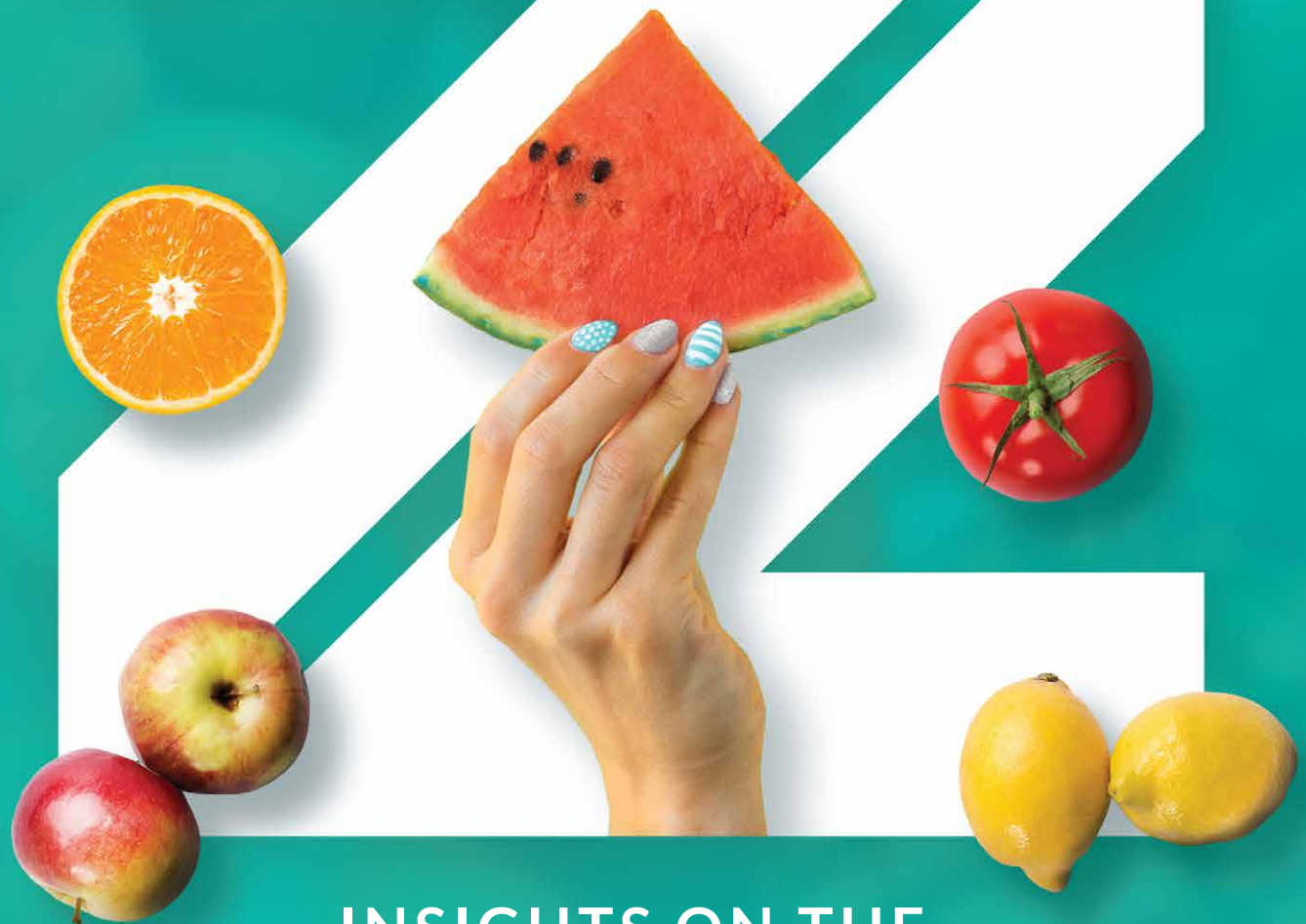


FIELD AGENT[®] PRESENTS

GROCERY SHOPPING WITH

GEN



INSIGHTS ON THE
NEXT GENERATION

AUSTRALIAN EDITION: 2019

INZIGHTS: GEN Z ON GROCERY SHOPPING

At the beginning of each year, thought-leaders try to identify the consumer trends they believe will define the coming year(s). Of those garnering some serious attention: Enter **Generation Z**. Identified as individuals born from 1997 to 2012, Generation Z are growing up and emerging as a potentially powerful consumer force.

Now is the time to start considering the attitudes and behaviours of this “next generation” from an angle with potentially enormous implications for thousands of brands and retailers:

**How does Gen Z shop for groceries?
How will Gen Z shop for groceries?**

And although only a narrow swath of Gen Z has already reached adult age, presently 18-22 year olds, it's not too soon to begin exploring their perspectives on a range of grocery topics—looking for indications, if they exist, of how Gen Z may differ from previous generations, and laying down baselines to serve future research inquiries into Gen Z and their grocery-shopping activities and preferences.

In this report, Field Agent Australia showcases the results of a mobile survey of three hundred 18-22 year olds—our Gen Z sample. For comparison purposes we also surveyed one hundred of Gen Z's Parents.

We believe you'll find this report full of enlightening insights into grocery shoppers of all ages. So turn the page...and start becoming acquainted with the next generation of grocery shoppers.





TABLE OF CONTENTS

04	Meet our Gen Z sample	21	Is Gen Z willing to buy store brands?
05	Does Gen Z shop for groceries yet?	22	What groceries does Gen Z skimp and splurge on?
06	What are Gen Z's top grocery retailers?	23	Does Gen Z eat healthier?
11	Will Gen Z shop differently?	24	What groceries does Gen Z consider "nutritious"?
14	What are Gen Z's preferred grocery-shopping methods?	25	How does Gen Z feel about cooking?
20	What are Gen Z's grocery-shopping priorities?	27	What grocery brands are tops with Gen Z?

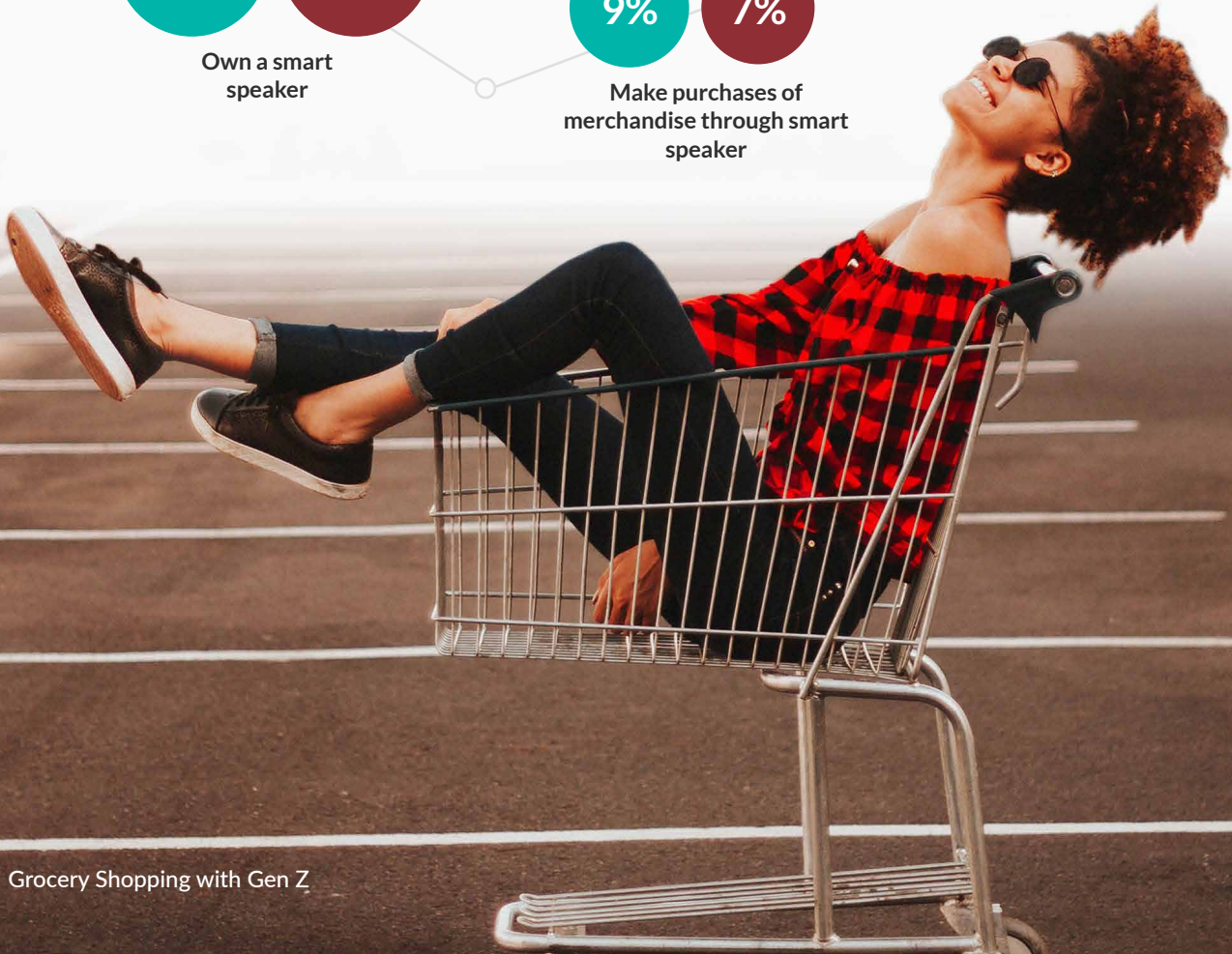
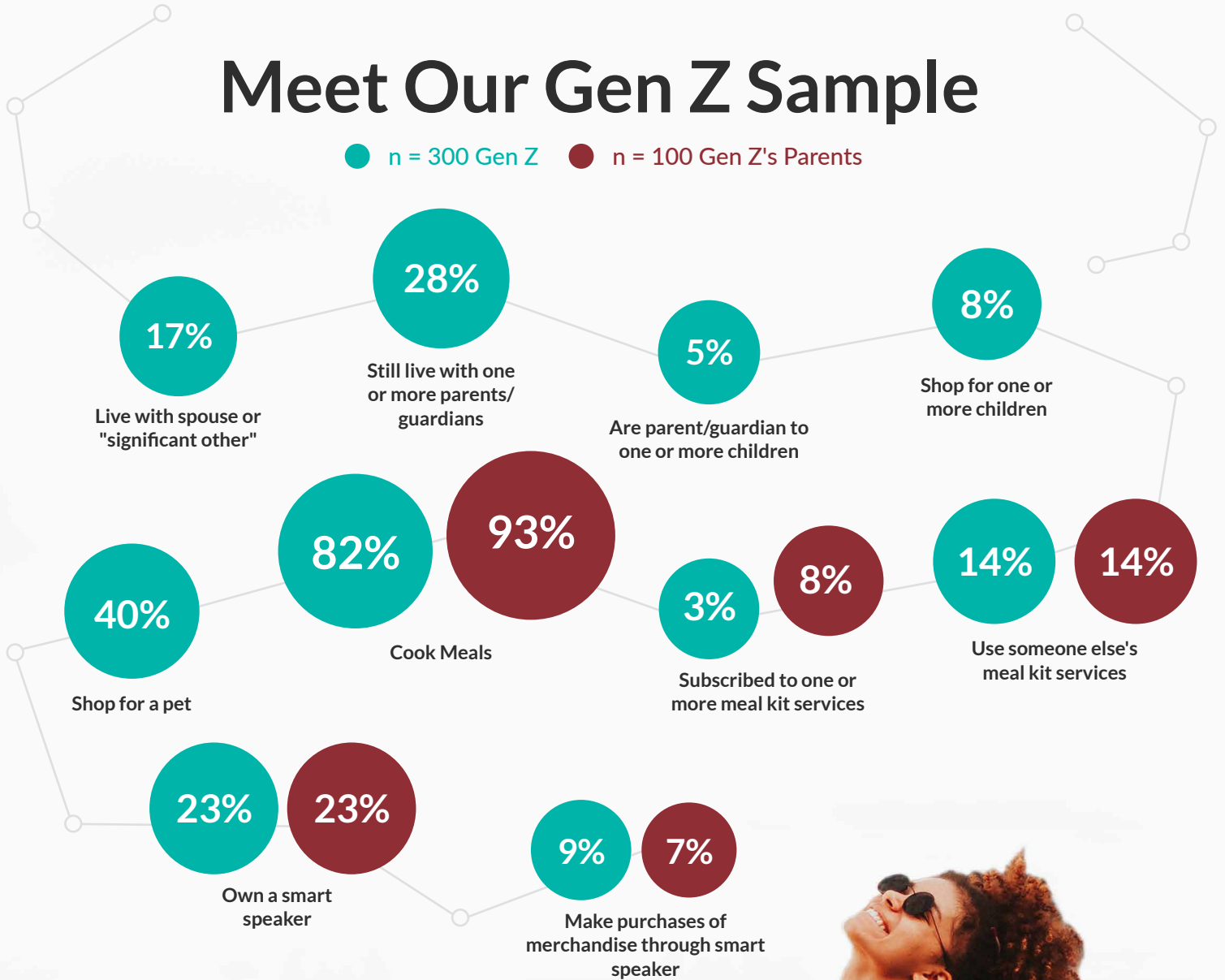
Copyright © 2019 by Field Agent®

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law.

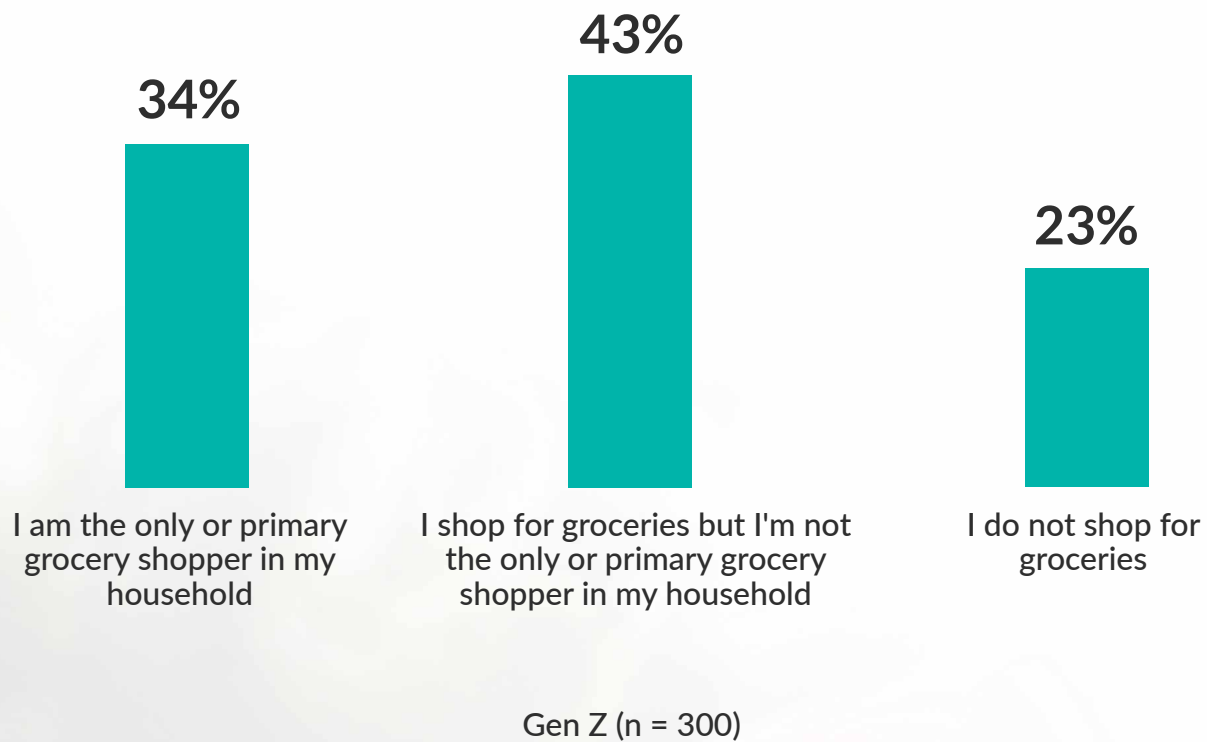
Stock images provided by Unsplash.com and Pexels.com

Meet Our Gen Z Sample

● n = 300 Gen Z ● n = 100 Gen Z's Parents



Who does the grocery shopping in your household?

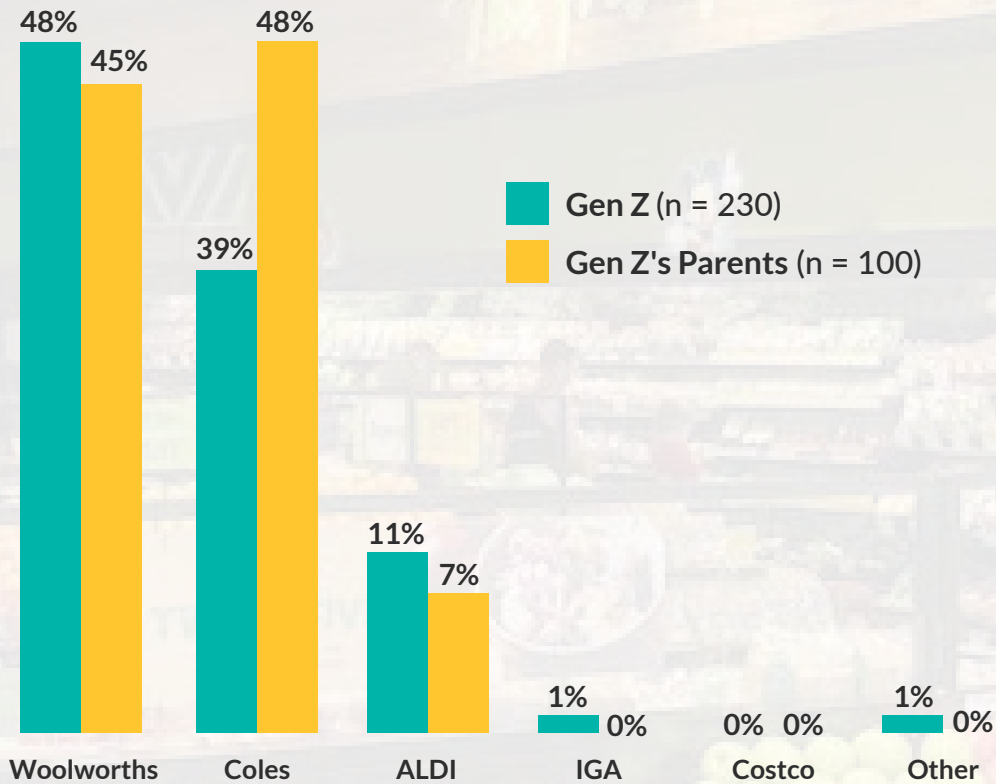


InZight:

They may only be 18-22 at present, but 3-in-10 Gen Zers said they're already holding down the grocery-shopping responsibilities completely or largely by themselves.



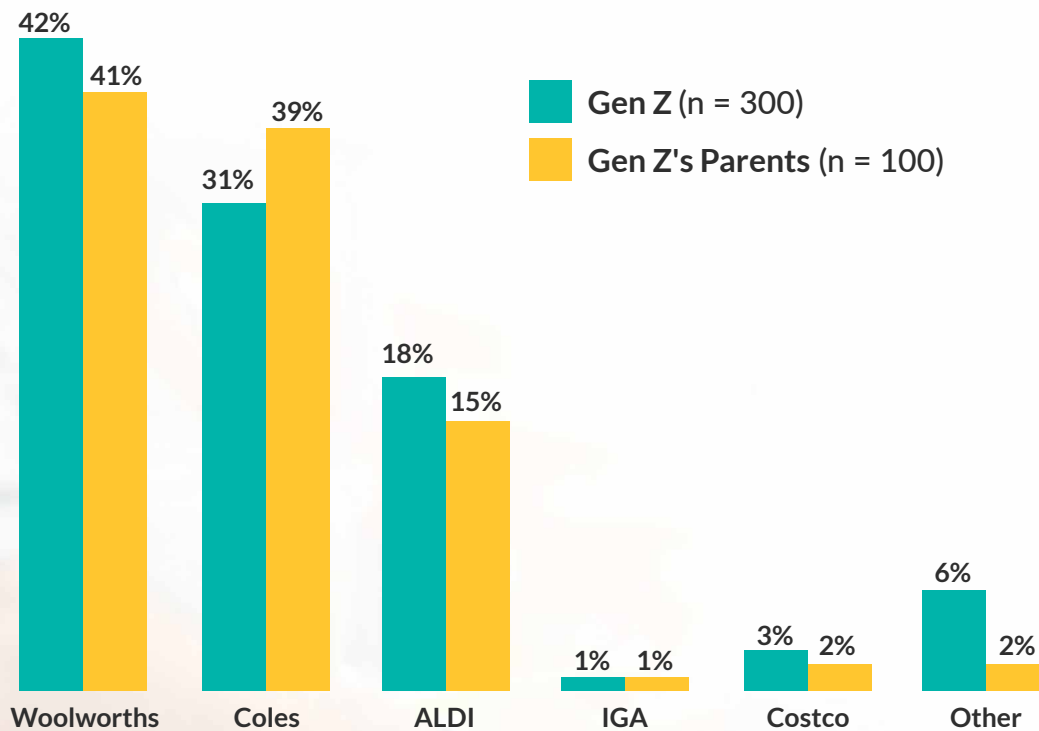
Where do you currently shop for groceries the most?



Gen Z Speaks:

"I think once I move out of home I will eat healthier as I will make all the decisions food wise. I will try and buy only organic foods and minimise the plastic around products I buy."

Where do you expect to be shopping for groceries the most in 5-10 years?

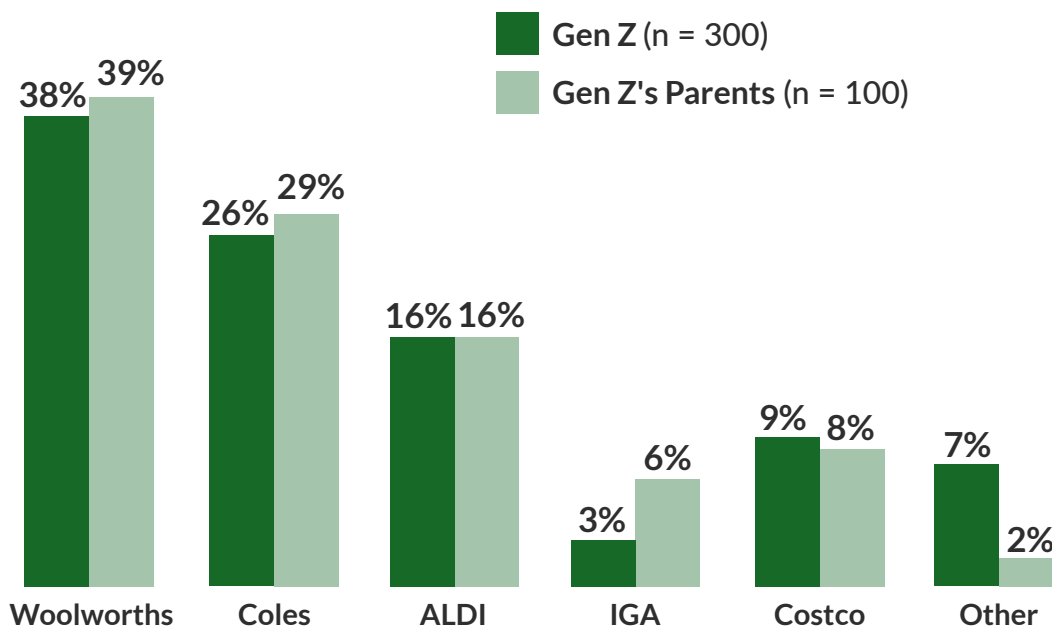


Gen Z Speaks:

"I will be buying plastic-free groceries most likely from farmers markets and bulk food stores rather than supermarkets."



Of which grocery retailer do you have the most favourable opinion?



Gen Z Speaks:

"We are a generation that is more socially influenced. We are impacted daily by social media, advertising and other marketing. We are also a generation with strong beliefs that differ greatly from our parents e.g. fee range chicken is more of importance to my generation than that of my parents."



InZights on Grocery Retailers

Currently Woolworths has the biggest share of Gen Z's grocery dollars (48% Woolworths, 39% Coles), and that's more than their parents who marginally favour Coles (48% Coles, 45% Woolworths).

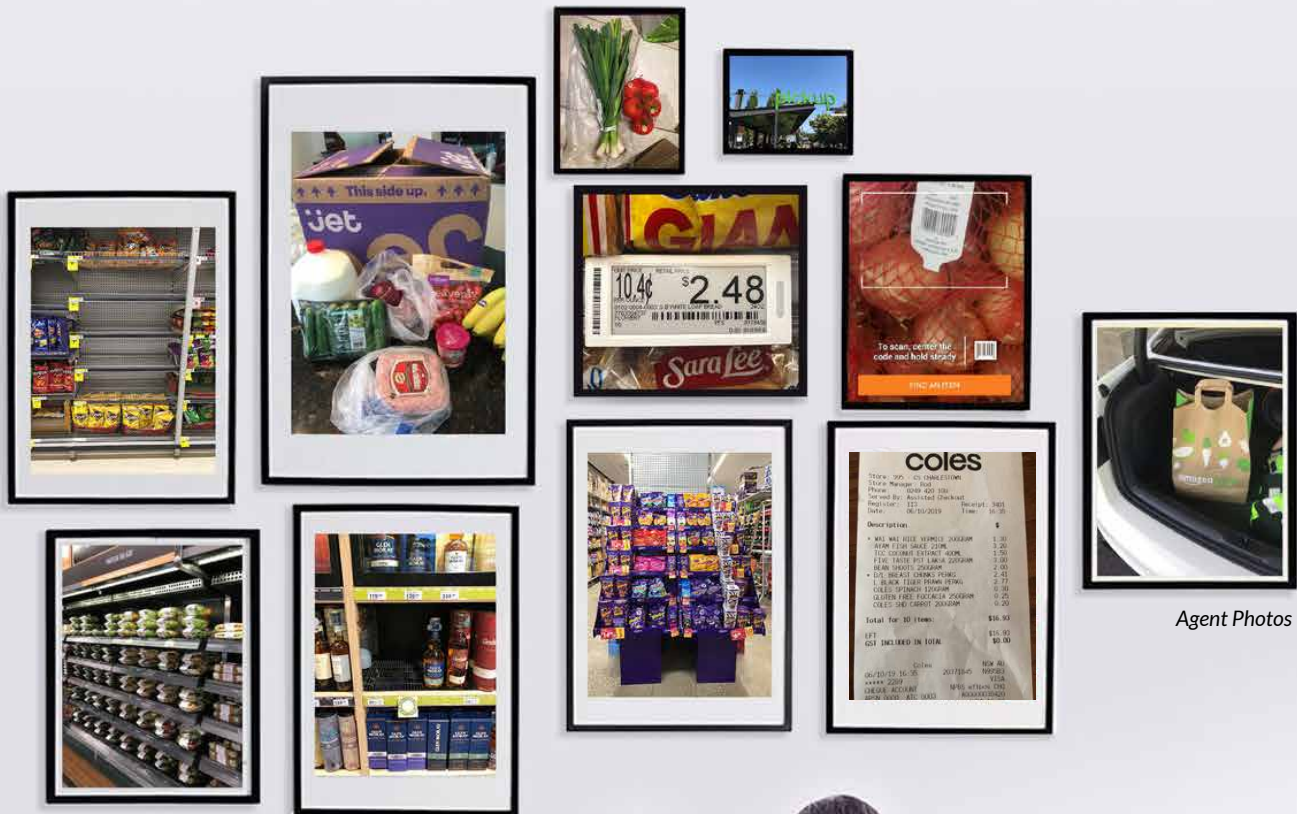
In the future, however, both Gen Z and their parents suggest a slight shift away from the duopoly to other players –

	Gen Z	Gen Z's Parents
Woolworths	-6%	-4%
Coles	-8%	-9%
ALDI	+7%	+8%
IGA	0	+1%
Costco	+3%	+2%
Other	+5%	+2%

We've Got the Future of Grocery Retail In Our Sights

Field Agent crowdsources over one million smartphones across Australia to offer fast, affordable retail-auditing, mystery shopping, market research, and shopper-influence services.

From store aisles to pickup stations, mobile apps to home deliveries, our agents are spread across the country to show-and-tell you exactly what matters.

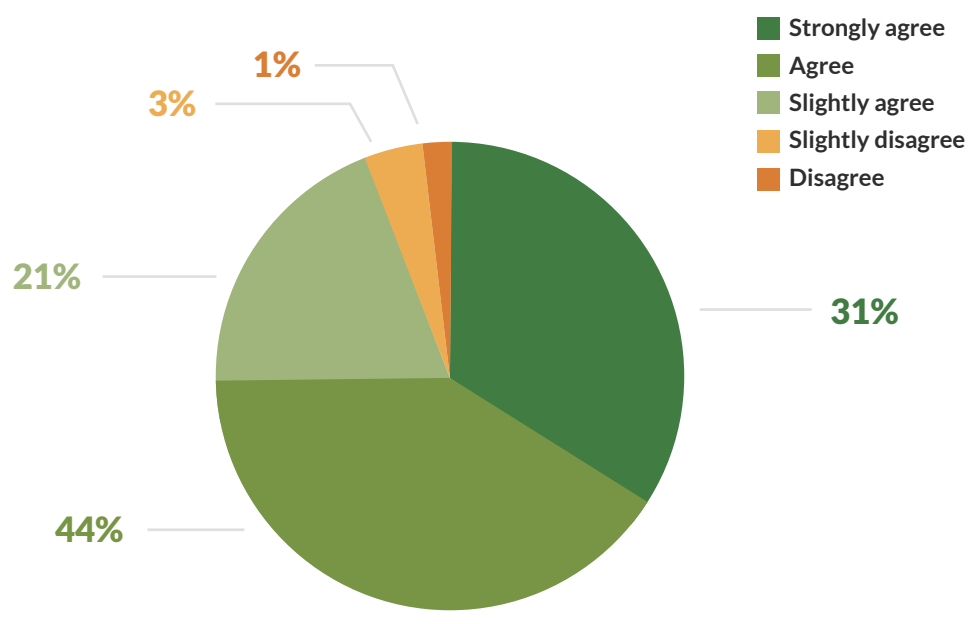


Agent Photos





To what extent do you agree with this statement:
“My generation will shop for groceries differently than
my parents’ generation”?



Gen Z (n = 300)

InZight:

Regardless of what the future holds, Gen Z certainly expects to shop for groceries differently than their parents. The next page may offer additional insight into this perspective.





Gen Z Speaks: How We Think Our Grocery Shopping Will Change in 5-10 years

We posed a free-form question to our sample of 300 Gen Zers, asking them to tell us how their grocery shopping will change over the next 5-10 years. Below we present the most prominent themes, along with representative quotes.



Shopping Online

"Most likely online and delivered to me, on a platform that perhaps compares prices for the same product/s from the big chains."



Eating Healthier

"Less unhealthy and processed foods"



Cooking More, "Fresher"

"I will probably start buying healthier food to start cooking for myself because at the moment I buy a lot of ready made meals and junk food for meals."

Faster, Easier In-Store Shopping

"There will be a larger emphasis on removing humans from check-out, maybe even automatic like Amazon Go."



Shopping for More People

"I will hopefully be married and with kids so the shopping will be larger and more expensive."



Becoming the Primary Shopper

"I think once I move out of home I will eat healthier as I will make all the decisions food wise. I will try and buy only organic foods and minimise the plastic around products I buy."



Fatter Wallet

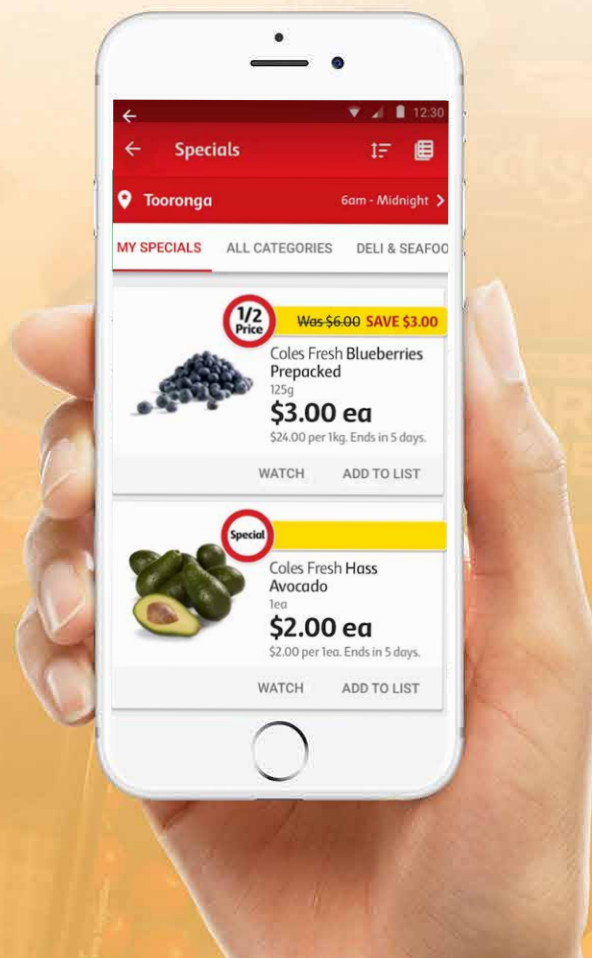
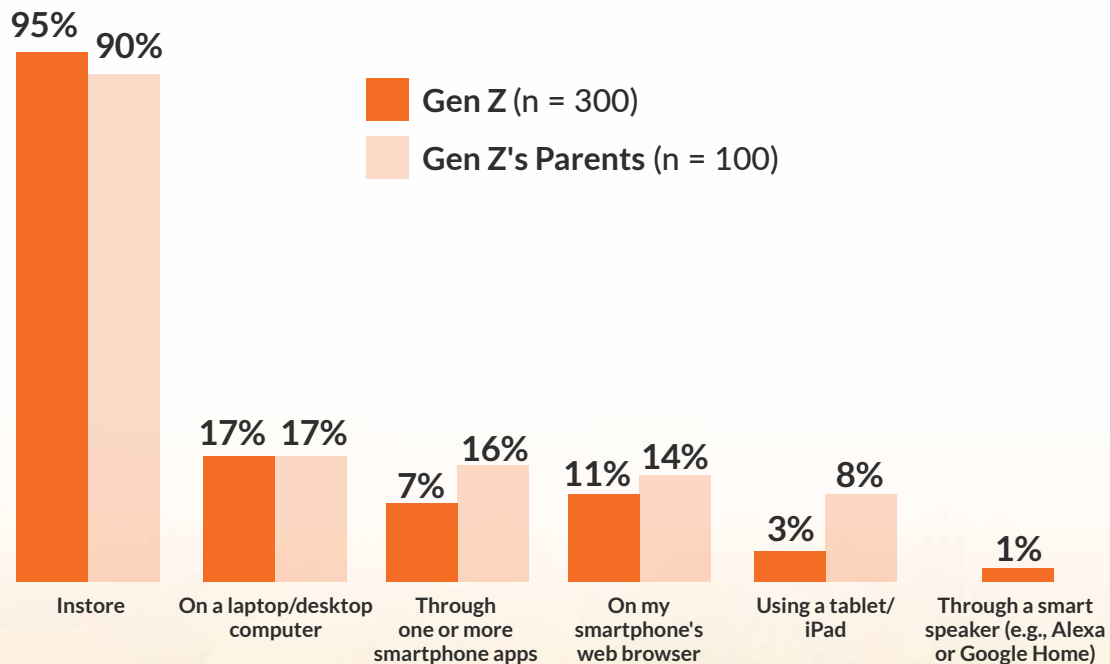
"More money in future so can afford to spend more on luxury foods e.g. more expensive cuts of meat bought from a butcher. Not restricted to doing most of groceries at Aldi. Would spend more money on cheeses as well."



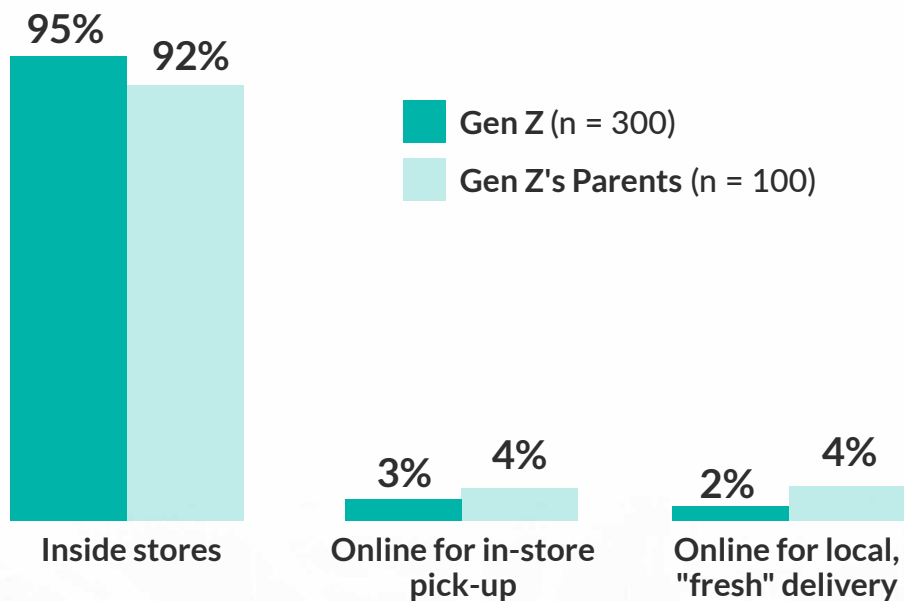
Conscious Considerations

"I'll be aiming to shop more sustainably. I want to produce less waste which means less plastic packaging and processed foods. More whole and bulk foods."

Identify all the ways you presently purchase groceries



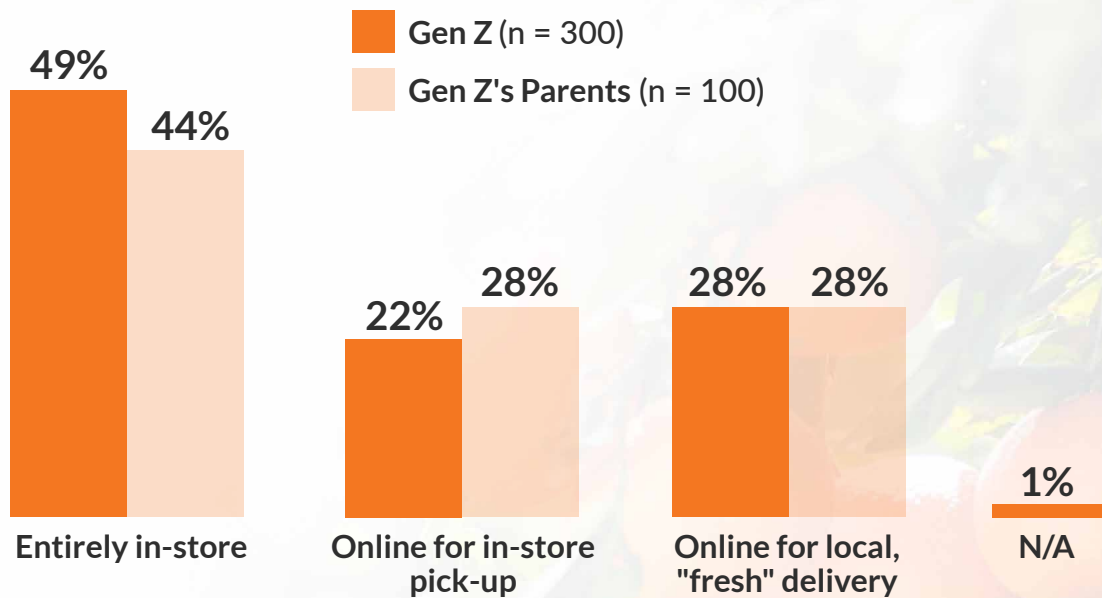
How do you currently shop for, purchase and acquire most of your groceries?



Gen Z Speaks:

“I currently buy as I need - I will start doing big shops in 5-10 years (will probably do this online).”

How do you expect to shop for, purchase and acquire most of your groceries 5-10 years from now?



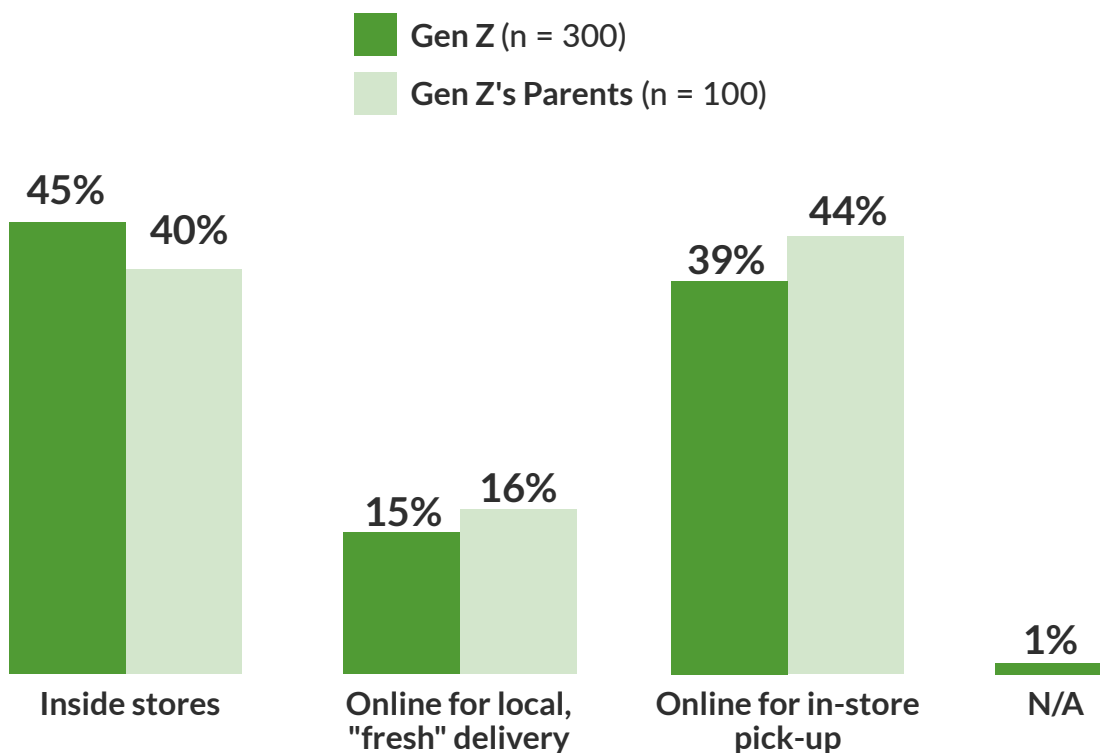
Gen Z Speaks:

“I do not feel that much will change within 5 - 10 years on a major level. What I believe will change most is a greater shift towards in-store pick-up and delivery arranged through online ordering, and a overhaul of packaging to accommodate this.”





The way I'd most like to shop for, purchase and acquire most of my groceries "in a perfect world":



Gen Z Speaks:

“Everything will become easier and everything will be online based or delivery based which makes it quick.”

InZights on Grocery-Shopping Methods

Gen Z have great expectations for technology to greatly enhance their grocery-shopping experiences in the coming years.

Whilst 95% of Gen Zers currently purchase most of their groceries in-store, Gen Z predicts a significant shift to online shopping in the next 5-10 years, with in-store shopping dropping to 49%, and a 'perfect world' scenario reporting even less in-store shopping (45%).

As one 22-year-old female said:

“Because the technology is rapidly changing and workloads and life schedules are increasing - I expect to shop in a more convenient way”.



From 1-5, where 1 is most important, rank what matters most when grocery shopping

Gen Z (n = 230)

	Price	Nutrition/Diet	Convenience	Brand	Social/Environmental Impact
#1	56%	23%	9%	6%	6%
#2	22%	30%	28%	8%	13%
#3	13%	24%	19%	24%	21%
#4	5%	16%	30%	28%	21%
#5	3%	7%	14%	35%	39%

Gen Z's Parents (n = 100)

	Price	Nutrition/Diet	Convenience	Brand	Social/Environmental Impact
#1	57%	17%	15%	8%	3%
#2	23%	27%	23%	18%	9%
#3	12%	32%	23%	21%	12%
#4	5%	18%	23%	32%	22%
#5	3%	6%	16%	21%	54%

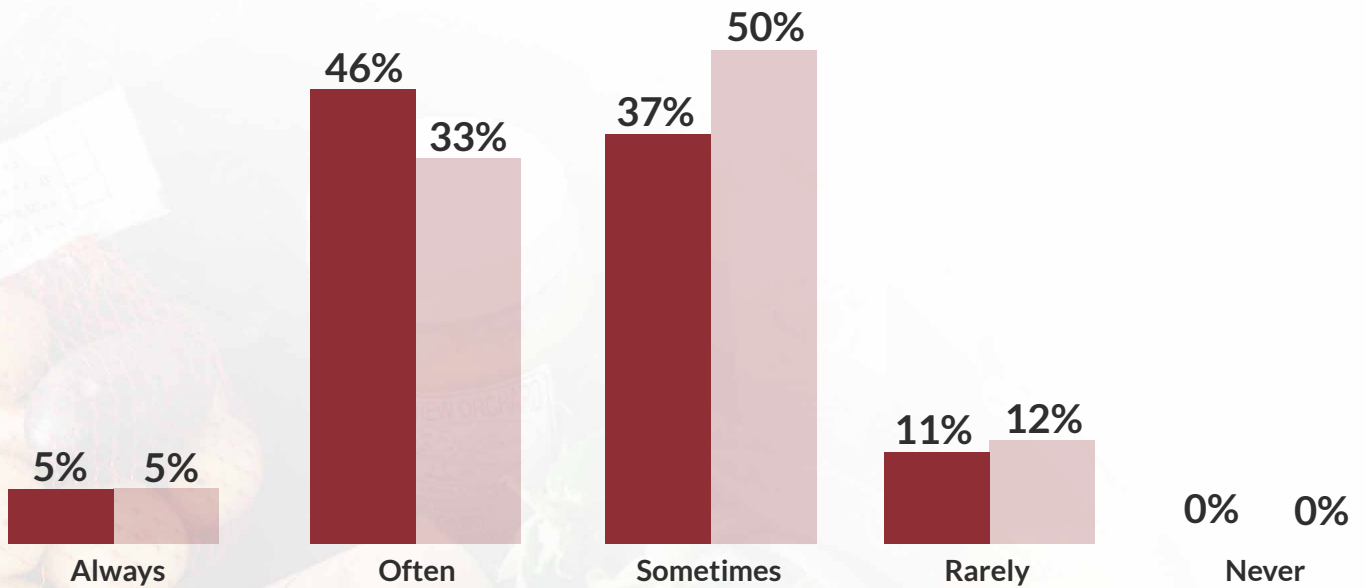
InZight:

Social/environmental impact is emerging to be a greater consideration for Gen Z. 39% of Gen Z respondents listed social/environmental consideration in their top 3 most important considerations, versus only 24% of their "parents", who comparatively care more about convenience and brand. For now, price and nutrition/diet are the top 2 considerations valued equally across generations.



When shopping for groceries, how often do you purchase store brand (i.e. generic) products?

■ Gen Z (n = 300)
■ Gen Z's Parents (n = 100)



InZight:

Given their life stage and income uncertainty, Gen Z may be more price-sensitive than their parents.

Gen Z Speaks:

"I believe that my generation is more likely to go for homebrand items, as homebrand items become both cheaper and better quality."



Splurge or Skimp?

Field Agent presented both samples the same selection of 12 popular grocery categories, from eggs to seasonings. We asked respondents to identify the three categories they'd be most likely to splurge on (i.e. because quality is relatively more important) and which three categories they'd be most likely to skimp on (i.e. because quality is relatively less important). Below we display the top splurges and skimps for both groups.

Gen Z (n = 300)

Gen Z's Parents (n = 100)

Gen Z (n = 300)		Gen Z's Parents (n = 100)	
Top Splurges	Top Skimps	Top Splurges	Top Skimps
Meat (48%)	Chips/salty snacks (41%)	Meat (64%)	Chips/salty snacks (40%)
Vegetables (35%)	Milk (35%)	Vegetables (48%)	Bread (40%)
Milk (33%)	Bread (34%)	Coffee (45%)	Milk (36%)
Chips/salty snacks (30%)	Breakfast Cereal (28%)	Eggs (29%)	Seasonings (35%)
Coffee (26%)	Seasonings (24%)	Milk (23%)	Cheese (27%)

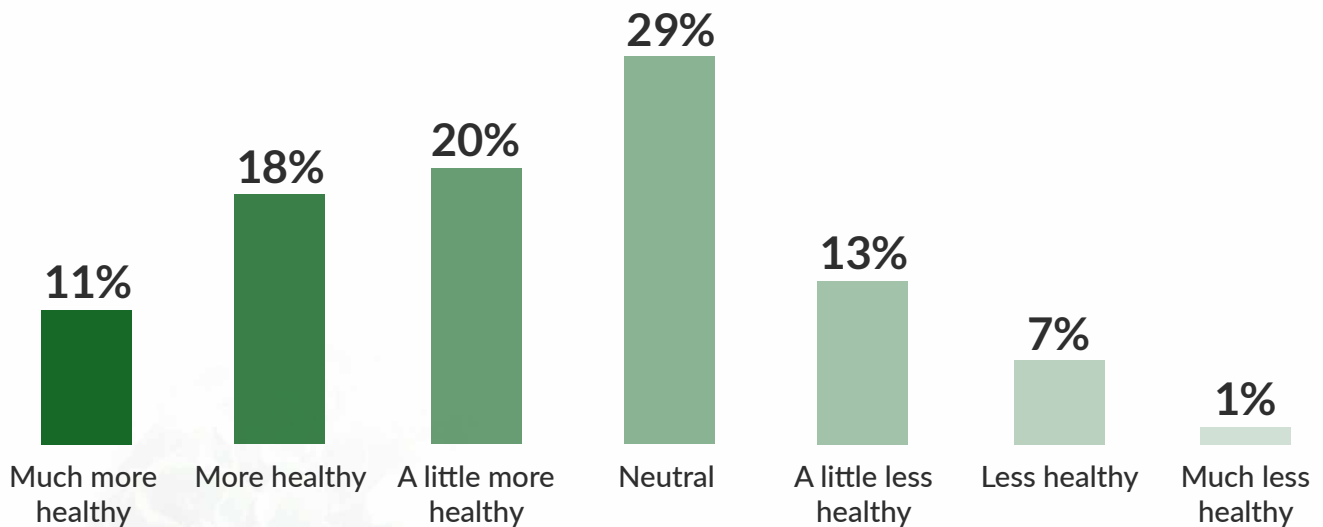
InZight:

Gen Z and their “parents” agree: meat and veggies are no place to skimp. Quality is too important. But Gen Zers in our survey were more likely to splurge on quality milk than older respondents, and older respondents were more likely to pay a premium on coffee and eggs. It’s all about priorities.



Compared to your parents/guardians, how healthy do you eat?

Gen Z (n = 300)



Gen Z Speaks:

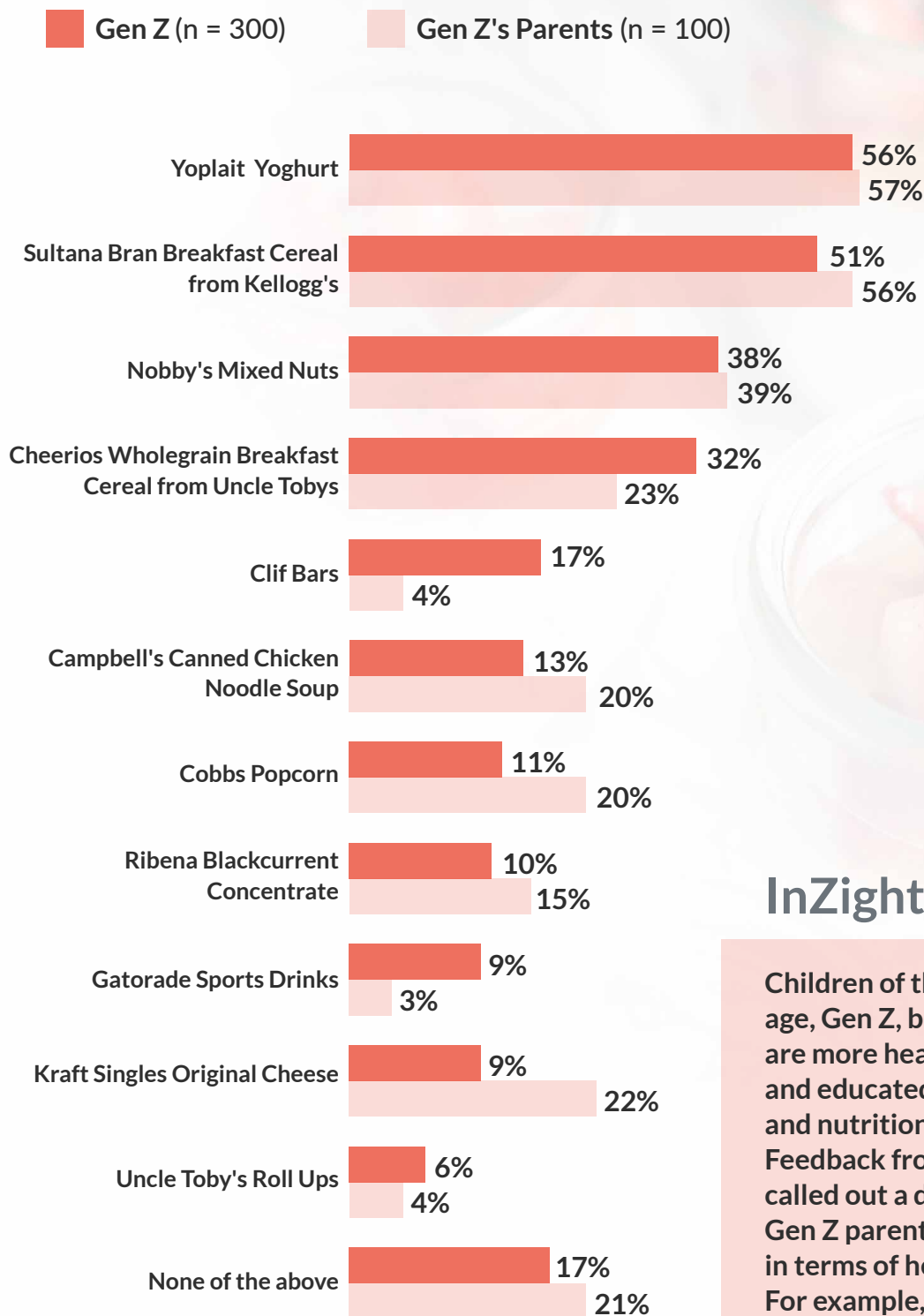
"More conscious shoppers in my generation - more concerned about being healthy and buying more from brands with "green" products and are socially responsible."

InZight:

They may only be 18-22, but virtually half of Gen Zers feel they're already eating healthier than their parents, compared to only 21% who feel they're eating less healthy.



Which of these grocery products would you consider "nutritious"?



InZight:

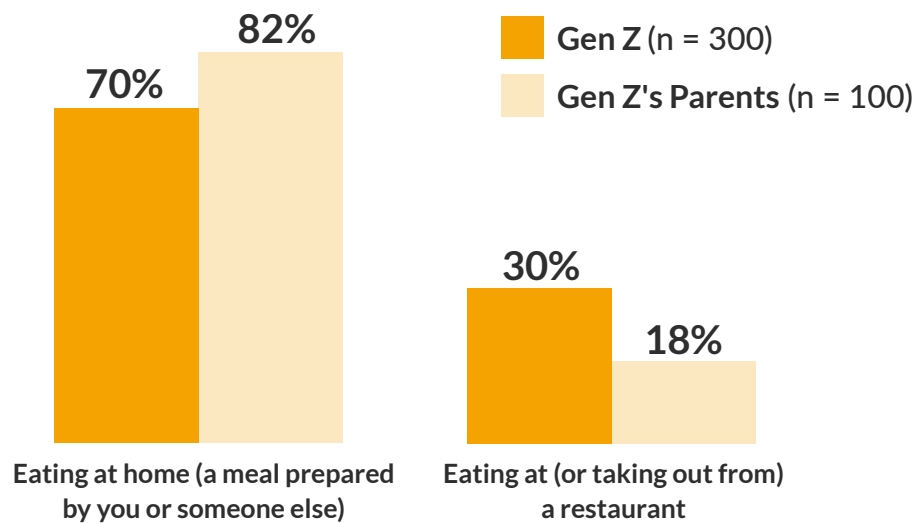
Children of the information age, Gen Z, believe that they are more health conscious and educated about health and nutrition than their parents. Feedback from one 19 year old male called out a difference noting that Gen Z parents have "Different priorities in terms of health literacy and wants. For example, parents may go for more processed food thinking they are healthy."





Eating Out: Which do you prefer?

In answering this question, respondents were instructed to take cost, convenience, social atmosphere and all other factors into account.



InZight:

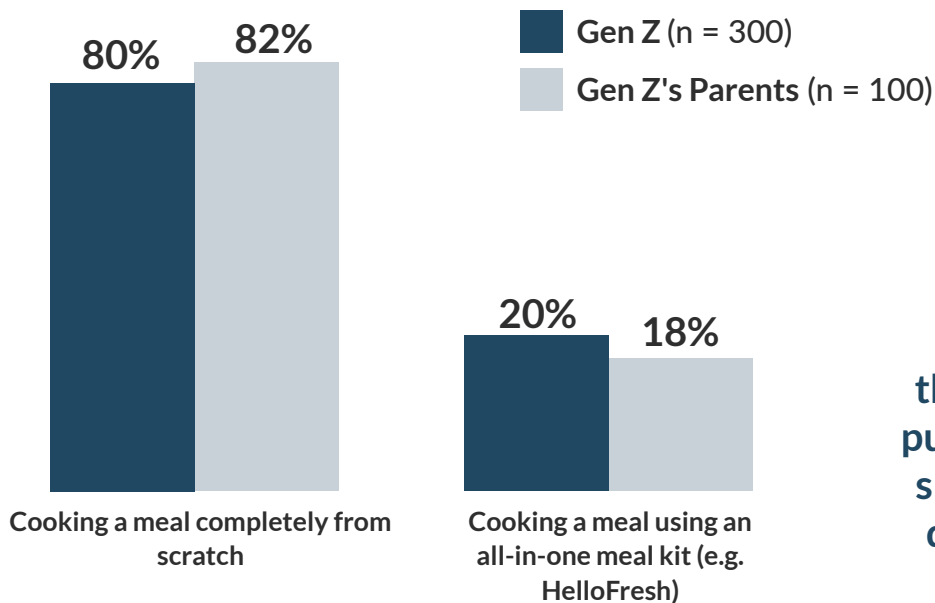
Gen Zers, we've been told, feel right at-home in the kitchen, and the results above don't suggest otherwise. But, as you can see, Gen Z's penchant for cooking only resembles that of their parents.





Cooking: Which do you prefer?

In answering this question, respondents were instructed to take cost, convenience, social atmosphere, and all other factors into account.



Gen Z Speaks:

“If cash flow increases then more products will be purchased along with higher shelf items. In this case the quality of my cooking will increase.”

InZight:

In our survey of 300 18-24 year olds, 246 said they’re already cooking meals for themselves or others. Cooking may very well be second nature to Gen Z. Indeed, our Gen Z sample, like their parents, said they prefer cooking from scratch over time-saving (but perhaps more costly) all-in-one meal kits.



Gen Z Speaks: Our Favourite Grocery Brands

Which grocery brands enjoy “extremely” loyal followings among 18-22 year old consumers? We asked our Gen Z sample to identify one (a) snack brand, (b) drink brand, and (c) meal-prep brand they’re “extremely loyal to.” Significantly, this question was posed as a free-form question, so no choice options were imposed. Below are grocery brands that received more than 10 mentions.

Snack Brand		# of MENTIONS
Extremely Loyal to		
1	Arnotts	60
2	Smiths	41
3	Cadbury	32
4	Carmens	12
5	Doritos	11



Drink Brand		# of MENTIONS
Extremely Loyal to		
1	Coca Cola	82
2	Pepsi	21
3	Schweppes	17



Meal-Prep Brand		# of MENTIONS
Extremely Loyal to		
1	Masterfoods	24
2	Old El Paso	12
3	Coles	11



InZight:

Although not a grocery brand, when it came to meal prep, the brand with highest number of mentions (43) was actually the meal kit/food box delivery service Hello Fresh.



Checking Out

It's early. Very, very early. The first members of Gen Z are only now reaching adult age—with “adult” incomes, living arrangements and lifestyles to boot.

But what did we specifically learn about Gen Z from this inquiry into their grocery-shopping attitudes and behaviours?

- They're more alike than unlike their parents' generation, at least at this early stage
- They do, however, consider themselves healthier eaters and generally more educated about nutrition
- Gen Z grocery-shoppers are currently price-sensitive as well as traditional in their shopping habits (e.g., they haven't adopted digital grocery shopping yet)
- But, they expect major changes to their grocery-shopping methods and priorities over the next several years

In other words, stay tuned.



Your **Eyes & Ears** in the Digital Age

Wherever business takes your products, customers, and operations in the digital age, Field Agent is ready to capture pictures, answer questions, and keep you in the know about the latest digital developments. In stores, in homes, and practically anywhere in between.

Field Agent has digital retail covered.

Contact Us

A white laptop is partially visible on the left side of the image. In the foreground, a smartphone displays the Field Agent logo, which consists of the word "FIELD" above the word "AGENT", with a vertical bar between the 'I' and 'E' in "FIELD".

**FIELD
AGENT**