

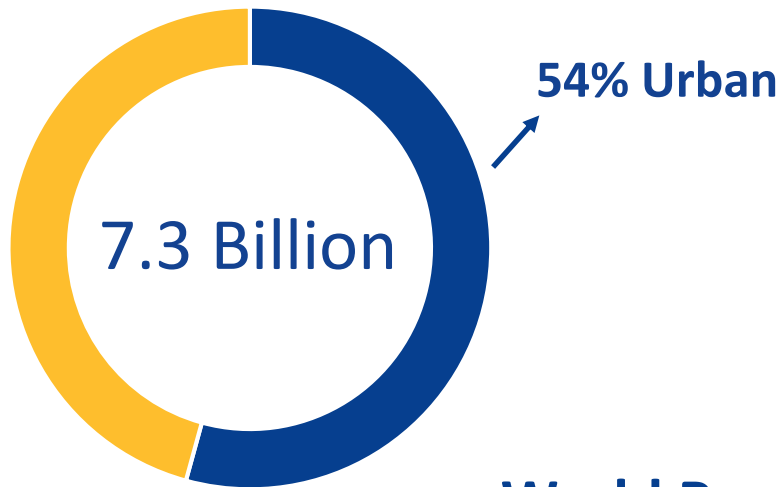


# The Changing Consumer

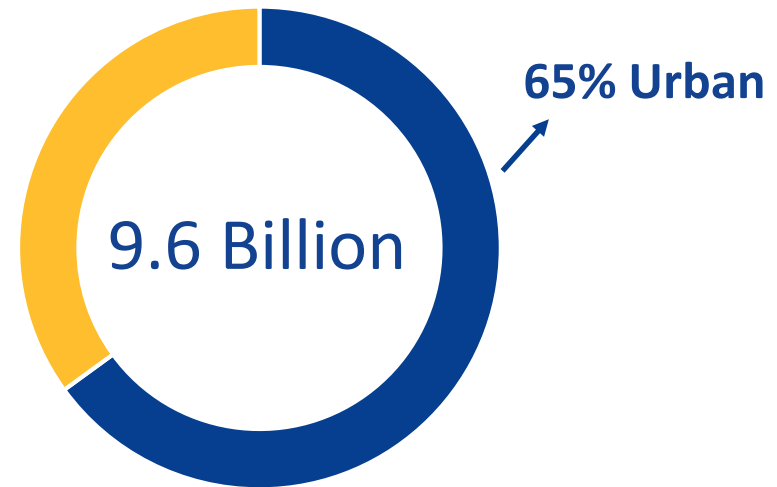


# Population Growth and Consumers Moving to Cities

World Population Distribution: 2016

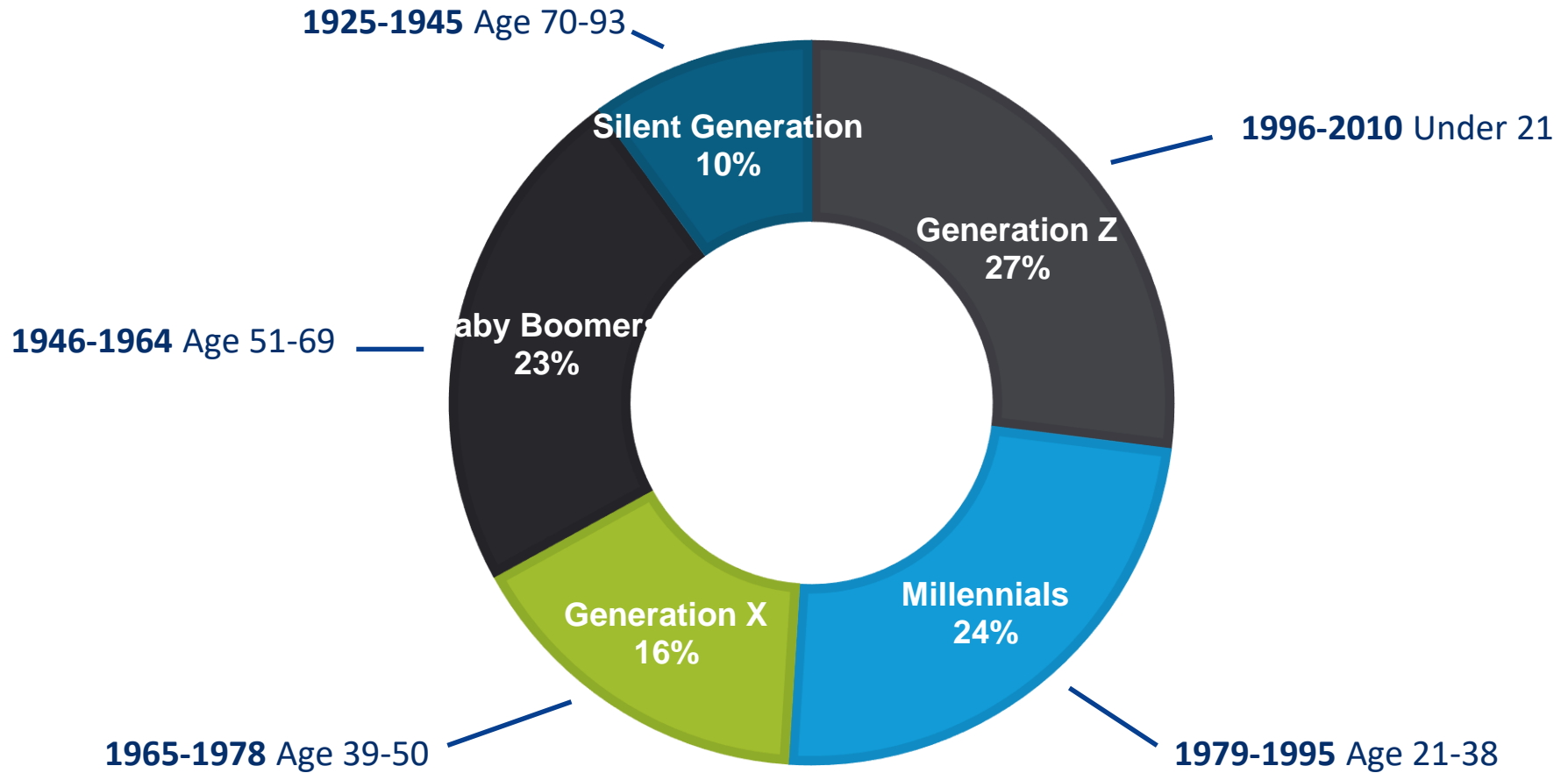


World Population Distribution: 2050



World Population  
2018  
7.6 Billion

# U.S. Generation Distribution



# Millennials are Changing The Game

## 75 million millennial consumers

Millennials have eclipsed Baby Boomers

Millennials are more likely than baby boomers to say they worry about potentially harmful ingredients in the food they buy.

Mintel, 2017

Millennials want to buy from manufacturers that are environmentally conscious and transparent about their ingredients, process and business.

Food Business News, 2018



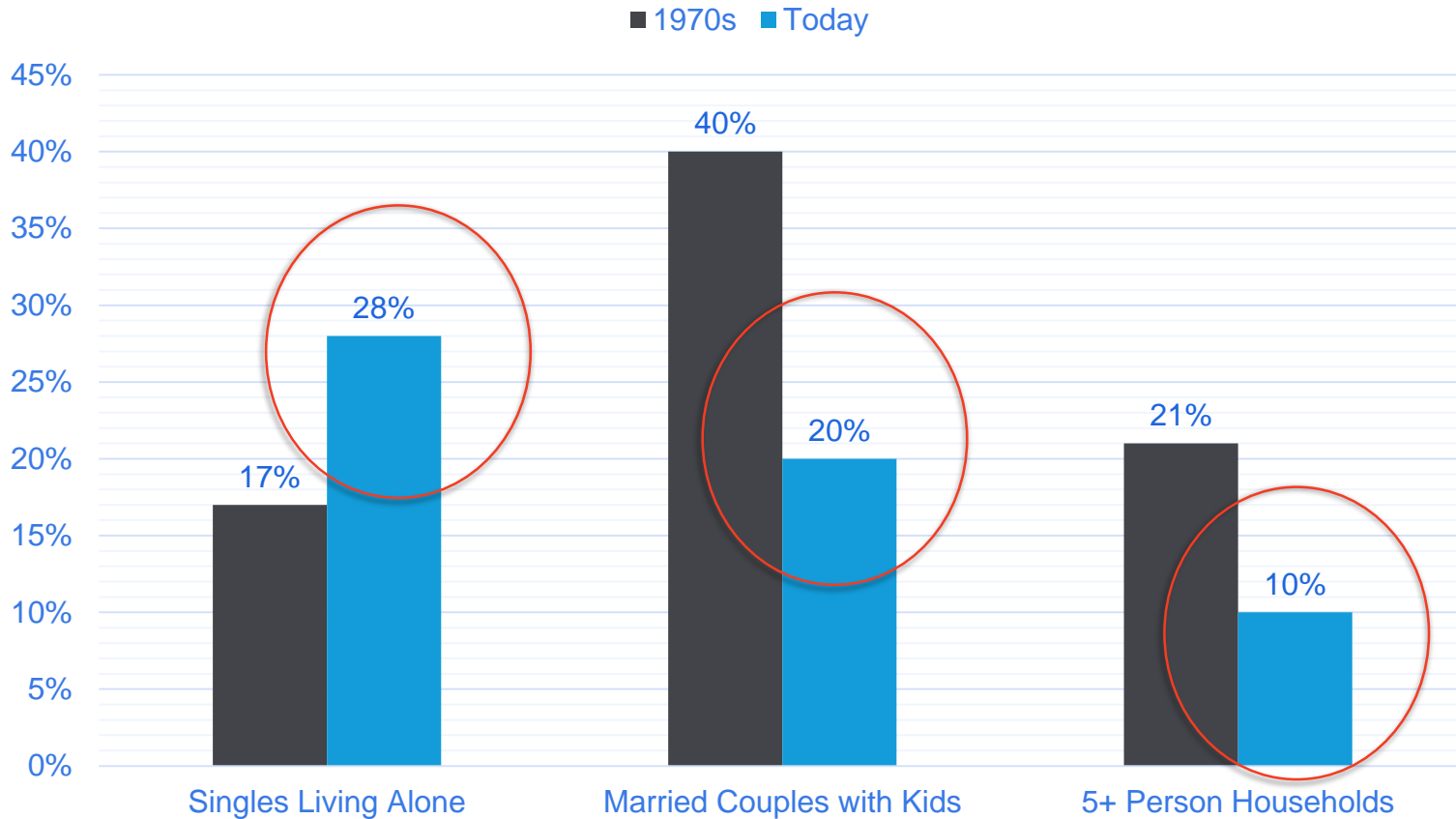
20% of consumers overall said buying items online allows them to find lower priced food and beverage products. That figure increased to 30% for Millennials.

IRI Data, 2018

Millennials and Gen Z are fleeing legacy casual restaurant chains, from Applebee's to Olive Garden, in favor of trendier, tech-savvy, more health-conscious options.

ADWEEK, April 2018

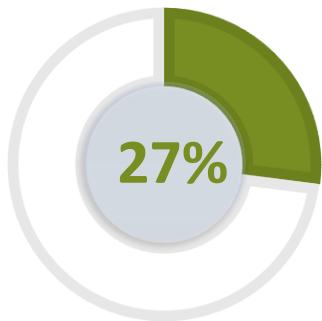
# A Shift to Smaller Households



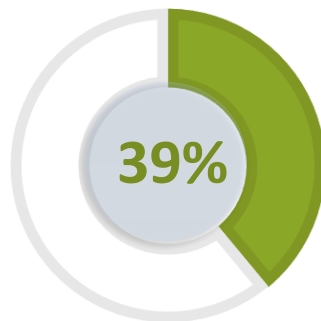
# Growing Diverse Population

## PERCENT OF NON-WHITE POPULATION BY GENERATION

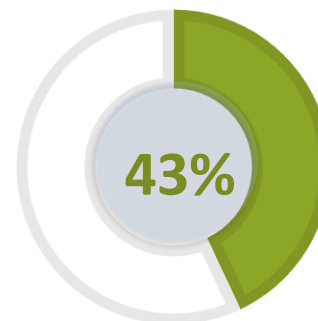
BOOMERS



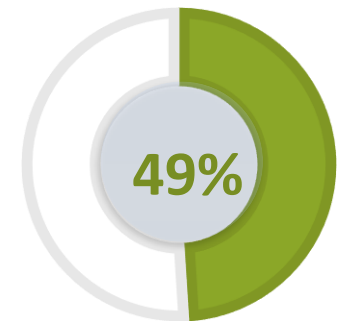
GEN X



MILLENNIALS



GEN Z



89% of U.S. population growth will come from multicultural and half of that growth (53%) will come from Hispanic Americans.

# Hyper-Connected

Continuously improving technologies and online platforms allow consumers to access greater amounts of information instantly from any location.



Every 60 seconds...

# More Informed

79%

Of consumers say they **check prices online before making a purchase.**

65%

Of consumers say they look for food and beverages **that have the shortest list of ingredients.**

58%

Of consumers say they look for food and beverages that **contain only ingredients they recognize.**





# View Health as Holistic

Holistic health is viewed more positively now vs. in the past across all generations.



# Ethics and the Greater Good

45%

Of consumers are willing to **boycott a brand whose values don't reflect their own.**

44%

Of consumers are willing to **pay more for products which support a specific social cause or belief.**

