



Background

Millennials

Born between 1976 -1994

Millennials, age 18-34 are almost as big an influence as Boomers age 45-64, as they now move through critical life stages:

- age 18-24 are more likely leaving high school and university to join the work force
- age 25-34 are likely to be forming relationships and families

Millennials: Meet the Boomer's Kids

Part 2: Consumption Habits of Millennials by Meal Occasions

By Jeewani Fernando

Source: The NPD Group report on Canadian Baby Boomers 2010

The primary source of the Millennial Report is based on three different NPD Group services:

- National Eating Trends (NET) which tracks consumption behavior relating to retail and restaurants
- CREST Canada which collects information about purchase of prepared food and beverages at restaurants.
- Health Track Canada which adds attitudes and diet status to NET data base
- Snack Track, which tracks the consumption and sourcing of snack foods by individuals

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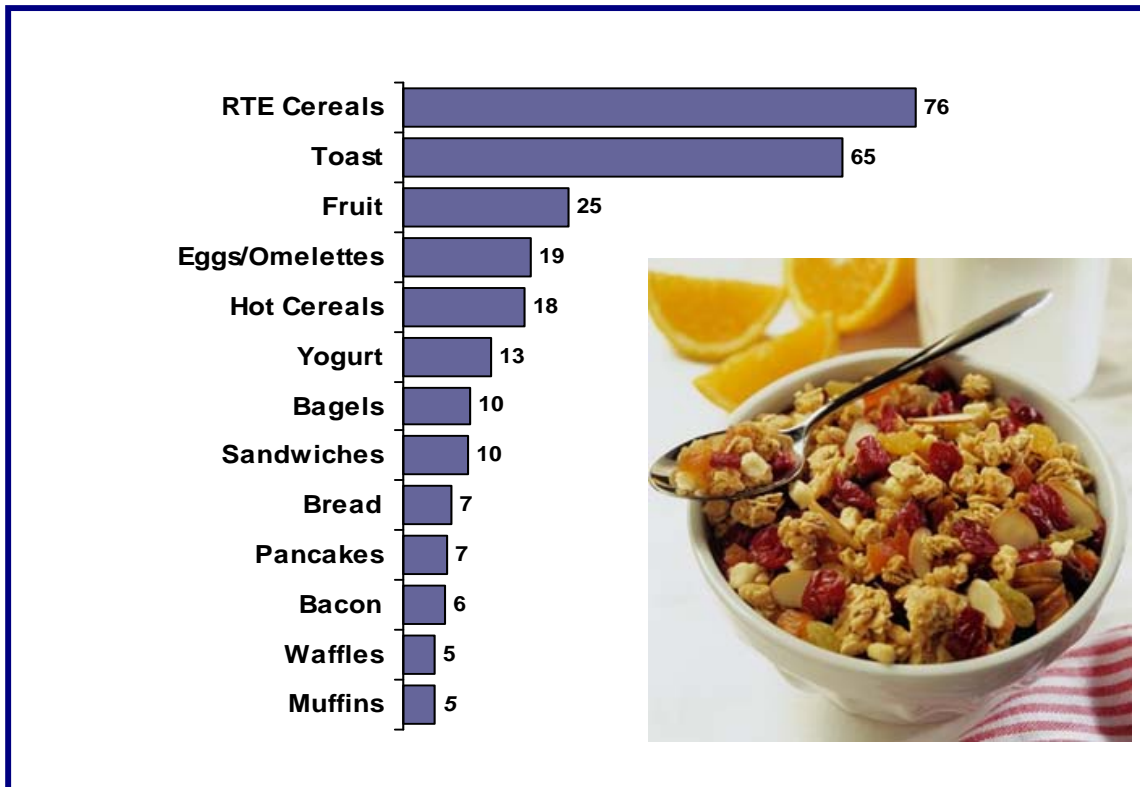
Consumption Habits of Boomers by Meal Occasions

Breakfast

- Millennials prepare and eat about 73% of their breakfast meals in-home
- The biggest competition at breakfast is not other meal sources, but “skipped meals”. Millennials 18-24 and 25-34, without kids report a higher percentage of skipping breakfast than other age groups. Weekend breakfast has the highest breakfast skip rate at 25% of occasions for 18-24 and 25-34 without kids.
- Millennial’s number one breakfast choice is RTE (Ready To Eat) cereal and the 18-24 age group has a closer connection to milk at breakfast than juice, coffee or tea.

Top foods eaten at home/carried breakfast - Millennials

Annual eating per capita –in home/carried breakfast venues – base dish

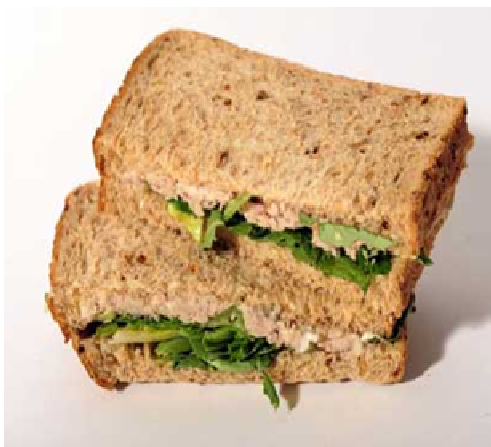
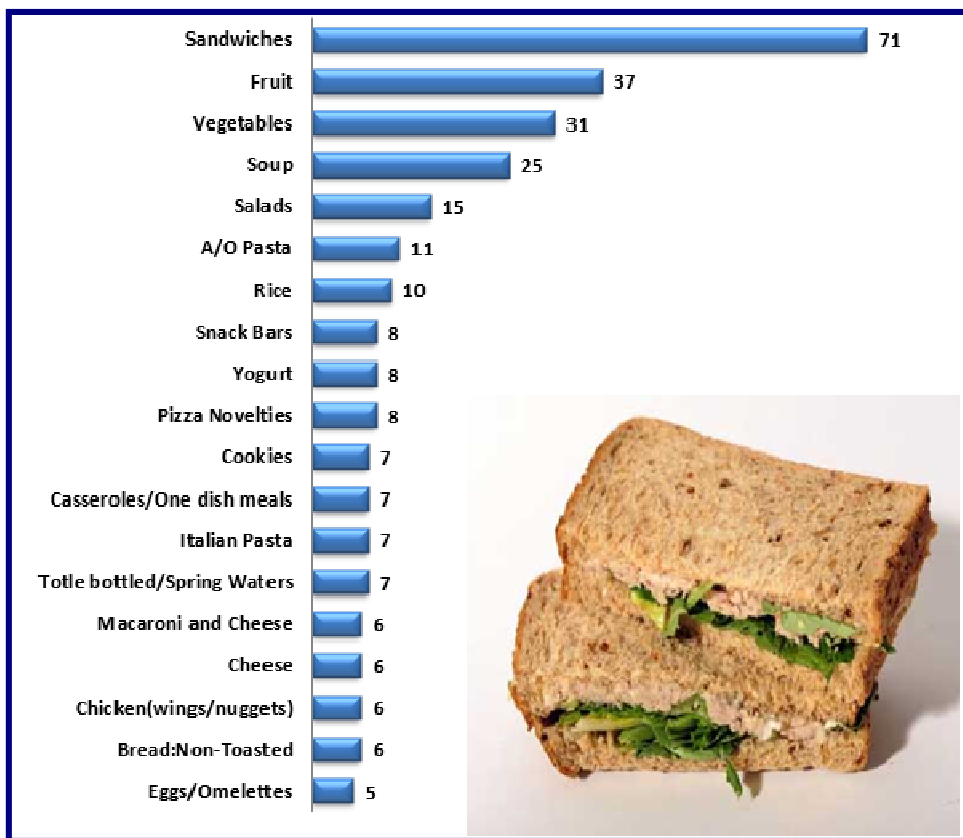


Lunch

- Lunch is also a meal Millennials often skip.
- The lunch meal shows the lowest percentage of meals consumed in-home and largest percentage of meals carried-from-home.
- Sandwiches are the number one food selected for both in-home and away-from-home lunches.
- In total 12% of lunch meals are prepared and eaten in restaurants and McDonald is the top restaurant operator for this generation.

Top foods eaten at home/carried lunch - Millennials

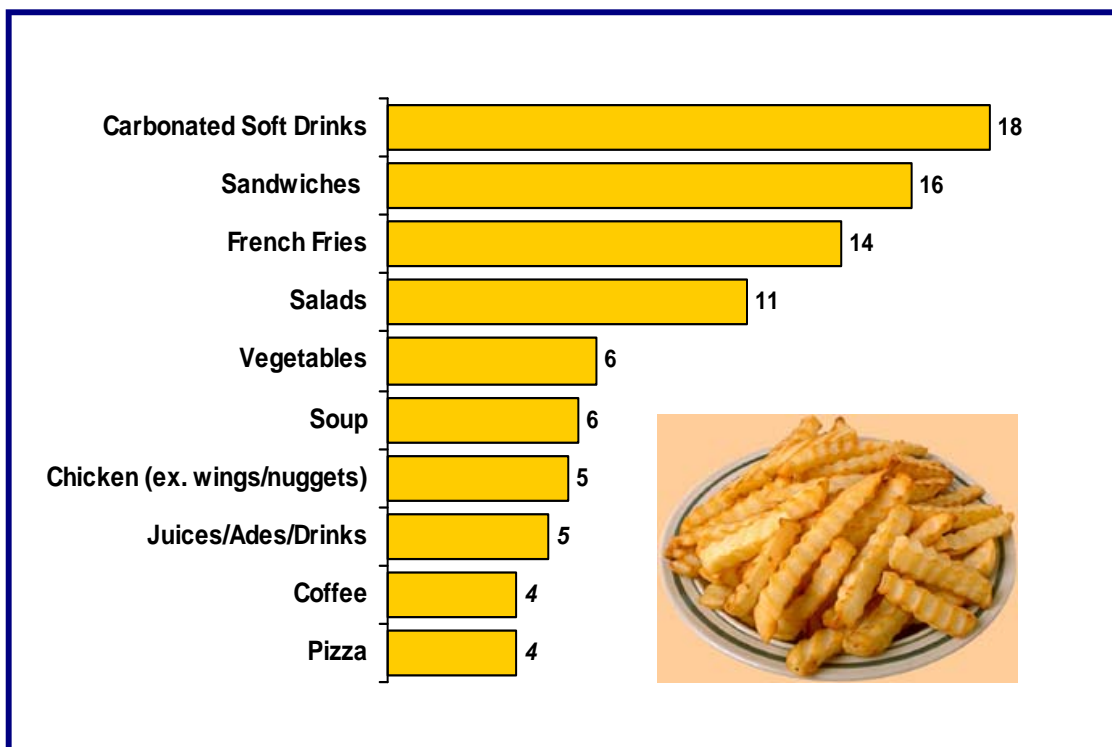
Annual eating per capita –in home/carried lunch venues – base dish



- While healthy choices like sandwiches, fruits and vegetables dominate, compared to total adults at lunch, Millennials are more likely to choose fries, burgers and pasta.
- Away from home, Millennials choose carbonated soft drinks, sandwiches and French fries at lunch.
- McDonalds is the number one brand of restaurants for Millennials for away-from-home lunch.

Top foods and beverages eaten at lunch- away from home - Millennials

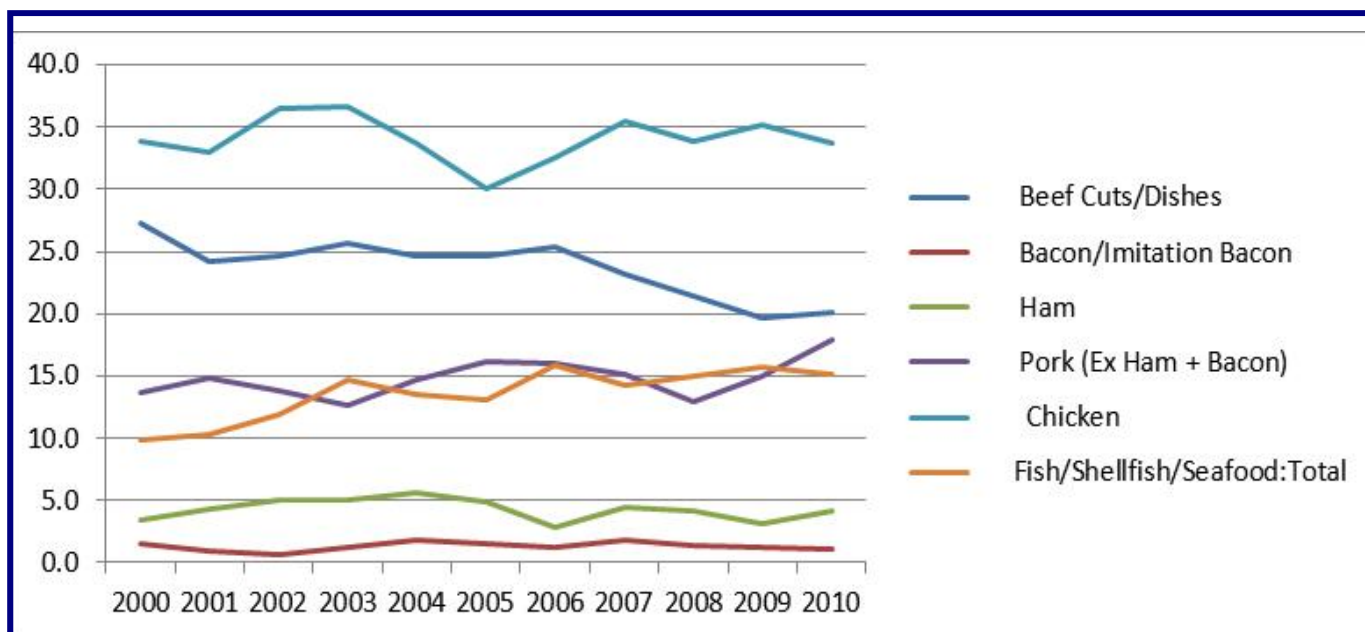
Annual eating per capita –away from home– base dish



Dinner

- About 2/3 of Millennials eat dinner meals in-home.
- When Millennials cook a meal, it is most likely dinner. Homemade dinner is more often reported for Millennials with kids compared to Millennials without kids.
- Frozen meals show the largest percentage for Millennials without kids
- Chicken and beef are the two proteins chosen most often for dinner, with chicken having a significant lead. Fish and pork meals are increasing.
- McDonalds and KFC are the two top choices for dinner away-from-home.

Trends in protein consumption among Millennials – in-home/carried dinner—Annual eating per capita



Snacking

- Snacks are largely sources from the home with 55% prepared and eaten in-home and 20% carried-from-home.
- The top motivations for foods selected for snacks include: Enjoyment, Indulgence, and health/weight control.
- Top snack foods include: fruits, cookies, snack bars, yogurt and veggies.
- Top beverage as snacks are coffee and carbonated soft drinks in the fast few years.

Millennials' food trends.....

- In addition to the dominating fruits, vegetables and sandwiches, consumption of ready to eat cereals, yogurt, and snack bars is growing among Millennials.
- Carbonated soft drinks and milk are among some of the fastest declining food consumed by Millennials
- Yogurt is a growing category.
- Consumption of French fries has declined at a greater rate while burger consumption has declined in the fast few years.
- Pizza consumption is growing.
- Very rapid growth in snack bar consumption.