

# Closing the Produce Generational Gap

*Younger generations – Gen Z & Millennials – are significantly less likely to purchase produce than other generations. How can produce suppliers appeal to these consumers?*

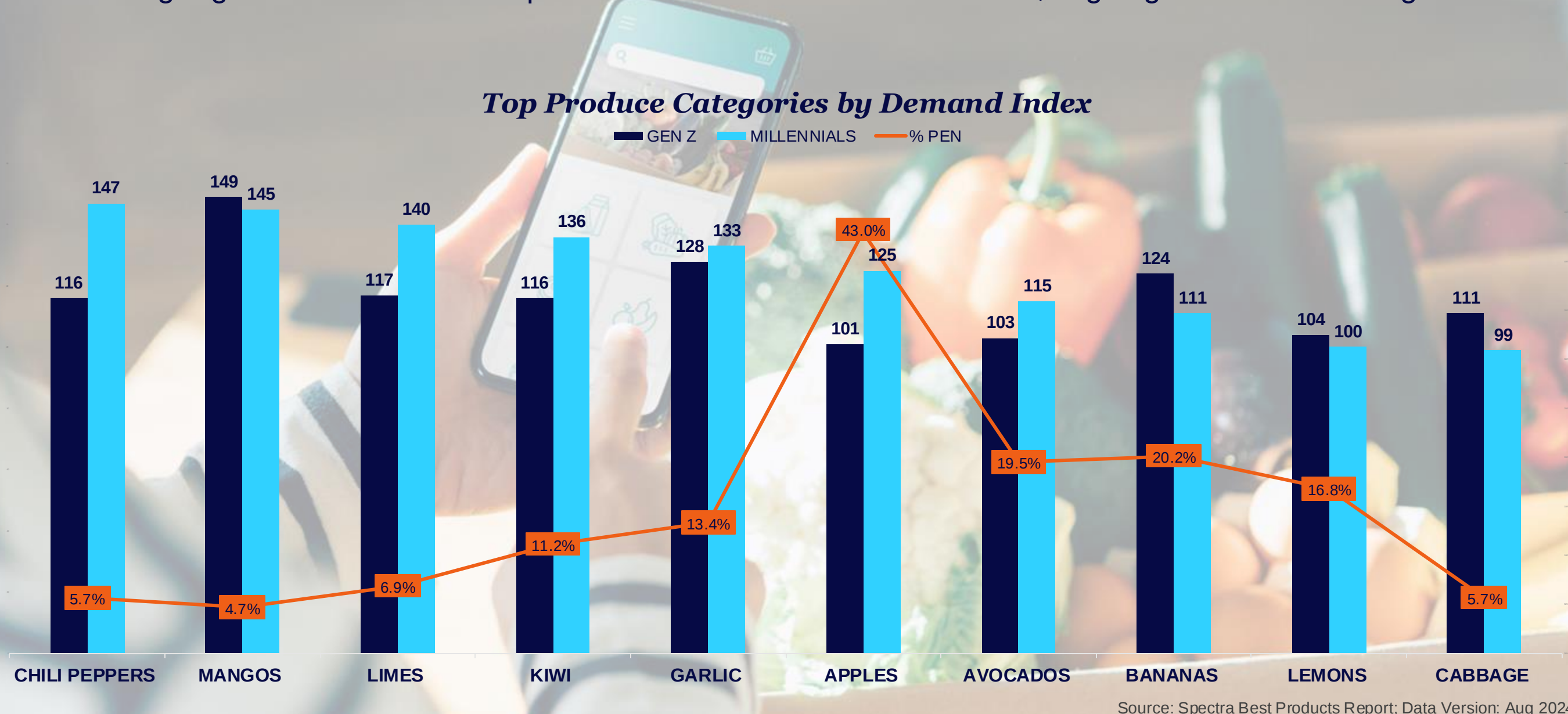
Gen Z are  
**72%**  
less likely  
to purchase produce  
than the average buyer

Millennials are  
**9%**  
less likely  
to purchase produce  
than the average buyer

Produce penetration is  
**8.3 pts**  
lower for Gen Z &  
Millennials than Gen X  
& Boomers

## Step 1: Understand which produce categories are opportunities with Gen Z & Millennials

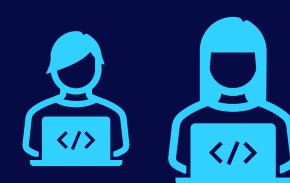
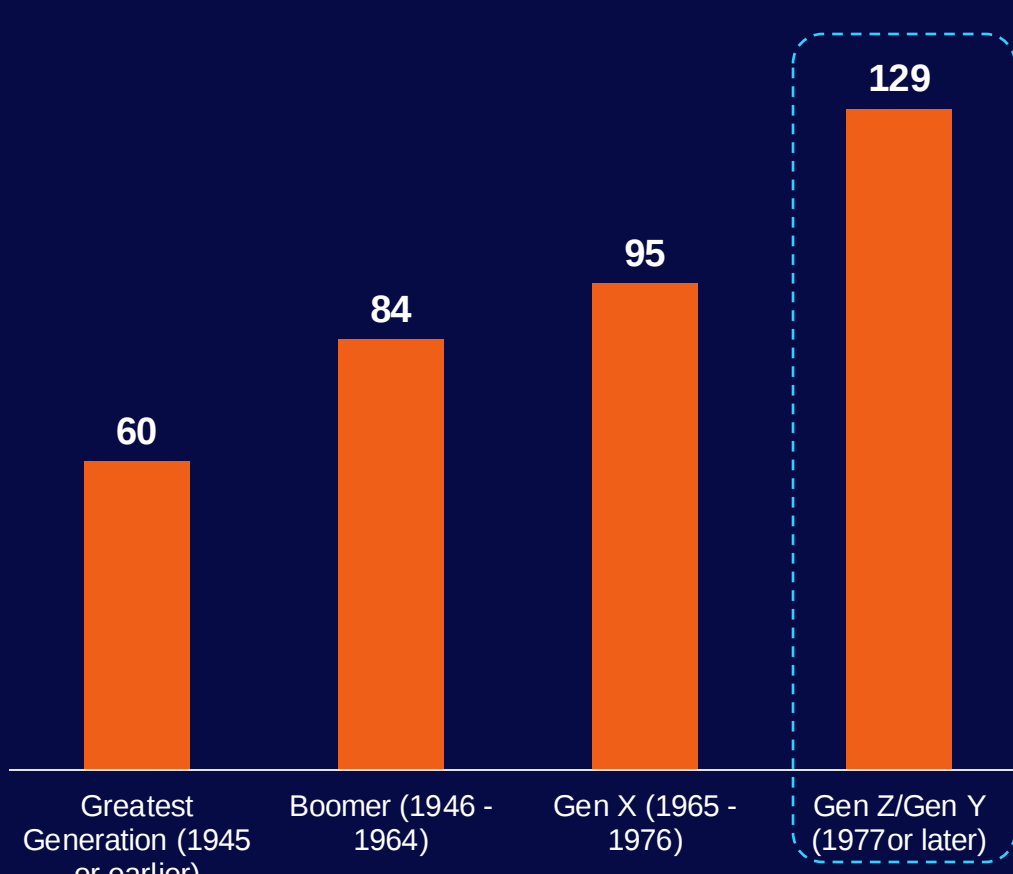
Younger generations differ their produce tastes from older consumers, aligning with smaller categories



## Step 2: Reach younger generations through online channels

Develop a stronger omnichannel presence to fill the generation gap within produce

### Index - % of Value Online to In Store



For Produce purchased **Online**, Gen Z & Millennials have the highest ...

Value Growth at  
**14.7%**

Value Per Buyer at  
**\$105.96**

Occasions per Buyer at  
**11.4**

Source: NielsenIQ Panel On Demand Homescan | US HS - NDH Synd UPC+TSV Full View - 445 5yr, Total US, Latest 52 w/e 09/07/24

## Key Takeaways

1. Produce consumption is lagging for younger generations. However, despite being 10 points lower, produce penetration for Gen Z & Millennials is growing versus last year. Thus, it is crucial for suppliers to understand how to capitalize on this growth of younger produce buyers.
2. To reach younger consumers, produce suppliers must first understand which categories appeal to Gen Z and Millennial buyers. Understanding the key differences between which types of produce appeal to Gen Z & Millennials and Gen X & Boomers can inform promotional tactics like cross promotions.
3. After knowing which categories are most popular among young produce buyers, suppliers can reach these consumers through online channels. Developing a stronger omnichannel will expand your presence with the younger consumers, who are more likely to purchase using online platforms.

*Reach out to your NIQ representative to learn how NIQ Panel on Demand & Spectra can illuminate generational opportunities within Produce!*



Scan the QR code for more fresh and frozen insights