# Food consumption of every age group

Introduction

The aim of the following report is to examine the organic food consumption of different age groups and what are eating habits of young people. It will also consider how to attract young customers to the firm.

Summarizing the data

The provided data consists of six different age groups. Only three groups represent 70% of customers. Most of these are between 39 and 48 years of age, and they build 30% of buyers. The second biggest and third-biggest client groups are between 29 to 38 and 49 to 58 years old. They both account for 20% of all customers each. Of the last 30%, fifteen account for buyers that are 59 or more years old. Nineteen- to 28-year-olds account for ten percent of customers, and the last 5% are young people between 9 and 18 years old.

Eating habits of young people

Young people between the ages of 9 and 18, and 19 to 28 are only represented by five and ten percent of all customers, and with that are the smallest age groups. Young people tend to eat what they want to because at a young age what you eat does not matter so much yet. Younger people might not want or have the money to spend on organic food, thus falling back to eating cheaper, inorganic food.

How to promote Organic food to younger age groups

Promoting our products to young people is necessary to improve our market share in these age groups. Promoting in the right way and on the right platforms plays a big role in that. The representation of our firm on social media will bring the name of the company into the minds of young people and make them aware of the products we sell. Today, it is also important to be a little bit more relaxed as a company and not so serious. Young people like to see big firms tease each other in a friendly manner.

Conclusion

If we do not adapt to the today promotion ways, the company will not gain a lot of young customers. Promoting ourselves on free social media platforms is the way to go to reach a younger audience.