

THE FUTURE OF FOOD:

ARE YOU READY FOR THE MILLENNIALS?

MILLENNIALS REPRESENT **80 MILLION PEOPLE**

and they love:

FOOD, COOKING, HEALTH & LOCAL

LOVE FOR COOKING

Millennials are more likely to "love cooking" and consider themselves "experts in the kitchen", than those who are 35+ (64% vs 52%).¹

Half (49%) of all millennials are planning to cook at home more often in 2017, whereas only one in four (24%) Boomers are expecting to do more home cooking.²

Millennials are also sharing their love of food with others, by posting on social media while shopping or about to eat.

64%
52%



49%

24%

PASSION (AND PAYING) FOR PREMIUM AND HEALTH

Millennials are also much more likely to put their money where their mouth is when it comes to premium features.

Features and benefits such as organic and natural are more likely to make millennials feel responsible and health-conscious, which makes them more likely to buy products with these features.



FEATURES THEY ARE WILLING TO PAY MORE FOR:



ORGANIC



GMO-FREE



SUSTAINABLY SOURCED

TRUST IN SMALL BRANDS

Over a third (35%) of millennials indicated they trust small local brands more than they did before, compared to 25% of those aged 35-54 and 18% of those 55+.³



RETAIL: THE ERODING BIG BRAND ADVANTAGE

Millennials' interest in online shopping not only opens the door to unlimited brand choice, but also erases barriers to distribution for smaller brands.

In 2015 online ecommerce accounted for 7% of all retail sales. It is expected that will nearly double to 13% by 2020.⁴



WHAT WE THINK

For large CPG manufacturers and Quick Serve Restaurants, these trends present a clear and present danger to their current business models and product portfolios. Fortunately, there are agile insight solutions for understanding how to better anticipate the needs of this unique and growing consumer group, providing iterative, ongoing learning to fuel new product development and market activation strategies. At Maru/Matchbox we can help you adapt and reach this incredibly large demographic cohort.

TO LEARN MORE, CONTACT:
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TO READ THE FULL FUTURE OF FOOD REPORT VISIT:
THE FUTURE OF FOOD ARE YOU READY FOR THE MILLENNIALS

¹ Boston Consulting Group, Millennial Passions: Food, Fashion and Friends, 2012

² Peapod Predicts 2017 Will Be The Year Of The Home Cook, news release on survey by ORC 2016

³ Maru/Matchbox Retail Vision study, Q3 2016. For more on the importance of trust download our whitepaper Truth, Trust and the Value of Transparency.

⁴ eMarketer Retailers and Digital Commerce 2016: Trends and Benchmarks for Five Sectors, 2016