

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

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More 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.

Adults Worldwide Who Are Still Willing to Shop for Food and Beverages In-Store Despite the Coronavirus Pandemic, by Generation, July 2020

% of respondents in each group



Note: Gen Z n=1,214; Millennials n=2,078; Gen X n=2,399; baby boomers n=2,115

Source: Braze, "The Future of Retail: Opportunities for Brands in the New Normal" conducted by Wakefield Research, Aug 11, 2020

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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%.

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