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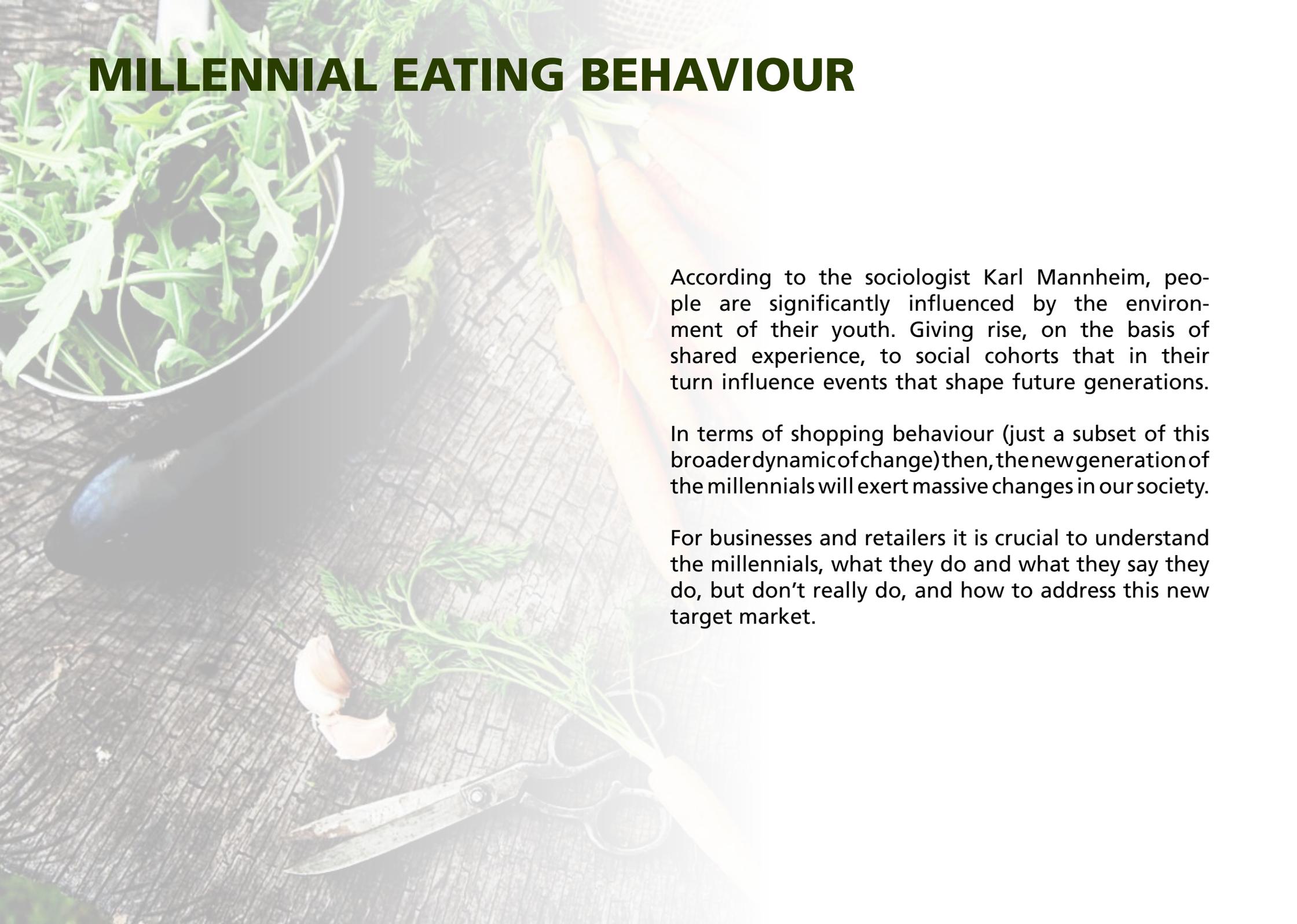
NEW REPORT

MILLENNIAL EATING BEHAVIOUR: The trend towards a vegan lifestyle, organics, biohacking, meal replacements, the rise of nom, meal kits



March 2017

MILLENNIAL EATING BEHAVIOUR



According to the sociologist Karl Mannheim, people are significantly influenced by the environment of their youth. Giving rise, on the basis of shared experience, to social cohorts that in their turn influence events that shape future generations.

In terms of shopping behaviour (just a subset of this broader dynamic of change) then, the new generation of the millennials will exert massive changes in our society.

For businesses and retailers it is crucial to understand the millennials, what they do and what they say they do, but don't really do, and how to address this new target market.

FEATURES

- Data on veganism, demography, retail and grocery spend
- (US, UK, Germany, France)
- Organic market data
- (US, UK, Germany, France)
- Millennial shopping and eating out behaviour, key stats
- Key retailer stats
- Cross country analysis
- Recommendations





VEGAN/VEGETARIAN/ ORGANIC

- How far has the vegan trend left to run, how big is the spend potential? Or is it all about the flexitarians?
 - Where is the biggest target market? How is the vegan demographic skewed? Young vs old, male vs female etc
 - How does a vegan attitude influence spend on other categories such as health & beauty?
 - How is the organic revolution playing out? Will it devour its children? Are Whole Foods' troubles a sign of deeper malaise or just a blip?
- What does the future hold for plant based milks and meat replacement products?
- Is there retail potential for a dedicated fascia launch or is this more an opportunity for the FMCG industry?



MILLENNIAL SHOPPING AND EATING BEHAVIOUR

- Will millennials start to behave like older generations as they grow up or will they remain true to themselves and change society?
- How important is authenticity?
- Why are mobile moments and social media so important for millennial eating behaviour?
- Will the likes of nom and twitch become major trend setters?
- Why are the millennials eating out so much?

FOOD 2.0



- Why is there so much polarisation? For example between “clean eating” versus the exact opposite, artificial foods.
- How will the future of food be shaped by Silicon Valley and the new breed start ups in the meal replacements space?
- Will food 2.0 be the future? Is it all about life hacking?



RETAIL REACTION

- What do retailers and suppliers have to do to get ready now? How do you capture the millennial spend?
- Can “hero” products be dragged from their online niche into the b&m world?
- Are millennial foods all about basket building and one stop shopping? Is it all about offering glutenfree products just to capture the whole household shop?
- Who are the stand out players in vegan/organic etc?

MEAL KITS



- What is driving the boom in meal kits? How big can they become? Have they already hit their ceiling? Why is it a millennial thing?
- Will cooking from home become an industry disrupted by a airbnb style business in future? Will private kitchens become as disrupted as bedrooms by Silicon Valley?

SAMPLE CONTENT

- We think that millennials treat eating/diet/nutrition as a status symbol to define and optimise who they are, such as vegetarian, vegan, gluten-free, high-carb, low-carb and organic.
- The megatrend driving this behaviour is certainly individualisation, as the mass market and a more general, average and mainstream eating behaviour of the entire population seem to be a thing of the past – just as the weekly shop is slowly falling out of fashion.
- There are a couple of themes that unite millennial behaviour across various sub-trends. For one there seem to be unbelievable levels of expectations – millennials will take uber as a benchmark to measure other mobile solutions, as many of our retail contacts inform us.
- And the extremes are becoming more pronounced, there is certainly more polarisation. Compared to 20-50 years ago there is a far greater plurality of eating behaviour and trends stretching from the Paleo diet, where foods are supposed to be as raw and unadulterated as possible to functional food, which is the exact opposite, artificially optimised foods.
- As always with new megatrends emerging, there is also the counter trend, arguably the complete opposite of clean eating, natural and organic and vegan, which is characterised by Silicon Valley's Food2.0 or bio-hacking approach. This is demonstrated by the emergence of start ups in the meal replacement and athletic diets sector. Companies such as Soylent optimise their solutions by completely artificial methods. While being the opposite of natural their proponents argue that environmental issues such as food waste, malnutrition and obesity are being tackled by their products.

SAMPLE PAGE

Outlook & Recommendations

Currently circumstances and the broader context are being disrupted by political upheaval from Trump to Brexit, economic uncertainty, social change (the rise of the millennial shopper), technological innovations in customer service and in the supply chain and fulfillment (the rise of AI, machine learning and robotics), legal upheavals (new regulations following political transformation) and of course environmental challenges (climate change).

As the general context is in flux, what retailers need to do now is to follow their shoppers' lead more than ever before, there is no short cut to customer centricity.

While the online and platform players such as Amazon will have little trouble in updating their ranges through partnerships with 3P sellers for example, the question for bricks and mortar retailers is slightly different. For those players the new changes in millennial shopping behaviour can actually represent a big opportunity especially around footfall.

Those players that have dedicated aisles, standalone units or umbrella brand ranges for vegan/organic/low carb/paleo products etc mixed in with the standard assortment are set to win. Shoppers want to buy vegetarian and vegan products in the same shops, where they shop for their other groceries. Pushing these new trends will be a real point of differentiation for retailers, people shopping for these new diets whether it is paleo, raw, vegan or low on carbs will do the rest of their big shopping in the same premises.

This is the reason why grocers are currently adapting their ranges. This is reflected in the range expansion of on trend products in traditional grocery channels (and of course in online, where they have had a much larger market share) and also in the market shares in the supermarket sector.

BENEFITS

- Access to data analysis on a range of millennial shopper issues
- Leverage key insights for your own growth strategy by copying successful innovations
- Understand the threat and opportunity from the millennial shopper
- Gain key insights into some of the most active and innovative retail companies in the world



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