



# Consumer Insights to Grow Sales and Trust

## National Top Line Insights: Millennial Parents

Millennials are ages 23-41; this narrowed focus of millennials have kids ages 2-8

## New England Specific - Millennial Mom

**WHY MILLENNIAL WOMEN?** New England specific research shows...

- Males and respondents over 50 years old are significantly more likely to purchase and consume.
- Females are more likely to purchase milk for others or not at all.
- Respondents from CT and MA are more likely to not purchase or consume dairy milk.
- Females are significantly more likely to purchase and consume non-dairy milks.
- Older respondents and respondents who live in rural locations are less likely to purchase or consume non-dairy milks.

Evolving consumer trends, needs, and demands point to opportunities to drive sales of dairy through various channels. Consumers are looking for foods that deliver on a variety of interests such as health, overall wellness, comfort and nostalgia, enjoyment, convenience, and sustainability.

## Consumer Insights:

- Consumers are unsure (44 percent) if dairy farming is sustainable while 23 percent already consider dairy farming to be unsustainable or bad for the environment.<sup>1</sup>
- Similarly, 39 percent are unsure if dairy farming is humane to cows and 23 percent believe it's inhumane.<sup>1</sup>
- A large percent of consumers (42 percent) is not sure if milk contains antibiotics and hormones.<sup>1</sup>
- Non-dairy milk is considered just as nutritious as dairy milk by 26 percent of consumers while 36 percent are unsure how they compare.<sup>1</sup>
- People who have visited dairy farmers have more positive perceptions on all measures compared to those who have not visited a farm.

Trust in dairy is built by addressing research insights and moving uncertain people to feel positive about dairy. It is important to:

- Connect consumers to dairy farming.
- Engage them with content and information that resonates with them.
- Provide dairy experiences that awaken what they love and enjoy about dairy.

## Sustainability and social consciousness:

Consumers expect much more from companies and brands beyond the products and services they provide. To even start a conversation with consumers, they must be assured that an industry is contributing to improving the environment and society. Half of consumers admit that the pandemic made them more aware of sustainability issues, and more than 80 percent of youth agree that sustainability was important before the pandemic. Dairy has a strong story to tell about how best practices are being applied to reduce its carbon footprint and technology is used to improve land and water quality. What the industry does in response to the changing climate and to social issues like hunger will impact consumer purchasing choices (61 percent agree brand behavior will impact their future purchases).<sup>2</sup>

<sup>1</sup> Applied Marketing Science. Quantitative study with tracker survey and machine learning to assess consumer perceptions of fluid milk consumption, dairy farming practices, and consumption of non-dairy alternatives for New England Dairy. November 2020.

<sup>2</sup> Strategic Intelligence by Dairy Management Inc. August 2020. COVID-19: The Change Agent Nobody Asked for. Source: Technomic Menu Monitoring the COVID-19 Pandemic May 20, 2020 and State of the Economy. With some consumers tightening their budget, they are looking for value and affordability.