

Centennials & Millennials: Two Very Influential Cohorts

AGE

Millennials (Gen Y) born from 1980 to the mid-1990s (24 - 38 yrs old)
Centennials (Gen Z) born in late 1990s and early 2000s (9 - 23 yrs old)

SIZE

These two cohorts make up approximately **41% of US population**
By 2030, Centennials will overtake Gen X as 2nd largest generation after Millennials

SPENDING INFLUENCE

\$350 billion in spending power (approx \$150 billion by Centennials, \$200 billion by Millennials); Additional **\$100's of billions indirect influence** (\$ spent on them or influenced by them); **93%** of parents say their children influence spending

EATING HABITS

More than **1 in 3 Centennials and Millennials follow a lifestyle diet**, compared to 27% Gen X, 16% Boomers, 13% Swing Generation

Holistic Life in Treats & Snacks

No Sweet Compromise



38%

NA Millennials agree when choosing a cake or pastry it must have a sugar claim

Non Dairy Delights



Dairy Free Chocolate excluding "Dark"

+65%

in Treats & Snacks launches in last 5 years

Easy to be Free



Chocolate Food & Drink

+29%

New products launched in 2019 with "Gluten Free" claim

Protein Power Plus



40%

NA Millennials agree when choosing chocolate it must contain protein

Naturally Superior

Every Parent's Best Friend



1 in 2

NA Millennials agree when choosing chocolate it must be natural