

Meet the shopper of the future



Over the next decade, the diversification of consumer wealth, ethnicity, family dynamics and many more factors will have a substantial effect on the wants and needs of the average shopper. Projected demographic shifts and grocery purchase signals provide a starting point to help brands maintain relevance and drive continued growth today and in the future.



THE SHOPPER OF TOMORROW WILL BE

OLDER

People age 65+ are expected to outnumber children under age 18 by 2034ⁱ

MORE DIVERSE

The number of Caucasian people (-7%) in the U.S. will shrink over the next 10 years as the number of people that are Hispanic (+12%), Asian (+13%) and 2+ races (+19%) grow significantlyⁱⁱ

FACING AN ECONOMIC DIVERGENCE

Income inequality is expected to widen in coming years, placing downward pressure on economic growthⁱⁱⁱ

MORE LIKELY A ONE-PERSON OR MULTIGENERATIONAL HH

Household size will bifurcate, as one-person^{iv} and multigenerational HHs both experience growth^v

AND WITHIN A FEW YEARS...

MILLENNIALS WILL APPROACH PEAK POPULATION

The millennial population is projected to peak in 2033 at 74.9 million^{vi}

GEN Z'S INCOME WILL SURPASS MILLENNIALS

Generation Z's income is projected to reach \$33 trillion by 2030, surpassing millennials' income by 2031^{vii}

WE ARE WHAT WE EAT

What we eat says a lot about our lifestyle, our priorities and our life stages — in a way that is far more nuanced and meaningful than demographics alone. And while what we eat is continuously changing, grocery data or grocery purchase signals across different age groups can be a baseline for understanding future customer wants and needs.

GENERATION Z



PURCHASE MOST FREQUENTLY:

1. Crackers and misc. baked foods
2. Refrigerated Asian foods e.g., tofu, kimchee
3. Processed cheese
4. Popcorn
5. Refrigerated coffee creamers

PURCHASE LEAST FREQUENTLY:

1. Natural eggs such as organic and cage-free eggs
2. Candles and giftware
3. Seafood with fins
4. Crab seafood
5. Beef sausage and ground beef assortments

MILLENNIALS



PURCHASE MOST FREQUENTLY:

1. Bagged snacks
2. Baked breads
3. Fluid milk products
4. Natural cheese
5. Bananas

PURCHASE LEAST FREQUENTLY:

1. Dry sauce and gravy made with natural ingredients
2. South American foods
3. Personal protective equipment (PPE) products
4. Frozen juices made with natural ingredients
5. Pipe tobacco

GEN X



PURCHASE MOST FREQUENTLY:

1. Bagged snacks
2. Baked breads
3. Fluid milk products
4. Natural cheese
5. Soft drinks

PURCHASE LEAST FREQUENTLY:

1. South American foods
2. Dry sauce and gravy
3. Frozen juices made with natural ingredients
4. Kids bath products
5. Outdoor storage and pet products

BABY BOOMERS



PURCHASE MOST FREQUENTLY:

1. Fluid milk products
2. Baked breads
3. Bagged snacks
4. Bananas
5. Natural cheese

PURCHASE LEAST FREQUENTLY:

1. Cider
2. Frozen meat/seafood made with natural ingredients
3. Hair care products made with natural ingredients
4. Refrigerated dough made with natural ingredients
5. Infant care products

MODALITY



Millennials, Gen Xers and baby boomers shop for groceries in-store more often than buy online for pickup or delivery



The modality most used by Gen Z is **buy online for pickup**



Gen Z shoppers have the highest spending ratio for pickup services, spending 2.6x more per trip than in-store trips vs. baby boomers (2.2x), Gen X (~2.4) and millennials (~2.4)

KEY TAKEAWAYS

Gen Z:

- Convenient and portable snacking options like crackers, baked goods and popcorn are popular with this on-the-go generation, which could shift as they age
- Gen Z shoppers have the highest spending ratio for buy online for pickup services compared to other generations, underscoring the importance of digital touchpoints for influencing purchase decisions

Millennials + Gen X:

- These generations share many of the same frequent purchases, suggesting an opportunity for brands to highlight complementary products or additional flavors for bagged snacks, bread and milk
- They also share commonalities in their least purchased categories, pointing to an opportunity for innovation or to diversify product portfolios to better resonate with Gen X and millennials

Baby Boomers:

- Fresh staples such as milk and bananas are key sellers
- This generation shows less interest in niche categories like cider or products made with natural ingredients
- Overall, emphasizing freshness, convenience and familiar indulgences aligns with frequent purchases across generations



SOURCES:

84.51° Stratum custom research, latest 52 weeks ending 4/6/24

ⁱ <https://www.census.gov/library/stories/2018/03/graying-america.html>

ⁱⁱ <https://www.census.gov/library/publications/2020/demo/p25-1144.html>

ⁱⁱⁱ <https://www.pewresearch.org/social-trends/2020/01/09/trends-in-income-and-wealth-inequality/>

^{iv} <https://www.census.gov/library/stories/2023/06/more-than-a-quarter-all-households-have-one-person.html>

^v <https://www.pewresearch.org/social-trends/2022/03/24/the-demographics-of-multigenerational-households>

^{vi} <https://www.pewresearch.org/short-reads/2020/04/28/millennials-overtake-baby-boomers-as-americas-largest-generation/>

^{vii} <https://www.privatebank.bankofamerica.com/articles/millennial-motivation.html>

STAY AHEAD OF EVOLVING SHOPPER BEHAVIORS

Powered by first-party transaction data from over 62 million households, 84.51° Stratum revolutionizes insights for everyday users.

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