

# 'Tis the Season for Quality Groceries

## Article

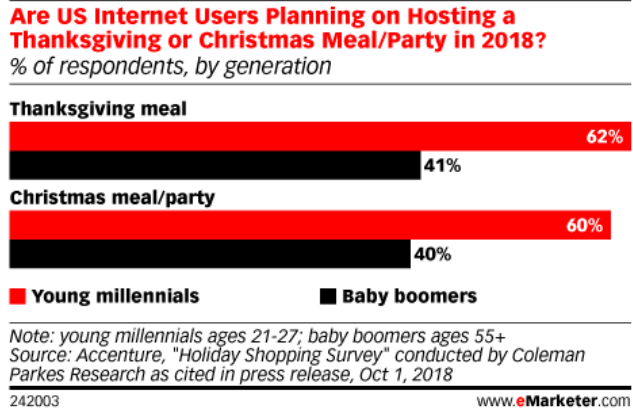
**M**ore than half of respondents (54%) plan to shop for premium groceries this holiday season, according to a recent survey from [Accenture](#).

Of the 1,500 US internet users polled, more than eight in 10 respondents said that for this upcoming holiday season, food quality is important to them.

Younger consumers may have more reason to spend on quality groceries, with many planning to host their own gatherings. From Friendsgiving dinners to Ugly Sweater parties, some 45%

of younger millennials and 48% of older millennials said they plan to host more holiday gatherings this year than in 2017.

The study found that this group—not surprisingly—is more likely than their older cohorts to host such parties. For example, roughly six in 10 young millennials said they plan on hosting a Thanksgiving meal. In contrast, roughly four in 10 baby boomers said the same.



By and large, there are many reasons—beyond the holidays—why shoppers would be willing to pay a premium for groceries. A separate study from market researcher IRI, conducted in March 2018, found that a quarter of US internet users said they plan to buy from more premium brands in the next six months.

When asked what they would pay more for, **more than a third of respondents said they want options** that offer benefits beyond basic nutrition and nearly three in 10 said they want natural or organic products.