

2024 CONSUMER INSIGHT

GEN Z DIETS

Want to win with Gen Z? When it comes to what they eat and drink, Gen Z is all about nostalgia, global tastes, spicy additions, and the blend of technology and convenience in their food and beverage choices. Born between 1997 and 2012, Gen Z have lived through major technology and media innovations, a worldwide pandemic and environmental impacts that all have had an influence on their purchase decisions. We're taking a look at the trends resonating with Gen Z to provide inspiration for your brand. Let's dive in.

52% OF GEN Z say they enjoy trying new food/drink products. - Mintel



TRENDS TO CONSIDER:

- 1 Nostalgia
- 2 Digital DNA
- 3 Global Tastes
- 4 Generation Heat

So, why should this generation inspire your innovation development?

Gen Z represents an estimated \$450 billion in spending power globally – with around \$360 billion in the US alone. Their economic influence is only expanding, as more of them age into adulthood. In addition, with diverse and adventurous palates, Gen Z is at the forefront of trends on social media and in their daily lives, providing inspiration for many brands.



GEN Z TODAY

“Gen Z are more likely to try new food and beverages compared to other generations, and they spend more money on food... Gen Z are paving their own path in the food and beverage landscape—and it's an adventurous one.”

- FOOD BEVERAGE INSIDER



Sources: Mintel, BBC, Food Beverage Insider

BACKGROUND ON GEN Z



1

NOSTALGIA

Though young, Gen Z are a deeply nostalgic generation, and it has a great influence on how they think about brands and products. Gen Z are interested in trying new things, but also like the comfort and fun of the familiar memories from their childhood.



2

DIGITAL DNA

Gen Z exist in a space where digital and IRL blend seamlessly, and they are rewriting the rules of brand innovations. From sourcing their recipes from TikTok and other social media platforms to their draw towards unique collaborations and convenient offerings, Gen Z greatly appreciate unique technology influenced food.



3

GLOBAL TASTES

Gen Z is eager to explore global cuisines. They are generally adventurous, but many are turning to Asian and Southeast Asian (e.g., Curries & Pad Thai) cuisines to explore. Brands need to meet Gen Z in the kitchen as they explore new ways to incorporate global flair into their daily cuisine.



4

GENERATION HEAT

Zers grew up surrounded by spicy snacks. Though heat is in their DNA, their tastes are maturing, moving away from “heat for heat’s sake” and toward flavor and nuance. Gen Z’s passion for heat and flavor is driving the growth of new favorites as well as classic flavors consumers love.



FOOD = IDENTITY

Food is one of the top three attributes that make up Gen Z’s identity

44% OF GEN Z

consumer respondents get flavor inspiration from social media, while 38% turn to digital video media and friends and family for ideas when home cooking.

28% OF GEN Z

say they are more interested in sharing what they eat/drink on social media compared to older people.

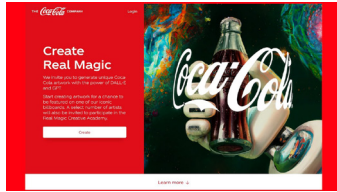
32% OF GEN Z

prefer ready-to-eat meals over those you have to prepare.

OFFERING INSPIRATION



TROLLI SOUR BURSTING CRAWLERS are claimed to be like the classic Sour Brite Crawlers with a deliciously gooey explosion of flavor inside. According to Morning Consult, Trolli was named as one of the top 10 brands Gen Z consumers love and the only edible item on the list.



COCA COLA CREATE REAL MAGIC CONTEST asks artists from select countries to submit their original creations using AI technologies for a chance to be featured on Coke's billboards in Times Square and Piccadilly Circus.



TRADER JOE'S CHICKEN KARAAGE is made with a Japanese-inspired recipe with bite-sized pieces of chicken marinated in rice wine (mirin), soy sauce, and white wine vinegar with garlic and ginger powders.



TIKTOK'S SLEEPY GIRL MOCKTAIL RECIPE consists of magnesium, tart cherry juice and prebiotic soda claimed to help you sleep more soundly. The hashtag #sleepygirlmocktail has amassed over 58 million views.



VAN LEEUWEN TAPATIO MEXICAN HOT CHOCOLATE FRENCH ICE CREAM is a limited edition product featuring chocolate ice cream with marshmallows, fudge swirls and Tapatio hot sauce.

46% of consumers responded that they likely or definitely would buy this product.



GOLDFISH FRANK'S RED HOT CRACKERS relaunched as a limited edition product. The collaboration features a classic Goldfish cracker base with a Frank's RedHot hot sauce seasoning that is both spicy and tangy.

Gen Z Diets today incorporate tastefully spicy flavors, never ending nostalgia, global tastes and innovation through technology for adventurous and unique taste experiences.

From catering to their childhood memories with a twist to crafting complex heat taste experiences, the opportunity in this space is vast.

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

THE TAKEAWAYS

 **Flavor**solutions

REQUEST A FLAVOR SAMPLE