

# millennial shoppers' impact on retail

Insights on the millennial shopper and key takeaways for retailers from The Coca-Cola Company Knowledge & Insights Group's iSHOP Tracking Study



**\$281**  
average  
**MONTHLY**  
spend  
on groceries

**\$200**  
billion  
**ANNUAL**  
grocery spend

**25%**  
more  
**BEVERAGES**  
are in their baskets

**20B+**  
grocery trips  
a year across  
channels

## millennials:

**51%**  
male

**70M**  
in the U.S.

Born between  
**1980**  
and  
**1995**

56% live on  
less than  
**\$50K**  
a year for their  
household

## when do millennials shop?

**28%**

of their trips  
occur between  
**5-10PM**

More than  
**30%**

of their grocery trips  
occur over the  
**WEEKEND**

**#1**

The most common  
shopping day is  
**SUNDAY**



## how do millennials shop?



**quickly**

**9.9M**  
are primarily  
errand runners

1 out of every 3  
trips lasted  
**5 MINUTES**  
or less



**impulsively**

**74%**  
of their trips  
included no  
preparation

**63%**  
more likely to buy  
a meal or a snack  
to eat right away

**35%**  
of their trips included a  
non-alcoholic  
ready-to-drink beverage



**socially**

**13.3M**  
are interested in  
social interaction  
around shopping

**5.8M**  
use websites,  
smartphones and social  
media to facilitate and  
talk about their shopping

## what this means for retailers?

**1**

### Market to millennials in the moment

In-store POS, displays and shelf talkers drive bigger impact with them, and point-of-purchase shopper marketing is critical.

**3**

### Cater to their impulsiveness

Their impulsiveness provides ample opportunity to create better connection points to drive purchase intent, but it takes strong in-store communication and variety to reach them. Beverages, snacks and ready-to-eat café or deli items are big impulse purchases.

**2**

### Deliver differentiated experiences

Because millennials look for ready-made or easy-to-make meal solutions, there is a big opportunity to win their retail, and use this as the mechanism to drive loyalty and store preference.

**4**

### Be on-trend and on-budget

Offering budget-friendly, smaller products that fit their lifestyles and household needs allows them to have rich consumption experiences without the high price tag.



About iSHOP: Individual Shopping Habits, Occasions and Perceptions (iSHOP) is available exclusively through The Coca-Cola Company. iSHOP is an ongoing study that covers all channels; shopper demographics, habits and attitudes; shopping occasions; and consumers' perception of retailers. iSHOP surveys shoppers of over 300 retailers in the U.S., and in many cases we customize these learnings for each retailer. Source: iSHOP Survey, Total Time: Aug 2013 to Sep 2014, People: Shoppers Age 16-75, Market: All Retail Channels, Respondent/Trip Sample: n=13,991 / n=26,475.

