

MILLENNIAL SHOPPER

IN MINUTES

EGC Group Infographic Series

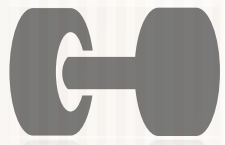


Reshaping Healthy Living

Lifestyle And Fitness Perspective Of The Millennial.



Millennials are getting fit, eating healthy and willing to invest in both. With a passion for cooking and an interest in trying new things, there's a bounty of opportunities for brands.



Millennials are **19%** more likely than the average person to belong to a gym. (American College of Sports Medicine)

Millennials are **56%** more likely to pay more than older consumers for sustainable and ethically sourced products. (Tork Green Business Survey)

Millennials are more motivated by health benefits (**24%**) vs. older generations (**13%**) in purchase decisions. (Tork Green Business Survey)

94% consider freshness very important in choosing snacks. (Y-Pulse and The Culinary Visions Panel study)



23%



BA DEGREE
or higher

MOST EDUCATED
generation (Nielsen)

37%

Expect to increase their spending on fresh fruits and vegetables in the next year. (Boston Consulting Group)

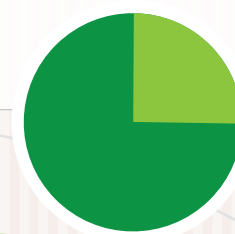
27%

Expect to decrease their spending on soda in the next year. (BCG)



25%

Millennials expect to increase their spending on organic food over the next year. (Boston Consulting Group)



\$2.45 Trillion

Predicted Annual Spend by Millennials in 2015 (Oracle)

73% of Millennials bought "specialty foods" – ethnic, spicy, gourmet, natural/organic and fresh foods. (NASFT)

65% of polled Millennials said they're interested in elevated comfort foods (premium versions of traditional breakfast comfort foods like waffles). (Datassential)

16% of Millennials report eating breakfast foods as an afternoon snack. (Datassential)

42% use their phones to look up health information. (Pew Research Center)

60% report eating healthier foods than their parents do. (SurveyLab)

54% say they follow a regular exercise routine, on average with other generations. (American College of Sports Medicine)




Organic food
• PREMIUM QUALITY •

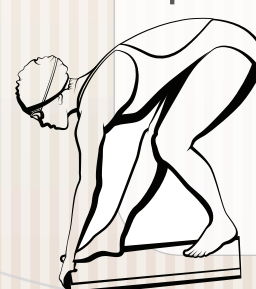
65% are more likely to eat out with friends and co-workers (vs. 43% for non-Millennials). (BCG)

64% of Millennials (vs. 52% of non-Millennials) love cooking and consider themselves experts in the kitchen. (BCG)

66.2% of surveyed Millennials participate in fitness sports. (SFIA)



76%  Of regular exercisers are Millennials. (Nielsen Global Consumer Exercise Trends Survey 2014)



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