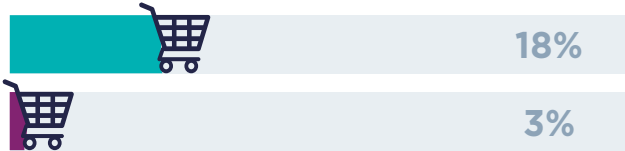


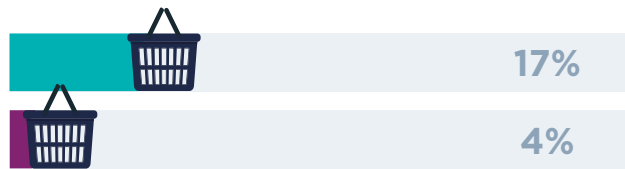
# Millennials are Changing the Shopping Experience

A recent Research Now study in association with Todd Hale, LLC has highlighted key trends in buyer behaviour among tech-savvy U.S. millennials. These have important implications for businesses, both in the U.S. and other markets.

While app and web usage influence millennials' purchase decision, so does the opinions of family and friends.



**18% of U.S. millennials** text or call other people to discuss what to purchase while shopping in-store **vs. 3% of boomers**

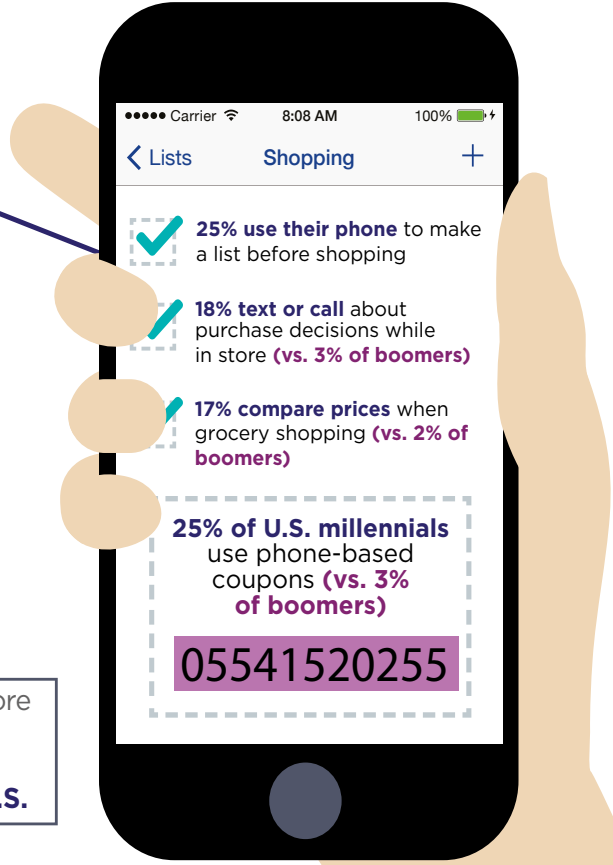


**17% of U.S. millennials** engage with family and friends about what to buy before visiting a store **vs. 4% of boomers**



Traditional grocery store mailers are more popular with **boomers (52%)** than **millennials (27%)** in the U.S.

## SMARTPHONES ARE PART OF MILLENNIALS' IN-STORE EXPERIENCE



By 2016 U.S. millennials will have a greater financial spend than boomers over their life span.

OVER THE NEXT

10 YEARS



Estimated **\$1.3 trillion** in overall direct annual spending



**\$60 billion** in consumer packaged goods alone

Download the [whitepaper](#)

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Source: "Effect of Millennials on Food & Beverage Trends," Research Now and Todd Hale, 2014

Source: \*The Millennials Are Coming, PLMA Consumer Research, 2014

