

Learn how Millennials shop, eat

Young Americans (ages 20 to 29) snack throughout the day, according to a survey by the Private Label Manufacturers Association. They see all food as ‘eating occasions’ and they love to try new foods.

Millennials eat dairy foods at home and away

| Snack cheeses | At Home % | Away from home % |
|-------------------------|-----------|------------------|
| Always/almost always | 10.9 | 10 |
| Frequently | 24.8 | 18.1 |
| Sometimes | 36.2 | 33.8 |
| Rarely | 18.4 | 21.8 |
| Never | 9.7 | 16.4 |
| Sliced deli meat/cheese | | |
| Always/almost always | 10.7 | 10.2 |
| Frequently | 28.0 | 20.9 |
| Sometimes | 37.1 | 36.3 |
| Rarely | 16.7 | 19.2 |
| Never | 7.4 | 13.4 |
| Yogurt | | |
| Always/almost always | 14.2 | 12 |
| Frequently | 28.0 | 21.6 |
| Sometimes | 32.5 | 30.4 |
| Rarely | 14.9 | 19.1 |
| Never | 10.4 | 17 |

GMOs, hormones, antibiotics are ‘hot buttons’ for millennials

| Importance in avoiding | Genetically modified foods | Hormones | Antibiotics |
|------------------------|----------------------------|----------|-------------|
| Very important | 23.70% | 24.60% | 25% |
| Somewhat important | 29.3 | 31.6 | 30.4 |
| Neither | 28.5 | 30.1 | 28.7 |
| Somewhat unimportant | 8.9 | 7 | 9 |
| Not at all important | 9.6 | 6.7 | 6.9 |

Source: Private Label Manufacturers Association survey, “How America’s Eating Habits Are Changing.”

Shopping with a millennial: milk, butter, yogurt

| Typical supermarket purchases | |
|-------------------------------|-------|
| Milk | 67.1% |
| Butter/margarine | 57.9 |
| Yogurt | 56.1 |
| Ice cream | 52.7 |
| Packaged cheese shreds/snacks | 43.5 |
| Packaged cheese slices | 41 |
| Other cultured dairy | 36.9 |
| Plant-based milks | 23.5 |
| Half & half/heavy cream | 20.7 |
| Flavored milk | 17.2 |
| Imported or gourmet cheese | 17 |
| Nondairy creamer | 11.7 |



‘They [millennials] are a generation of nibblers and experimenters. Food trucks, push carts, kiosks and farmers markets attract them.’ – “How America’s Eating Habits Are Changing” by the Private Label Manufacturers Association.