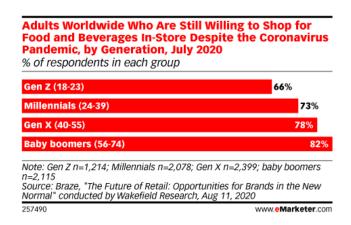


Boomers, More So than Their Younger Cohorts, Are Willing to Shop In-Store

ARTICLE

Rimma Kats

ore than eight in 10 baby boomers worldwide said they are still willing to shop for food and beverages in-store despite the pandemic, according to July 2020 data from Braze. In contrast, fewer Gen Xers and millennials feel the same way, with Gen Zers the least likely to head to physical stores.



By and large, grocery shopping is leaning more toward digital because of the pandemic. We forecast that food and beverage will be the fastest-growing ecommerce category this year, with year-over-year growth of 58.5%.



Read More:

- More than Half of Internet Users Have Purchased Groceries Online
- Nearly Half of Boomers Have Increased Digital Spending Since The Pandemic
- Boomers Are Slower to Adopt New Technologies, but They're Likely to Stick with the Ones They Value

eMarketer and Business Insider Intelligence have joined forces to become the leading research company focused on digital transformation. For more insights and key statistics on the biggest trends in today's most disruptive industries, subscribe to Chart of the Day.

