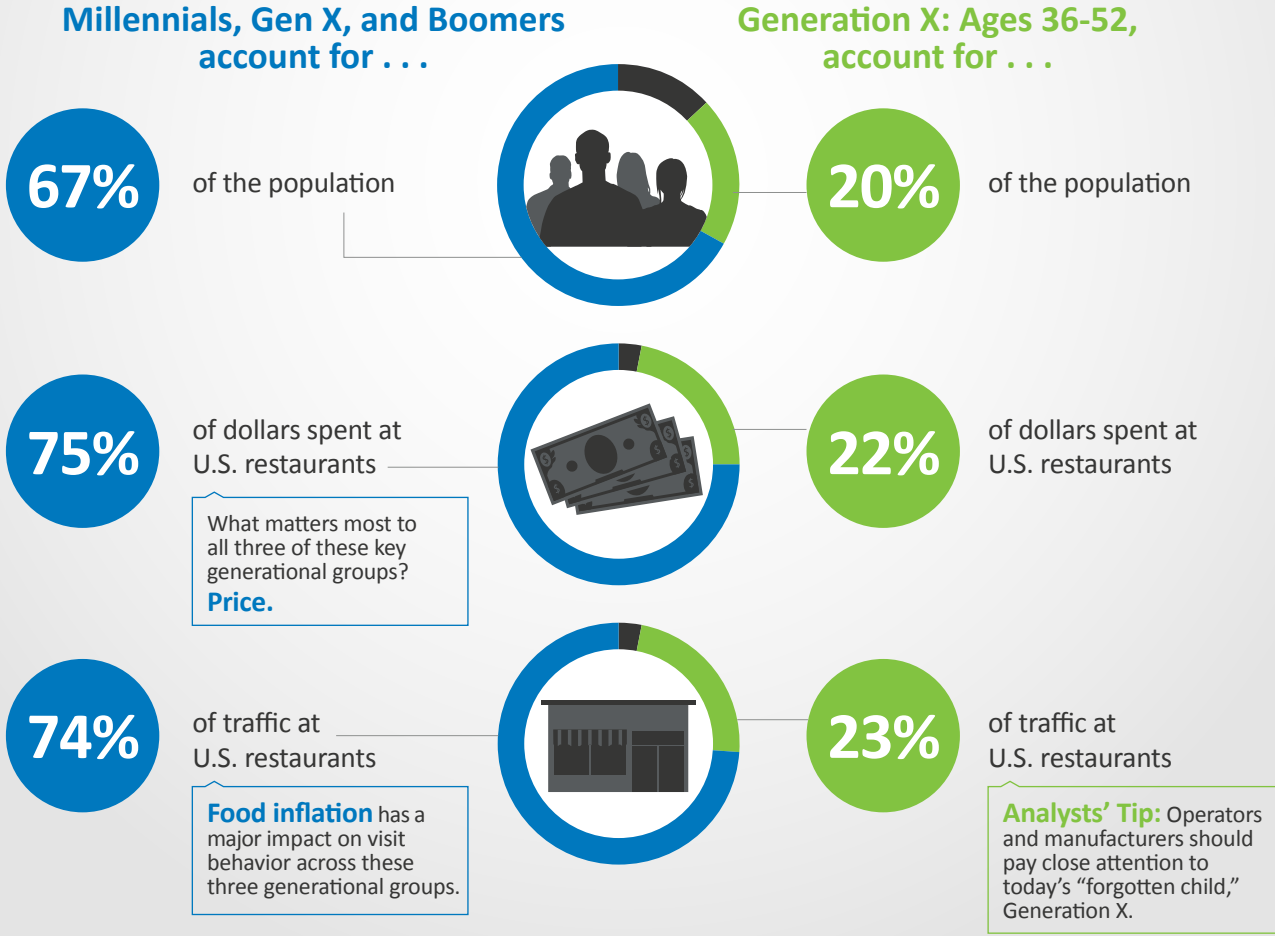


Millennials: Not the Be-All and End-All

Millennials are the center of many conversations about building momentum in today's slow-to-no-growth U.S. foodservice industry. Understanding their wants and needs is important. But it's just as important to stay focused on other key generational groups, in addition to those coveted Millennials.

See what we see about three generational groups that matter to your business: Millennials, Gen X, and Baby Boomers.



The U.S. restaurant industry's stalled traffic is expected to continue through 2018. Understanding the foodservice-related habits of key generational groups is one way to address the complex issues that have created the current slow-to-no-growth environment. The NPD Group's new report, **What Matters Most To Key Generational Groups**, explores key buyer groups' wants and needs to reveal the factors that most influence their restaurant purchase behavior.

Source: The NPD Group/CREST® and Checkout TrackingSM

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