

2023 CONSUMER INSIGHT

YOUTHFUL YUMMIES

Generation Alpha's eating habits and tastes are greatly influenced by their Millennial parents. They have grown up with access and exposure to global flavors and dishes, as well as, planet- and body-friendly options. While many young consumers are health-conscious and open-minded to plant-based and vegan options, they also still like to have some fun! Experiential, sensorial encounters remain very attractive. Read on to learn more about what's trending in this space.

Gen Alpha is often called the "mini-millennial" generation due to their parents.



TRENDS TO CONSIDER:

- 1 Budding Global Palates
- 2 Plant-Based Mini Meals
- 3 Happy Body
- 4 Sensorial Snacking

So, why should children inspire your innovation development?

From an early age, children are exposed to worldly flavors, dishes, and nutritious ingredients—leading to preferences for more plant-based options. Young consumers are increasingly swapping meals with snacks. Unlike teens of the past, they are mindful of healthy options that are both good for themselves and the planet.

Sources: *The Future of Commerce*, U.S. Census Bureau



KIDS TODAY

“Children will make up 13% of the US population in 2023, making the future Gen Alpha about 46 million strong so far.”

- U.S. CENSUS BUREAU



FEEDING GEN ALPHA



1

BUDDING GLOBAL PALATES

The introduction of worldly ingredients to traditional children's snack and dessert bases expands the opportunity for complex flavor profiles.



2

PLANT-BASED MINI MEALS

Many parents and kids are replacing meals with filling, yet better-for-you small bites. These are packed with both flavor and plants to support a busy lifestyle.



3

HAPPY BODY

Ingredients that take an "inside-out" approach are not just for adults. On-the-go snacks are delivering low-sugar, gluten-free, often with fruity flavors.



4

SENSORIAL SNACKING

Deliver vitamin-packed goodies with fun, experiential flavors like sweet & sour or kid favorites like birthday cake.



INFUENCING SPEND

40% of Millennial parents say requests from their kids influence what they purchase for them.

\$110.2 BILLION

The kid snacks industry is anticipated to earn returns of approximately \$110.2 billion by 2028.

HEALTH SEEKING

"As health-conscious caretakers, millennial parents seek out a lot of information about the products they buy and expose their kids to," Heather Dretsch, Poole Thought Leadership

EXPOSED TO PLANTS

57% of parents under 40 consume plant-based alternative products. This preference influences the foods they purchase for their children.

OFFERING INSPIRATION



SINGAPORE KIDS' BRAND HARUPLATE introduces children to whole veggies and fruits with bold local flavors to “feed the senses.”



GREEN DATE'S (Germany) vegan sweet and crunchy finger food snacks come in globally inspired flavors. Flavors: Curry Kiss (made with edamame beans, tiger nut, mango paste), Beet Affair, Kale Crush, and Smoky Touch—its hero ingredient is the tiger nut.



DINO BARS no sugar-added organic fruit bars are now wrapped in edible paper, making them mess-free and waste-free.



MUNCHACHOS offers home delivery of tasty adventures in a box filled with healthy children's nibbles and global discoveries. Flavors: Maple syrup-flavored sunflower seeds (Canada), chicken-flavored noodles (China), paella-inspired rice cakes (Spain), creamy tzatziki (Greece).



ROOTFOODS offers gluten-free 100% vegetable, vegan nutrition-dense chips packed with nutrients.



SOUR CANDY FROZEN GRAPES BLOGGER, Ashley McCrary of Healthy Little Peach, does a riff on TikTok's #sourpatchgrapes trend. Grapes tossed in lime juice and natural sweeteners such as monk fruit, stevia, or erythritol.

Appeal to Gen Alpha (and their parents) with globally sophisticated profiles with a dash of fun. They are also seeking convenient and inherently healthy options.

Pair vitamin-rich and flavor-packed goodies with sensorial experiences reminiscent of innocent excitement.

With the replacement of meals with snacks, ensure flavorful and filling better-for-you small bites are packed with both flavor and plants.

Don't know where to start? We can help. Contact us for more information or request a free flavor sample below.

THE TAKEAWAYS

Mc Flavorsolutions

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