

We've found the unicorn.

Who is this cross-generational shopper and how do you tap into their buying power?



They cross generations. Bust myths left and right. And, they are reshaping how brands and retailers market food and personal care products to them. Meet the Shopper Enthusiast.

We found this passionate shopper through a recent study from [Catalina](#) and [Bellomy Market Intelligence](#).

It set out to better understand how brands and retailers can create a highly engaged shopping experience. We looked at shopping habits across generations and learned through 3,000-plus interviews which retail stores and sites they prefer for groceries and personal products, and why. We explored how they prepared to shop, if they shop differently by store, how digital engagement shapes their behavior, and how much time they spend seeking out new products and making impulsive purchases.

We learned that while many Millennials shop more frequently and are more likely to browse and explore, they aren't the only ones.

Who they are

These lifestyle shoppers behave very differently from their age-equivalent peers. They shop with gusto at a greater number of stores with loyalty cards and apps in hand. They're more accessible and easily engaged — both traditional and digital strategies turn their heads.

62%

Female

34%

GenX

44%

Millennials

22%

Boomers

Shopping frequency

(At least once per week)



KEY:
ENTHUSIASTS
EVERYONE ELSE

Shopping Enthusiasts behave differently in-store. Only 18% buy groceries online; 27% buy personal care products that way. They like to shop alone, taking their time. They love to browse and explore, noticing in-store stimuli and actively seek out new products.

Shopping Enthusiasts gravitate towards technology, seeing it as an additional opportunity to interact and save money. Merchandising has greater potential to impact them. They look for in-store deals and coupons while highly engaging with shelf information, displays, in-store sampling and cooking demos. Fifty percent are bringing food home to cook from scratch.



Shopping Enthusiasts are much more likely to get shopping enjoyment from new or indulgent products, displays, and samples

To discover new products, Shopping Enthusiasts turn to in-store stimuli and suggestions from social media or emails from retailers and manufacturers

How to reach them

Because marketers traditionally target age-driven cohorts—from Baby Boomers to GenX to Millennials—they're missing a big opportunity to engage this emerging multi-generational target.

Shopping enthusiasts are a perfect example of why multi-attribution models based on demographics aren't the best way to purchase media and measure marketing success. Adding context through personas and cross-device attribution, brands and retailers can better identify these customers by device and within a household. In-store data can uncover what messaging on which channel ultimately put a product in a cart. **Personalization is key. Eight of 10 shoppers say it matters and they reward or punish brands based on a single experience.**¹ Yet 91% of marketers acknowledge their company needs to improve on delivering individualized experiences.²



Shopping Enthusiasts are more active in their quest for new products.

KEY: ENTHUSIASTS VS. EVERYONE ELSE

45% vs. 33%

Look in the weekly ads

35% vs. 15%

Look for a 'new' product section

29% vs. 25%

Rely on coupons

44% vs. 24%

Look for new items in my favorite brand

32% vs. 14%

Look for new items at front of the store

27% vs. 16%

Receive emails from retailers

Poor personalization costs businesses:

\$756B³

36% vs. 20%

Look for 'new' shelf tags

31% vs. 22%

Check out end-caps and displays

25% vs. 15%

Receive emails from manufacturers

How to engage them

Although they make up only 25% of the shopper population, Shopping Enthusiasts enjoy shopping every category and a wider variety of retail channels than everyone else. You'll find them in both the indulgent and healthy food aisles and lingering around the cosmetics and hair/skincare sections of the store. (They aren't interested in help from sales staff.)

Discovered through audience-driven, multi-channel data analytics, these Shopping Enthusiasts crave curated solutions at every price point. As we dove into the data, nuances emerged. By looking into their baskets online and in-store, we found food and lifestyle preferences trumped age. **We created these key Shopping Enthusiast personas to show grocery and personal care brands and retailers the best ways to engage them.** These personas are based on product label affinities and actual purchases:



Foodies

Love to cook from scratch and experiment with trendy ingredients



Indulgent Buyers

Treat themselves with deluxe, full-calorie options



Earth Friendlies

Seek out natural foods and consider an item's packaging and ingredient origins



Convenience Buyer

Look for mostly prepared meals that are easy to cook or carry on-the-go

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