

Gen-Z and Food TEAM GUINEA PIG



Rustie Anglin, Sam Dale, Braydn Hall, Sydney Johnson

Research Strategy

- Food Journals
 - 11 individuals over the course of one week
- One on one Interviews
 - 12 individuals
- Shopping Experience
- Capturing where food is kept
- Secondary Research
 - Online journals and publications

Mid-Point Check-In

Lifestyles

- Healthy vs Convenient
- You asked us to...
 - Look at underlying motivations
 - Time motivations
 - Significance of breakfast or lack of



No Gen-Z Model

Gen Z are independent, confident and educated eaters.

Independent Eaters

Non-traditional meals

- Energy/Protein bars
- Coffee as breakfast substitute
- Late breakfast
- Eating on the go
- Delivery

Gen Z are finding ways to craft their own individual eating patterns.

Individual Identity- Underlying Motivations

“For brands trying to understand how to navigate their own cultural roadmaps to create responsive cultural experiences for Gen Z, ...finding ways to nurture relationships based on individuality and inspiration can help solve for cultural clarity.”

(Adrenaline Agency)

Living in the Gen Z era, individuality is constantly shifting to evolve new types of **identity**.

The Second Dinner

Breakfast has been replaced by second dinner.

Gen Z are now eating a second dinner after their first dinner in order to satisfy their hunger needs.

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"I like trying new food trends to see what fits with **my lifestyle**"

-Male, 21, White

"I always eat dinner so early that I crave another **full meal** at night."

-Male, White, 20

"Gen-Z's amounted to 552 million (2018) just one million shy of millenials [food] orders"
-The Spoon

Confident Eaters

Secure in their good and/or bad habits.

Use of apps to track healthy eating habits.

Duality of saying they will eat healthy, but do not.

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"When I go to the store I
know exactly what I am
getting and I hardly ever buy
anything else"
-Male, 19

"Eating healthy food
makes me feel good and
energized"
-Female, 21

Educated Eaters

Influencers educating and inspiring Gen Z

Meeting goals

- Calorie intake
- Nutritional
- Influencers create a community for Gen Z through shared experiences.

Use of apps to track and make healthy choices

"I track my meals
because I realized I will
overeat if I'm not
consciously thinking
about my food"

-Male, White, 23

"I like to meal prep because I
want to live a healthy lifestyle
and it makes me feel
organized"- Hispanic, 20

"Gen Z has grow up with more
education around benefits of
fresh vs processed foods"
- Food Navigator USA

Why these are GenZrational

More opportunities

More knowledge or access to knowledge

More inclusion and less judgement

Gen Z's value self love and care

Conclusions

There is no “standard” Gen Z

- They are very much about individuality
- They are confident
- They are educated

Food choices are direct reflection of individual lifestyles



Thanks!

Any questions?