



PURCHASING POWER OF WOMEN

OPPORTUNITIES IN THE FOOD
AND BEVERAGE SPACE

TREND REPORT BITE

Today's female consumers represent tremendous market opportunity — According to recent research, **women spend nearly \$35 trillion globally on consumer goods, equivalent to 50% of worldwide consumer spending.*** The majority of women also report that they are the primary food shoppers for their families.** With so much purchase decision and spending power, the CPG industry is challenged to further tune in to women's purchasing behaviors, values and needs in order to succeed in the market today. We're taking a look at this demographic, from their shopping behaviors to taste preferences and notable products in the market. Read on to learn more!

*Capital One Shopping Research

** McCormick Flavor Solutions 2025 Purchasing Power of Women Survey — This survey was conducted with 1,00 consumers, including 500 females and 500 males.

97% OF FEMALE CONSUMERS

ranked taste as the #1 attribute
when purchasing food & beverage products.

- 2025 MCCORMICK FLAVOR SOLUTIONS PURCHASING
POWER OF WOMEN SURVEY

**“IN A WORLD WHERE NEARLY
HALF OF THE GLOBAL
POPULATION IDENTIFIES AS
FEMALE,** the Consumer Packaged Goods
(CPG) industry is at a pivotal moment.”

- NIELSEN IQ

Women's Rise in Spending Power

Women's rise in spending power is in part thanks to Baby Boomer women who blazed new paths and opened doors to more control and power in their lives. Today we're seeing some economic and demographic shifts affecting how women spend their money including: decisions on if or when they decide to have children, higher workforce participation, evolving gender roles in the household, and personal values and interests.

POTENTIAL SHIFTS IN FAMILY SHOPPING BEHAVIORS

While much recent research has shown women to be the primary shoppers for their families, when comparing data between males and females in our survey, men also considered themselves to be the primary shopper for their household. See below!



	FEMALE	MALE
I am the primary decision maker in what food and beverage products I purchase for me and my family.	87% AGREE	86% AGREE
I am the primary decision maker in what food and beverage products I purchase for me and my family.	86% AGREE	86% AGREE

Similarly, a recent Statista report showed in a survey of U.S. shoppers, 68% of respondents who identified themselves as primary shoppers in their household were women, while 56% were men.

Source: McCormick Flavor Solutions 2025 Purchasing Power of Women Survey; Statista

A LOOK AT THE NUMBERS

- Women have accounted for more than **85% of purchases** across various categories in the U.S. alone, in recent years. | Tech Crunch, Forbes
- By 2028, women are estimated to control **75% of discretionary spending**. | Forbes
- **66% of consumer wealth** will belong to women in the next decade. | Bankrate
- **65% of women surveyed** in a recent study prefer to shop in-store rather than online. | Capital One



“Women are savvy decision-makers. Women are the backbone of conscious consumerism. Women are the drivers of the global economy.

Companies that recognize and embrace the impact of female consumers, and their [estimated] U.S. \$31.7 trillion in buying power, have the potential to connect their businesses with this powerful force and reach new heights. Those that don't risk being left behind.”

- ENTREPRENEURS' ORGANIZATION

Get to Know Your Consumer

With majority of women feeling misunderstood by brands, there is a great need and opportunity for brands to really get to know their female consumers. From their values and beliefs to taste preferences, here's a few things you need to know.

CONNECT ON A MORE PERSONAL LEVEL

According to Nielsen IQ, **equality, sustainability and authenticity** help guide female preferences, while **quality, emotional connection and social responsibility** are key factors they consider when making a purchase decision.



TASTE IS KEY

We had women rate the level of importance of product attributes. **97% of female consumers ranked TASTE as the #1 most important attribute, while 93% ranked "AVAILABLE IN FLAVORS I LIKE" as the #2 attribute.** Price, Health Benefits, Convenience, and "Aligns With my Values and Beliefs" followed.



UNDERSTAND THEIR TASTE PREFERENCES

Most female consumers stick to their favorite flavors or mix it up from time to time. Our survey asked female consumers to select the statement that best described them.

- 41%** I consider myself a traditionalist and tend to stick to my favorite, well-known flavors when making purchases.
- 35%** I consider myself an explorer and prefer buying a mix of new and somewhat unfamiliar flavors.
- 24%** I consider myself adventurous and like trying new flavors that I have never tried before.



“A vast majority of women (91%) feel that brands do not understand them...

Brands can unlock tremendous growth by prioritizing the challenges and opportunities of women consumers.”

- NIELSEN IQ

TREND SPOTTED



PARTAKE

was founded by Denise Woodward with a mission to create allergen-friendly foods for her daughter. They offer cookies, grahams and vanilla wafers. The brand also fights food insecurity, raises awareness for Black and female entrepreneurship, and increases opportunities for underrepresented people seeking careers in the food and beverage industry.



LEMME GLOW GUMMIES

are formulated with science-backed ingredients to support healthy hair, radiant skin, collagen production and strong nails. Collagen has grown popular with female consumers for its benefits and the understanding that women's collagen production decreases as they age.

THE TAKEAWAYS

With significant spending power, understanding the female consumer is crucial to a brand's success. Brands can unlock new opportunities for growth by prioritizing their female consumers and tuning into their taste preferences, individual and family values, interests and shopping habits. For those with families, it's important to consider how factors like convenience, price, and flavor play an even greater role in decision-making. Feeling inspired and ready to innovate for this powerful group? We can help!

YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let McCormick Flavor Solutions market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor, seasoning and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend.

From concept to manufacturing, we're here for you — every step of the way. Contact your sales representative or chat us up at www.mccormickfona.com/contact-mccormick-flavor-solutions



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