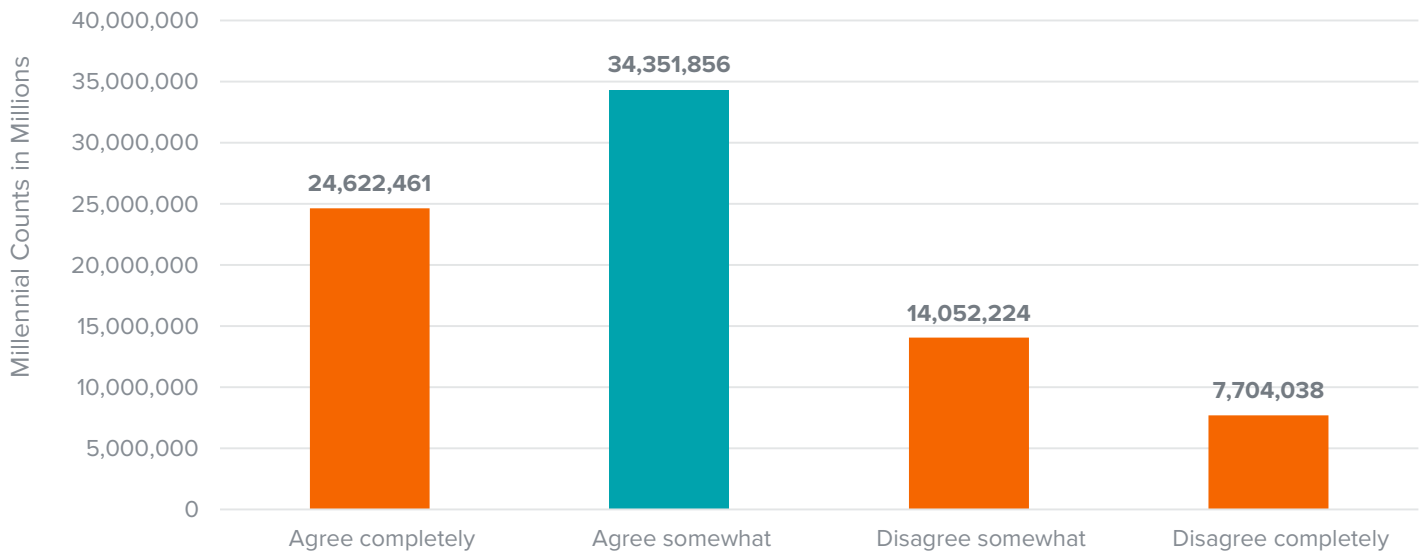
Source: Geoscape® AMDS 2019, Nielsen Scarborough 2019

*Note - Hispanic is Hispanic regardless of race, Asian is Non-Hispanic Asian, Black is Non-Hispanic Black and White is Non-Hispanic White.

Buying American Products Is Important To Millennials

Overall, the average Millennial prefers buying American made products over non-American products. In fact, nearly 59 Million or 73% of Millennials, ages 21-38, prefer to buy American made products. As illustrated below, Hispanic, Asian and Black Millennials all lean towards “Disagreeing somewhat” to the question at hand, as these races and/or ethnicities tend to have various ranges of acculturation. A person’s specific country of origin or ancestry plays a big role in how they make purchase decisions. To win more buyers, you need to customize your value proposition to what is important to them.

Buying American Products Is Important To Me (Total Counts)



Buying American Products Is Important To Me (Index)

Responses	Hispanic	Asian	Black	White
Agree completely	83	77	89	111
Agree somewhat	97	102	96	103
Disagree somewhat	131	137	132	85
Disagree completely	124	109	109	92

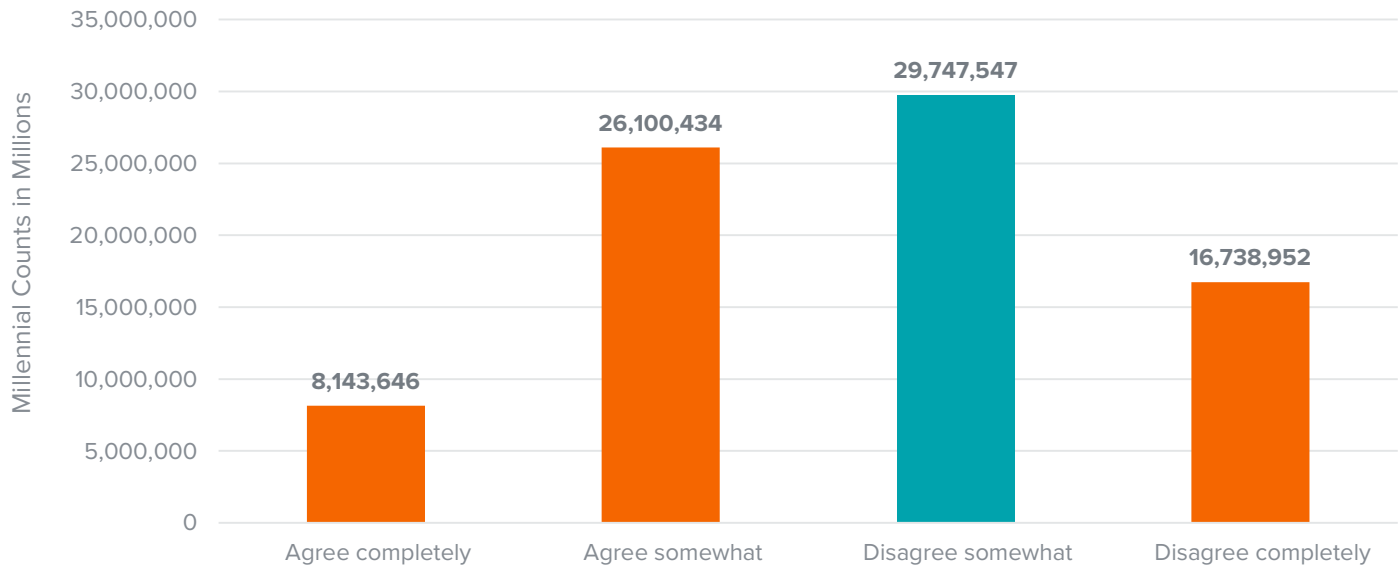
Source: Geoscape® AMDS 2019, Nielsen Scarborough 2019

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Generally, Black Millennials Prefer Quick Meals Vs. Cooking Meals

Overall, most Millennials are somewhat indecisive about whether or not they prefer picking up quick meals to cooking meals. Of the total Millennial respondents, nearly 46.5 Million or 58% of Millennials, ages 21-38, do not prefer picking up quick meals to cooking meals. In terms of race and/or ethnicity, Hispanic Millennials followed by White Millennials index highest for not preferring to pick up quick meals (i.e. frozen meals like pizza and lasagnas, rotisserie chicken or prepared food from the deli) to cooking meals. Asian and Black Millennials on the other hand, prefer picking up quick meals to cooking meals.

I Prefer Picking Up Quick Meals To Cooking Meals (Total Counts)



I Prefer Picking Up Quick Meals To Cooking Meals (Index)

Responses	Hispanic	Asian	Black	White
Agree completely	114	78	128	96
Agree somewhat	96	109	115	101
Disagree somewhat	89	102	93	106
Disagree completely	124	99	81	96

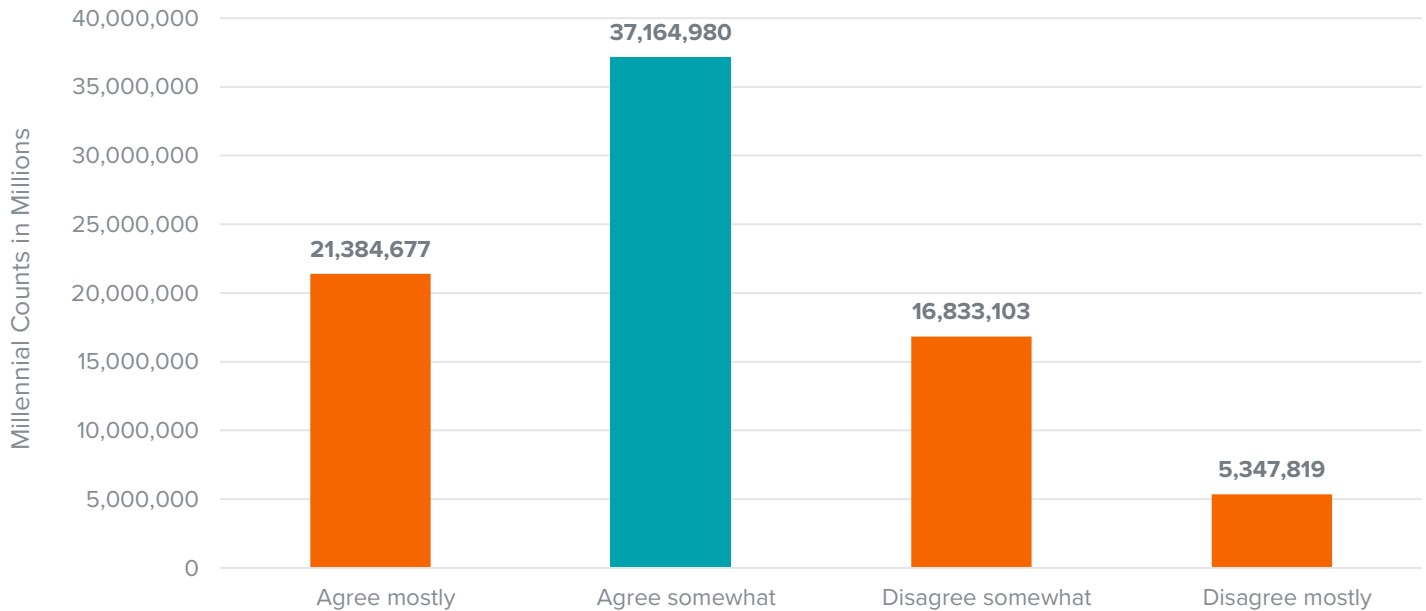
Source: Geoscape® AMDS 2019, Nielsen Scarborough 2019

*Note - Hispanic is Hispanic regardless of race, Asian is Non-Hispanic Asian, Black is Non-Hispanic Black and White is Non-Hispanic White.

Overall, Price More Important To Millennials Than Brand Names

Overall, the average Millennial prefers price over brand. In fact, over 58.5 Million or 73% of Millennials, ages 21-38, prefer price over brand. In terms of race and/or ethnicity, Hispanic, Asian and Black Millennials value brand names more than they do the price of the product. White Millennials on the other hand, tend to index highest for valuing the price over brand name. Knowing why people buy by your brand and their sensitivity to price lets you manage supply and demand to win bigger sales.

Price Is More Important To Me Than Brand Names (Total Counts)



Price Is More Important To Me Than Brand Names (Index)

Responses	Hispanic	Asian	Black	White
Agree mostly	93	90	97	105
Agree somewhat	98	106	97	102
Disagree somewhat	111	117	109	96
Disagree mostly	127	59	122	93

Source: Geoscape® AMDS 2019, Nielsen Scarborough 2019

*Note - Hispanic is Hispanic regardless of race, Asian is Non-Hispanic Asian, Black is Non-Hispanic Black and White is Non-Hispanic White.

Millennials And Coupons

Of Those Who Use Coupons For Groceries, 81% of Millennials Use Them At Least Once Per Month

31 Million Millennials use coupons 2 or 3 times per month and more than 21 Million Millennials use coupons more than once a week. In terms of race and/or ethnicity, Asian and Black Millennials indexed highest for using coupons once per month and White Millennials at least once per week. This data highlights the fact that price is never going to be the only way for a brand to motivate consumers to make a purchase. Most brands and companies will have to find ways to deliver coupons to Millennials when and where they engage across channels and at a frequency that matches their rate of purchase.

Frequency That Millennials Use Coupons For Groceries (Total Counts)



Frequency That Millennials Use Coupons For Groceries (Index)

Coupons Usage	Hispanics	Asian	Black	White
Once a week	85	104	138	102
More than once a week	99	127	179	91
Less than once a month	84	123	140	101
Once a month	85	129	195	94
2 to 3 times a month	96	109	185	93
Never	103	97	184	92

Source: Geoscape® AMDS 2019, Nielsen Scarborough 2019

*Note - Hispanic is Hispanic regardless of race, Asian is Non-Hispanic Asian, Black is Non-Hispanic Black and White is Non-Hispanic White.

About Claritas

Claritas' closed-loop suite of solutions help companies **Identify** their best customers, **Deliver** communications to those customers when and where they engage across channels and **Optimize** those engagements via measurement to analyze performance enabling us to predict who and where our clients best audiences will be tomorrow.

Our tools and data define who your best customers are, how they behave, and how to connect with them. With powerful original research, trusted data partnerships, and an expert analytics team, we provide the why behind the buy that is the key to selling smarter and winning bigger.

Targeting the New American Mainstream

To capture multicultural growth opportunities, you must first understand them: their likes, dislikes, preferences, behaviors, etc. These insights let you create personas, tailor messages and promotions specific to their wants and needs. Marketers leverage Claritas' deep understanding of multicultural segments, using tools, such as CultureCodes® across local, national and digital markets for smarter targeting, smarter planning and smarter buying to help drive bigger profits.

Multicultural Insights to Shape a Smarter Plan

Demographic data from our American Marketscape Datastream (AMDS) can be applied to a wide variety of situations and challenges using computerized applications, such as the online Geoscape Intelligence System (GIS). Some of the applications are listed below.

- Strategic Planning
- Market Potential Assessment
- Product Development & Positioning
- Database mining & modeling
- Retail Site Selection & Distribution
- Marketing Communications & Media Planning
- Promotions & Direct Response
- Market Research: Surveys, Focus Groups, etc.
- Industry specific intelligence applications
- Sales potential and forecasting
- Consumer segmentation and targeting
- Customer relationship management
- Investment Valuation
- Public & Social Services
- Budget Allocation
- Staffing
- In-store experience management
- Retail shelf-space planning

To learn more about how to find and win your next, best consumer, visit www.claritas.com or call **800.234.5973**.