

Consumer Buzz

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The Struggle Is Real

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A third of Millennials and a third of Baby Boomers struggle to pay for groceries, according to a recent IRI Consumer Connect survey, as do 26% of Generation X consumers and 21% of seniors. Of those surveyed, 55% of Millennials, 54% of Baby Boomers and 53% of Generation X say they're making sacrifices to make ends meet. **GP**