

Consumer Insights & Target-Market Strategy

A proposed Nike nutrition platform for Millennial men

How might an AI-powered nutrition co-pilot better fit the realities of everyday food behavior? Using the 2023 Spring MRI-Simmons USA dataset, this report analyzes the health- and food attitudes, and self-concept beliefs of millennial males ages 30-44, translating attitudinal and behavioral patterns into product-positioning and target-market recommendations.

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The opportunity is not simply healthier eating.
It is healthier eating with less friction.

Millennial Male Highlights

60%	feel too busy to take care of themselves as well as they should. Millennial males are 15% more likely than the general population to agree with this statement (Index 115).
41%	say fast food fits their busy lifestyle, and 41% prefer quick meals to cooking. Another 38% often eat on the run and 28% regularly use store-made, pre-cooked meals.
45%	do not try to eat a healthy breakfast every day; another 45% say they like to splurge on unhealthy foods when eating out. The pattern suggests a gap between health intentions and everyday behavior.
28%	demonstrate an openness to experimentation with food and dieting. While only 18% say they will try any new diet, Millennial males are 28% more likely than the general population to do so. This is highest among the 30-34-year-old cohort (Index 144).

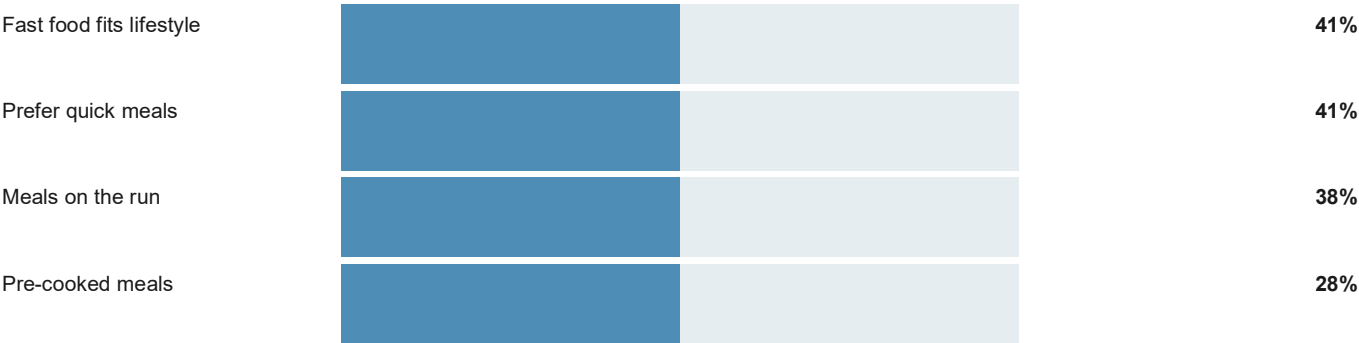
Strategic implications:

Convenience before nutrition. Make healthy choices easier first; then embed performance, personalization, and nutritional guidance inside a low-friction experience.

Convenience repeats throughout food-related behaviors.

Measure	Vertical %	Index	Interpretation
Busy lifestyle limits self-care	60%	115	Time pressure is a meaningful health constraint.
Fast food fits busy lifestyle	41%	132	Convenience is substantially over-represented.
Prefer quick meals to cooking	41%	113	Effort reduction matters in routine food choice.
Often eat meals on the run	38%	121	Portable, low-planning options match behavior.
Often eat store-made, pre-cooked meals	28%	118	Prepared-food usage reinforces convenience.
Do not try to eat a healthy breakfast daily	45%	118	Healthy routines break down under daily demands.
Splurge on unhealthy foods when eating out	45%	120	Enjoyment competes with restraint outside the home.

SELECTED CONVENIENCE BEHAVIORS



Reading the metrics: Vertical % is the share of the target cohort that agrees with the statement. Index compares the cohort with the study universe; 100 represents parity with the general population.

Convenience is the beginning.

Nutrition is the benefit.

1. Reduce planning friction

The research suggests that healthy intentions frequently collide with time pressure. This product should make the next good choice easier rather than require more planning, preparation, or behavioral change.

2. Frame nutrition around performance

The original analysis recommends connecting nutrition to energy, recovery, strength, endurance, and personal achievement rather than positioning the platform primarily around weight loss or restriction.

3. Personalize exploration

Millennial males over-index on willingness to try new diets. AI can use that openness to introduce new foods and approaches while keeping recommendations structured, relevant, and easy to act on.

30-34 AS A LAUNCH HYPOTHESIS

The original report recommends considering the youngest Millennial subset (ages 30-34) for initial targeting. Several adoption-relevant measures are especially elevated in this cohort.

30-34-year-old males measure highest across most food and health metrics, including:

Will try any new diet
Fast food helps them stay in budget
Fast food fits their busy lifestyle
Splurging on unhealthy foods when eating out
Eating store-made, pre-cooked meals
Preferring quick meals to cooking

Analytical boundary: The original report suggested potential CLV upside from this cohort. The Simmons analysis itself does not measure CLV, so this portfolio version treats 30-34 as a targeting hypothesis to validate, not a proven lifetime-value conclusion.

Translate the behavioral pattern into a simpler product promise.

1	Prioritize convenience as the core value proposition. Minimize planning effort and decision fatigue; fit healthy recommendations into existing routines rather than asking users to redesign them.
2	Connect nutrition to athletic performance and personal achievement. Frame food choices around energy, recovery, strength, endurance, and better performance.
3	Deliver personalized exploration within a structured framework. Use AI to adapt recommendations to goals, preferences, and behavior while introducing enough novelty to sustain interest.
4	Test 30-34-year-old Millennial males as an initial launch cohort. The cohort shows several elevated adoption-relevant attitudes, but the commercial case should be validated with behavioral and economic metrics.

PROPOSED NEXT-STEP VALIDATION (PORTFOLIO EXTENSION, NOT MEASURED IN SIMMONS)

- Trial-to-activation and meal-plan engagement by age cohort
- Retention and repeat use after the first 30/90 days
- Willingness to pay and preferred feature bundle
- Observed cohort CLV after sufficient behavioral history

METHODOLOGY

DATASET 2023 Spring MRI-Simmons USA	TARGET SUBSET Millennial males, ages 30-44; cohorts 30-34, 35-39, 40-44
WEIGHT TYPE Population (ooo)	SELECTED BASE Study Universe
FIELD DATES March 1, 2022 - April 27, 2023	ANALYSIS EXECUTED June 19, 2026

Disclosure: This is a portfolio adaptation of academic work completed for MAR 660 at Pace University. Raw MRI-Simmons interface tables are not reproduced here. Nike is the classroom product context; this analysis was not commissioned by or affiliated with Nike. MRI-Simmons is cited as the underlying research source.