

CATERING TO TOMORROW'S FOOD SHOPPER

In an increasingly competitive landscape, food brands are finding ways to satisfy consumers' ever-evolving demands. Here are three important purchasing journey trends uncovered to help marketers understand the new food consumer journey.

MOBILE HACKS

People are using mobile devices to shortcut their grocery shopping

68%



of 18–34-year-olds agree that time can be more valuable than money

34%



of 18–34-year-olds say they use their phone in-store to look for promotions and discounts

25%



of 18–34-year-olds say their food purchases over the past three months have been completed on their smartphone or tablet

PHONES BEFORE FORKS

People want social content that helps them explore new tastes

87%



of 18–34-year-olds say they discover new food or recipe ideas on social platforms

46%



of 18–34-year-olds identify as “foodies” compared to 32% of people ages 35 and over

31%



of food shoppers say that upon discovering a new food product on social media, they'll consider using it in a recipe