

grocery's next generation

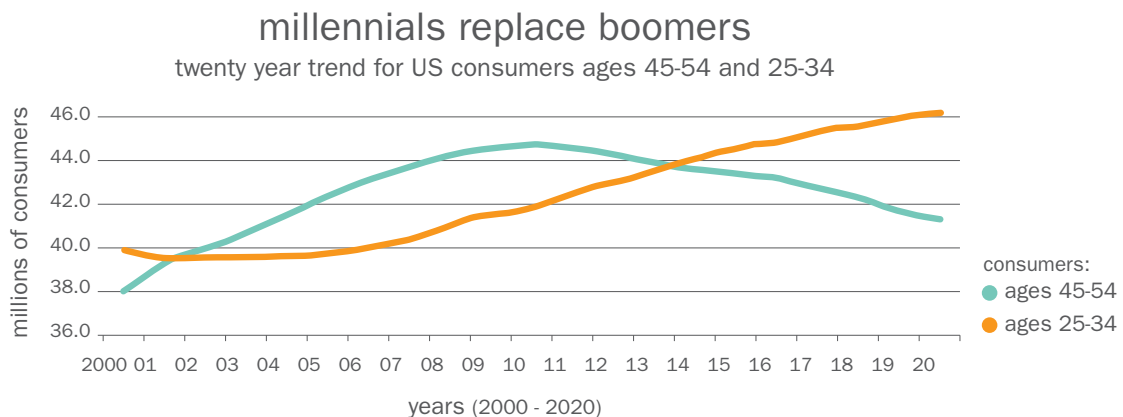
How Millennials will change food shopping

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This white paper offers a portrait of Millennial personas, life stages, expectations and attitudes. It reveals how retailers that shift from a commodity approach to an experiential model will win Millennials' attention and loyalty.

WD's latest research

Millennials are now the driving force for change in the marketplace. How each industry responds to this generation is a litmus test for how well it will survive as the century matures. This is especially true for grocery and CPG, which have more ground to cover than most. Despite the challenge, retailers who begin to shift their stores to mirror the expectations of Millennials' will be better positioned to win the business and devotion of this generation and those to come.



areas of focus

A portrait of generation next: Profile on millennials' tastes, technologies, trends and expectations

Millennials in the aisles: How, where and why they shop

Wants, needs and desires: What this vocal generation wants, how they want it, and when

Evolving life stages: Whose tastes and lifestyle preferences will carry forward, despite life stages

Informing the future: Emerging trends that will shape the face of grocery shopping

Implications and opportunities: How stores can begin making changes to keep up with shape-shifting Millennial expectations

White paper highlights

Grocery's Next Generation explores how Millennials shop in grocery stores, what they expect out of that experience, and why they are the first wave of a generational trend that will change the way we shop forever.

a taste of what you'll learn

Technology as enabler. Millennials don't carry gadgets to be cool. Their mobile devices are everyday tools for acquiring and using information. As they shop, they want relevant information and stylish inspiration.

Variety is the spice of shopping. Ethnic flavors, food trends, a variety of convenient food options, and convenient ancillary services all rank highly with Millennials.

Experience (and variety) matters. Millennials are shopping more at specialty stores and super centers, and less at traditional grocery stores, even if it means traveling farther to shop. They'll still drop into the corner store for necessity, but convenience alone doesn't breed devotion.

Forget the cart. They're stocking up less and making more special trips for groceries than other generations. They want fast access to staples, yet still seek experience-rich shopping options.

Show and share. Despite their on-the-go attitude, Millennials are innate information seekers, willing to pause for a Thai cooking class or a tequila tasting. Millennials are hungry for food knowledge, and they look to manufacturers and in-store experiences to light the way.

traditional grocery shoppers by generation



research methodologies

Quantitative: An online survey of a national sample of 2,000 participants, segmented by generation (1000 Millennials, 500 Gen X, and 500 Boomers).

Qualitative: A series of mini group discussions with Millennials, including their reactions to applied designs, to help us better understand the whys and hows of the quantitative findings.

find out more

We'd love to set up a time to discuss our findings and the implications for your store. For additional information on how consumer research can help your company stand out to this emerging crowd of Millennials, contact WD Partners at 888.335.0014 or email us at talktous@wdpartners.com.