DAWN OF THE *promiscuous* SHOPPER
PROMISCUOUS

adjective pro·mis·cu·ous \pre-ˈmis-kə-wəs\ 

1: composed of all sorts of persons or things
2: not restricted to one class, sort, or person
3: not restricted to one sexual partner
4: casual, irregular
INFORMATION ACCESS DRIVES
DIGITAL NATIVE ANXIETY

47% Digital Natives look for product recommendations and suggestions before buying

57% Love to be the first to know about new products

64% Like to browse aisles to discover new products

31% of older generations

42% of older generations

55% of older generations
THE DIGITAL NATIVE MUST BE AT THE CENTER OF THE SHOPPER EXPERIENCE

CPG GROCERY

31%
Shopped for their most recent grocery purchase at a Mass Merchandiser

52%
Say shopping provides an escape from stress and concerns

13%
Use a grocery list app

23%
Shop almost exclusively online

31%
Would rather pay full price than deal with inconveniences

27% of older generations

38% of older generations

6% of older generations

10% of older generations

20% of older generations
DIGITAL NATIVES HAVE A FLUID RELATIONSHIP WITH PRICE

CPG GROCERY

20% Download coupons vs 11% of older generations
24% Check for store sales online before grocery shopping vs 19% of older generations
17% Check for store sales on a mobile app vs 9% of older generations
A RISE IN PROMISCUITY CREATES LOYALTY CHALLENGES

<table>
<thead>
<tr>
<th>Category</th>
<th>18-34</th>
<th>35+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Defectors</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Impulsives</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Ambivalents</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Loyalists</td>
<td>61%</td>
<td>66%</td>
</tr>
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</table>
1. Transparency and easy access to information are critical.

2. Companies that work well with cross-functionality have an advantage.

3. Customer segments must be nuanced.

4. Bring meaning to your brand.