
TOP 3 MILLENNIAL PRE-SHOP INSIGHTS

**TO HELP BRANDS
EFFECTIVELY CONVERT
AWARENESS TO PURCHASE**

MARCH 2024



TOP 3 PRE-SHOP PLANNING HABITS OF MILLENNIAL SHOPPERS IN 2024

1

Millennials
Are **Planners**

2

Inspiration
Over Advocacy

3

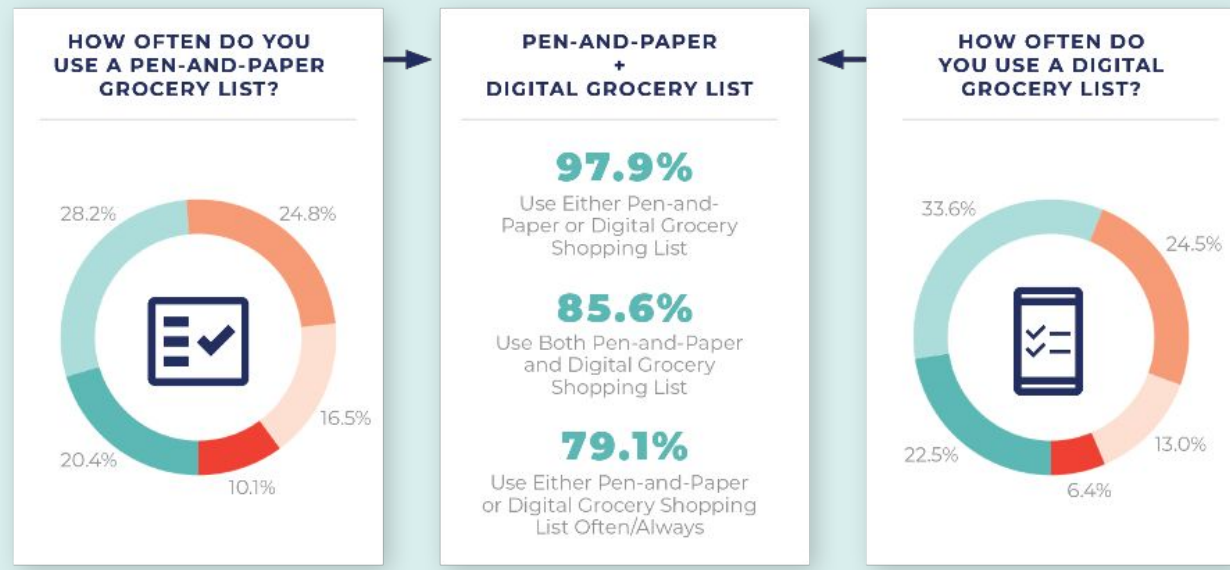
Planning =
Buying



1

Millennials Are **Planners**

97.9% Of Millennial consumers utilize a shopping list (digital or physical) for their grocery planning



■ ALWAYS ■ OFTEN ■ SOMETIMES ■ RARELY ■ NEVER

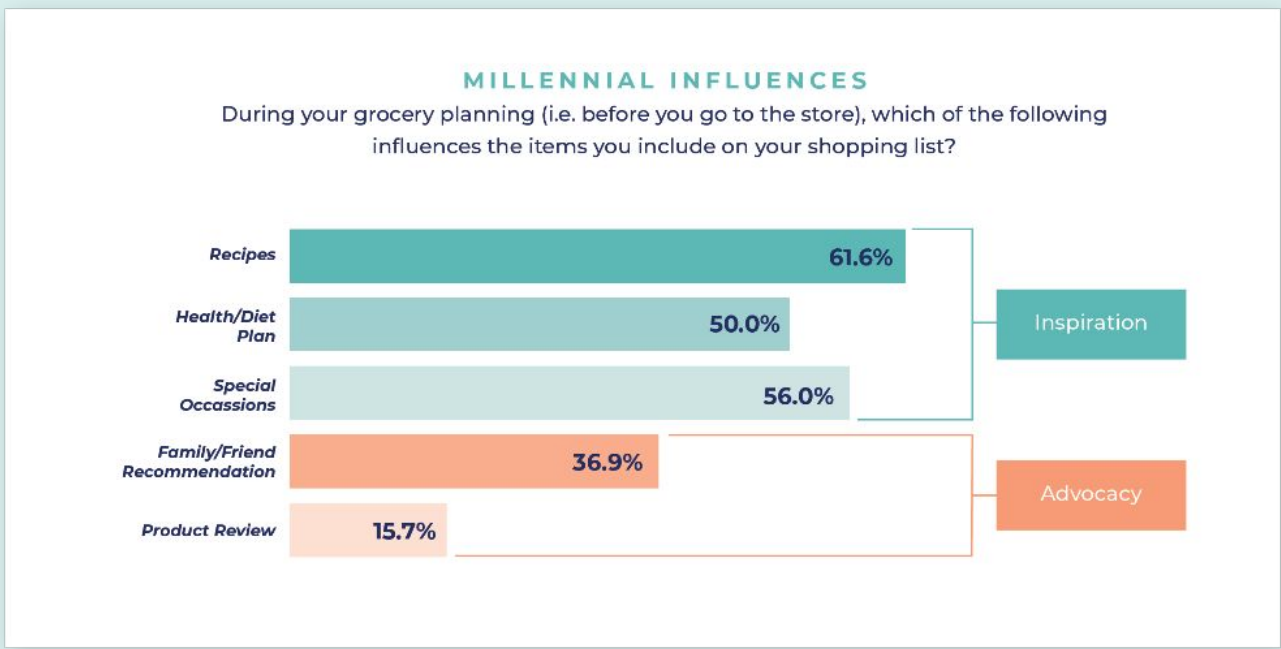
Source: CPG Pre-Shop Planning Report

Why It Matters

When it comes to grocery shopping, millennials are planners. 97.9% of millennials surveyed use a shopping list for their grocery planning. Furthermore, the growing adoption and preference of digital shopping lists, with millennial shoppers and beyond, offers marketers valuable real-time, first-party insight of near-term purchase intent – which is precisely the moment when brands need to reach them.

2 Inspiration over Advocacy

Millennials prioritize recipe, health, and occasion inspiration in their decision making versus recommendations or reviews.



Source: CPG Pre-Shop Planning Report

Why It Matters

While advocacy remains a solid marketing strategy, solution seeking millennials are more influenced by recipes, special occasions, and health/diet plans (think apps like Tasty, Fooducate, Pinterest, All Recipes, etc.). With this in mind, brand advertisers can utilize contextual targeting to influence these shoppers during these planning inspiration moments.

3

Planning = **Buying**

80.5% Of millennials buy 80%+ of the items on their grocery list



Source: CPG Pre-Shop Planning Report

Why It Matters

80.5% of millennials buy over 80% of the items on their grocery list with 52.3% purchasing over 90%-100% of the items on their list. Simply put – if you win at pre-shop, you win at the physical and digital shelf. If a brand successfully gets its item on a consumer’s grocery list, the chances of it getting purchased are incredibly high.

KEY TAKEAWAYS

1 | Reach Them During Pre-Shop

Millennials plan and therefore engaging with them during this crucial period equips CPG advertisers with valuable insights to shape strategies that influence consumer behavior and secure purchase decisions even before shoppers enter the store.

2 | Inspire with Recipe Content

Whether food planning, seeking out nutrition tips, or planning for a special occasion, recipes are a part all three of these planning inspiration activities. Brands should prioritize aligning with recipe content, apps, and websites to be sure they can influence consumers during the valuable pre-shop planning process.

3 | Turn Impressions Into Action

Explore partners that can help you turn CPG ad impressions into consumer action. The increasing adoption of digital grocery shopping presents a promising “*Save Now, Act Later*” solution for CPG advertisers. Partners like AdAdapted, add-to experts, have already helped 100s of brands do exactly this and see results.



Interested in learning more?

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