

millennial shoppers' impact on retail

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



\$281
average
MONTHLY
spend

\$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 hearts 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 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.

