

A group of diverse young adults, including a woman with dark hair in a plaid shirt, a man with curly hair, a woman with blonde hair and sunglasses, and a man with a beard, are laughing and eating at an outdoor table. The table is set with various dishes, including a bowl of food, a glass of orange juice, and a basket of bread. The background is a lush green outdoor setting.

MILLENNIALS 2022 Consumer Insight

Born between 1981 and 1996, many millennials are well into their careers, and though gaining economic power, from COVID-19 challenges to rising inflation rates, millennials have gone through changing times that have impacted their spending power. Regardless, millennials want their purchases to be high-quality both in terms of ingredients, flavor and ethics. Not to mention - 87% say taste is most important when choosing products to buy. Let's take a look at how brands might connect with these socially conscious digital natives through flavors, new formats and innovative product offerings.

CHECKING IN WITH THE MILLENNIALS



AGE GROUP & POPULATION:

Born between 1981 and 1996, there are more than 70M millennials in the United States and they make up the most diverse adult generation in American history, with 44% of millennials being non-white.



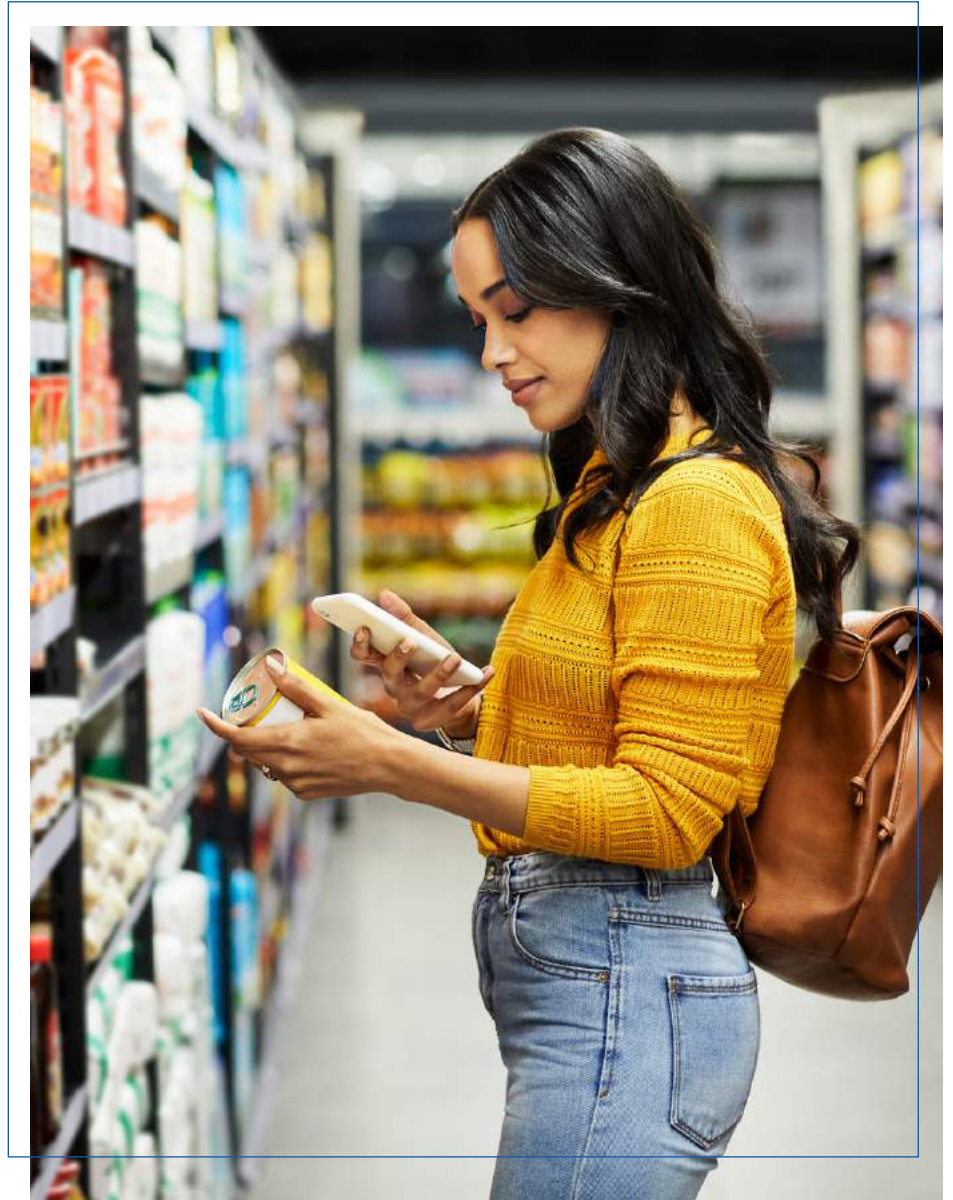
HIGHLY EDUCATED:

Millennials are a highly educated generation: more than a third of all millennials ages 25-34 received college degrees by 2015.



OPPORTUNITY:

Millennials have significant economic power. In 2018, they had a median household income of roughly \$71,400 and currently have spending power of 2.5 trillion. And though millennials have come of age during several economic and cultural crises, they remain hopeful — according to Brookings, a majority of millennials say that they want to get married, have children, and purchase a home.



MILLENNIALS' FAVORITE FLAVORS

This generation may be diverse, but when it comes to flavor, all millennial demographics agree — taste is still the most important factor when choosing a snack. In fact, *Mintel reports that 87% of millennials say taste is most important when choosing which products to buy.*

Millennials love bold, exciting flavors and are always up for trying something new. They're the most likely generation to say they seek out new international flavors and drive many of the trends to flavor mashups like Korean tacos. Research from Mintel shows that this demographic tends toward big flavors and ingredients, including spicy peppers, bitterness and sour ingredients, more than other generations.



SNAP, CRACKLE, POP

Interesting flavors often go hand-in-hand with textures, an increasingly appealing element for younger consumers. Contrasting textures, like buttery and brittle, or creamy and crunchy, are particularly popular among younger millennials.



PRODUCTS OF NOTE



SUN & SEED CASHEW & HAZELNUT CRUNCHY CHOCOLATE ORGANIC SPREAD is described as a deliciously creamy spread made from fresh, perfectly ripe organic hazelnuts and cashew nuts. It is claimed to be ethically sourced, 100% pure and traditionally stone-ground at low temperatures to protect all of its raw nutritional goodness.

20% of consumers responded that they likely or definitely would buy this product.



PRIVATE SELECTION PERUVIAN INSPIRED AJI AMARILLO CULINARY SPICE PASTE is said to be flame roasted and carefully blended. The product includes soy sauce, garlic, paprika, lime and aji amarillo chili. It is said to add an authentic Peruvian inspired flavor to culinary creations, and can be used as an ingredient, rub, condiment or glaze.

PROTECTING OUR PLANET & OUR PEOPLE

Millennials are an environmentally aware demographic, and they expect the same from their products.



ENVIRONMENTAL CONCERNS

- **75% OF MILLENNIALS** are willing to change their buying habits to purchase environmentally friendly products and are willing to pay more for them
- **ALMOST 40% OF MILLENNIALS** have started a new relationship or strengthened an existing one with a business that has a positive effect on the environment
- **90% OF MILLENNIALS** will support a brand they trust on environmental issues, and 95% of them will recommend that brand to a friend



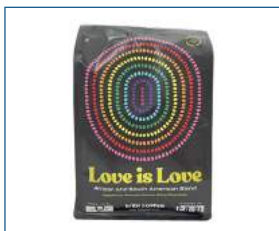
SOCIAL VALUES



As the most diverse adult generation, millennials look for brands that align with them on social issues like racial justice and LGBTQIA+ issues.

- **83% OF MILLENNIALS** want brands to align with them on values
- **65% OF MILLENNIALS** have boycotted a brand that took the opposing stance on a social issue
- **62% OF MILLENNIALS** favor products that demonstrate their political and social beliefs

PRODUCTS OF NOTE



KRIBI COFFEE LOVE IS LOVE AFRICAN AND SOUTH AMERICAN COFFEE BLEND is small batch, medium roast coffee that is air roasted and features notes of raspberry, caramel, peanut, and spicy chocolate. The manufacturer claims to fight racism, bias, and hate and to be committed to taking intentional action.

17% of consumers responded that they likely or definitely would buy this product.



CLOVER SONOMA GOLDEN MOON ORGANIC TURMERIC GINGER FLAVORED 2% REDUCED FAT MILK is steeped in Ayurveda and comprises milk, herbs and spices with other natural flavors. The manufacturer is said to reinvest at least 5% of profits to support elevating dairy, empowering future generations and supporting local communities, and to consciously care for animals, people and planet.

FOOD AS A KEY EXPENSE



Millennials' biggest expense is food: more than 80% say that they spent the most money on groceries each month. Their second biggest expense? Restaurants. Even during the height of the pandemic, half of millennials were still dining out once or twice a week.

WHAT ARE THEY BUYING?

HEALTHIER ALTERNATIVES:

- Roughly a third of millennials say that they planned to spend more on healthy food and non-alcoholic beverages in the coming year
- When grocery shopping, they target healthier options like organic, fresh, and low-fat and low-sugar foods
- Organic food shopping increased by 51% overall in 2019

CONVENIENCE PRODUCTS:

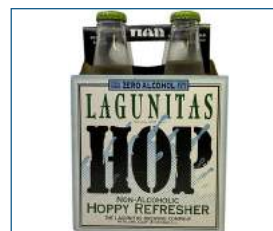
- 55% of millennials say that convenience is one of the most important factors when deciding what foods to buy

PRODUCTS OF NOTE



SPIRITY COCKTAILS MINDFUL MARGARITA NON-ALCOHOLIC COCKTAIL is a lightly carbonated beverage described as a cocktail crafted with spirits distilled from tea using traditional fermentation and distillation for a new complex sipping experience, fermented and aged three years and is said to balance the astringent layers of spirits distilled from tea with the sharp taste of fresh-squeezed lime, an aromatic hint of lemongrass and a gentle sweetness of real cane sugar.

26% of consumers responded that they likely or definitely would buy this product.



LAGUNITAS HOP NON-ALCOHOLIC HOPPY REFRESHER is a sparkling beverage said to be inspired by IPAs and contains zero alcohol, zero carbs, zero calories and zero gluten.

30% of consumers responded that they likely or definitely would buy this product.

87% OF MILLENNIALS
say taste is most important when choosing which products to buy.



- MINTEL

Source: Influencer Marketing Hub, Statista

MILLENNIALS LOVE SNACKING



Millennials are always hustling and their habits are changing the way we look at eating occasions. A 2018 survey by Progressive Grocer found that 91% of millennials snack throughout the day to meet their energy and nutrition needs, and 96% replace a meal with a snack at least once a week, typically lunch. They're also snacking frequently — more than half report snacking 4-5 times a day!

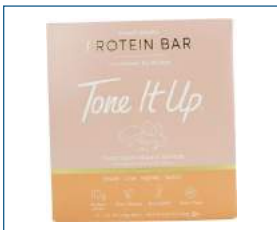
Even with all that snacking, though, health is still top-of-mind. Almost 90% are eating a "better-for-you" snack at least once a week, and the primary health attribute that this demographic looks for in their snacks is protein, with nearly half of all respondents saying it was the most important health factor in their decision.

PRODUCTS OF NOTE



SAHALE SNACKS CREOLE BEAN + NUT SNACK MIX is a kosher certified mix that is gluten free and comprises dry roasted pecans, chickpeas, fava beans, puffed and crisped brown rice, peanuts, pepitas, and diced red bell pepper. It contains no artificial flavors, colors or preservatives, and is said to be made with thoughtfully sourced ingredients and to provide 5g of protein per serving.

33% of consumers responded that they likely or definitely would buy this product.



TONE IT UP CHOCOLATE PEANUT BUTTER PLANT-BASED PROTEIN BAR is free from gluten and dairy free, and provides 10g protein per bar. This product is designed for women, and is drizzled with decadent chocolate and finished off with a salty sweet peanut butter crunch.

25% of consumers in our panel responded that they likely or definitely would buy this product.

**96% OF
MILLENNIALS
replace a meal
with a snack
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- PROGRESSIVE GROCER



THE TAKEAWAYS

Millennials have shaken up the food world, from their preference for snacking throughout the day to their love of bold, contrasting flavors and textures. While taste is always the top priority, these socially minded consumers are also looking for brands that share their values, and are willing to spend more on products that are sustainable or support causes they believe in. If you're looking to market to millennials, keep it straightforward, honest, and keep in mind their search for socially conscious products that taste great. So, how can your brand cater to this generation in your next product innovation?

SOURCES

- Mintel
- Mintel GNPD
- Influencer Marketing Hub
- Brookings.edu
- Pew Research
- DFA Ingredients
- Nielsen IQ
- Lofficielusa.com
- PR Daily
- Statista
- Progressive Grocer

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