

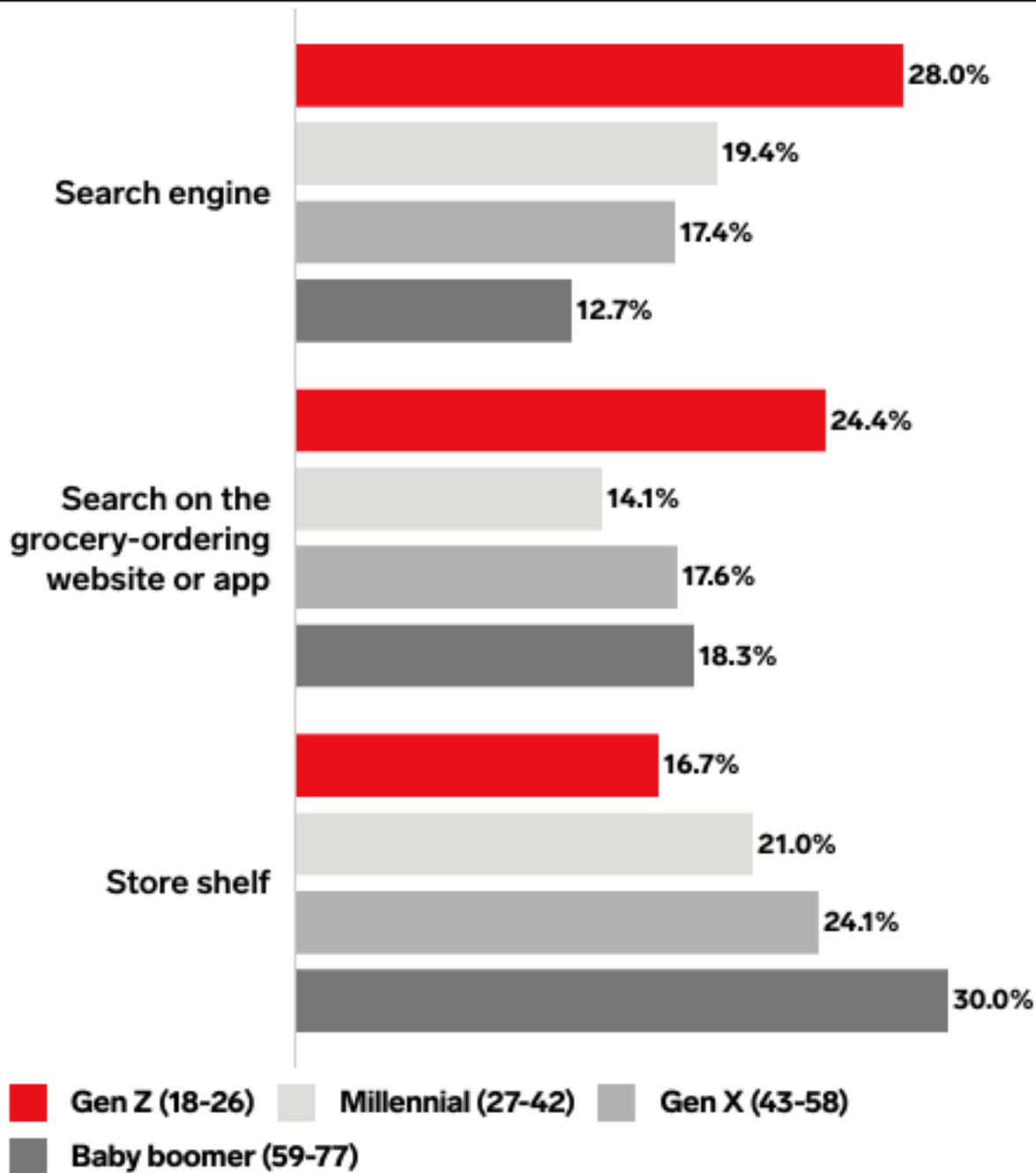
Gen Z more likely to discover grocery products on search than store shelves

Article

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Gen Z Is More Likely to Discover Grocery Products Browsing Search Than Store Shelves

% US digital grocery buyers



Note: responses to question, "Think of a few of the grocery products (including food, beverages, cleaning, health, beauty, or pet products) that you discovered in the past 12 months and now purchase regularly. How did you first come across them?"

Source: Insider Intelligence | eMarketer, May 2023

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Insider Intelligence | eMarketer

Key stat: 28.0% of Gen Z consumers have discovered grocery products via search engines, compared with 16.7% that have discovered products while browsing store shelves, per our forecast.

Beyond the chart:

- Age is the determining factor in willingness to try new products, with millennials and Gen Zers being more likely to branch out than Gen Xers or baby boomers.
- Younger generations are also more likely to discover new products via social media.
- Brands that want to increase awareness and consideration among younger consumers must use digital channels to do so.

Use this chart:

- Illustrate how different generations discover grocery products.
- Identify where to focus top-of-funnel efforts.
- Justify an omnichannel approach to grocery.

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