AlixPartners

# Executive summary

The next decade will bring a massive generational shift. This is an inflection point of the same magnitude as the rise of Millennials 20 years ago—and right now, most grocers are not prepared for it.



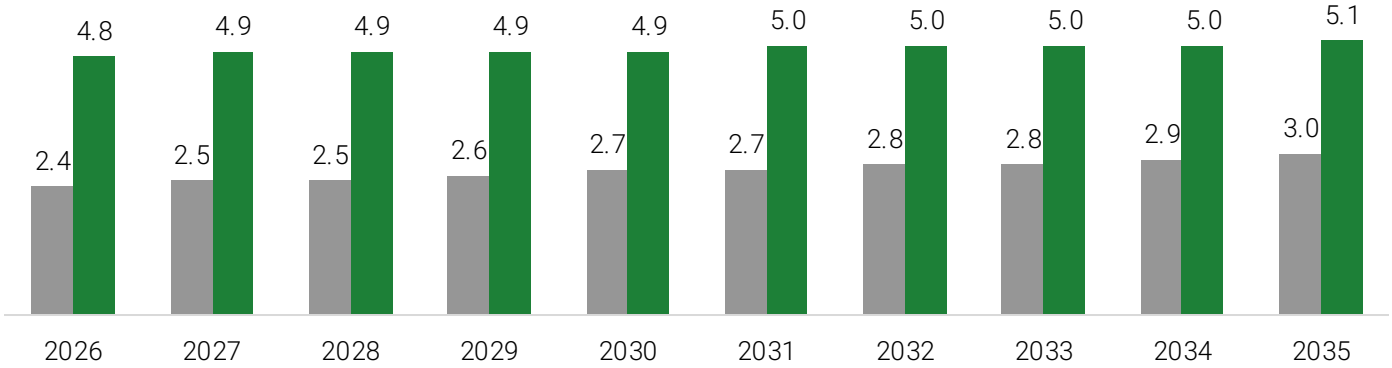
What would you be doing differently if you knew you would lose 15% of your loyal shoppers in the next five years? Because of the generational shift happening, it isn't an inconceivable outcome—if nothing changes.

Projected shopper turnover by year — 65+ mortality exits vs. new primary shoppers

**26.8M**
10-year age 65+ deaths

**49.5M**
10-year turning 25

**22.7M**
Net entrant surplus




U.S. Census Bureau 2023 National Population Projections, Main Series

No one can say with absolute certainty how people will shop a decade from now, but grocers can be confident that the shifts taking shape will only intensify, and the best way to prepare for them is to study young parents.

## How young parents change the game

**74%**
Shop 3+ channels (vs. 61% of others)

**61%**
Buy groceries online at least once a week (vs. 27% of others)

**59%**
View prepared foods as takeout replacement (vs. 45% of others)

**48%**
Purchase prepared foods every week (vs. 21% of others)

**38%**
Say their store's prices are high versus other stores (vs. 20% of others)

**In 2025, 38% of young parents spent most of their grocery budget in traditional grocery, versus 52% of others. Less than three-quarters (73%) shopped the channel at all (versus 82% of others).**

## How grocers need to change their game

1. **Acknowledge** that capturing full shops can't be the goal anymore
2. **Double down** on your strongest departments and attributes
3. **Get creative** about loyalty to drive traffic
4. **Rightsize or drop** categories that don't differentiate you
5. **Be intentional** about change management both internally and externally

We know your time is valuable. Thank you for taking the time to consider this research, and we look forward to continuing the conversation.




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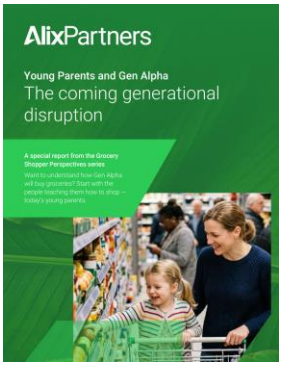
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