



GEN Z'S RELATIONSHIP WITH FOOD? IT'S COMPLICATED.

They feel pressure to show their values through food.

“SAY/EAT GAP”

CLIMATE CHANGE AND ANIMAL WELFARE HAVE CAPTURED GEN Z'S CONCERN, BUT NOT THEIR WALLET

WHAT THEY SAY



76%

OF GEN Z SAY THAT SUSTAINABILITY IS AN IMPORTANT FACTOR WHEN MAKING A FOOD PURCHASE.

WHAT THEY EAT



16%

SAY THEY LOOK FOR SUSTAINABLY SOURCED INGREDIENTS ON LABELS OF A FOOD THEY'RE CONSIDERING PURCHASING.

WHAT THEY SAY



72%

SAY ANIMAL WELFARE IS A VALUE THEY LOOK FOR WHEN MAKING A FOOD PURCHASE.

WHAT THEY EAT



5%

HAVE SAID THAT ANIMAL WELFARE HAS IMPACTED THEIR EATING PATTERN.

UNDER PRESSURE

63% FEEL TOO MUCH PRESSURE TO CHANGE THE WORLD THROUGH THEIR BEHAVIORS.

THEY FEEL SCRUTINIZED TO EAT A CERTAIN WAY TO SHOW THAT THEY:

60% ARE HEALTHY



51% CARE ABOUT THE ENVIRONMENT

48% SUPPORT A POLITICAL ISSUE



FEEL PRESSURE FROM SOCIAL MEDIA USERS THEY DON'T KNOW ABOUT THEIR FOOD CHOICES.

MOODY FOODIES

62% BELIEVE THAT THEIR EATING PATTERNS ARE “WRONG.”



MORE LIKELY THAN OTHER GENERATIONS TO SAY THAT **FOOD MAKES THEM FEEL GUILTY, ANXIOUS, UNCOMFORTABLE, AND STRESSED.**



THE LEAST LIKELY GENERATION TO SAY THAT THEY HAVE A **POSITIVE RELATIONSHIP WITH FOOD.**



MORE LIKELY TO SAY THAT **COOKING MAKES THEM FEEL TIRED AND STRESSED.**

BATTLE OF THE SEXES

GEN Z WOMEN FEEL MORE PRESSURE THAN MEN TO:

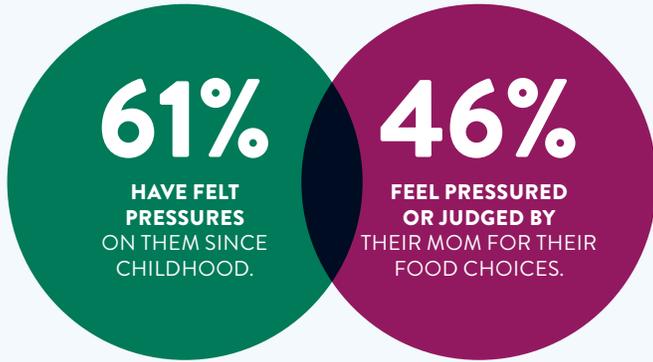
1. EAT AND LOOK A CERTAIN WAY
2. MAKE HEALTHY FOOD CHOICES
3. NOT GAIN WEIGHT

CAUSING THEM TO FEEL LESS COMFORTABLE IN THEIR BODIES

76% OF GEN Z MEN CONSIDER THEMSELVES GOOD AT COOKING VS. 60% OF WOMEN

72% OF GEN Z MEN ARE CONFIDENT MAKING HEALTHY FOOD CHOICES VS. 63% OF WOMEN

ENGRAINED SINCE CHILDHOOD



SOCIAL MEDIA IS INSPIRING AND ANXIETY-INDUCING

67% WORRY THEY SPEND TOO MUCH TIME ON SOCIAL MEDIA.

58% BELIEVE SOCIAL MEDIA CONTRIBUTES TO A NEGATIVE BODY IMAGE.

SOURCES OF RECIPE IDEAS & INSPIRATION:



CONSUMED WITH PURSUIT OF FOOD



THEY DO THINGS THEIR OWN WAY



55% LOVE A #GIRLDINNER AND PIECE TOGETHER SNACKS INTO A MEAL ON A WEEKLY BASIS.

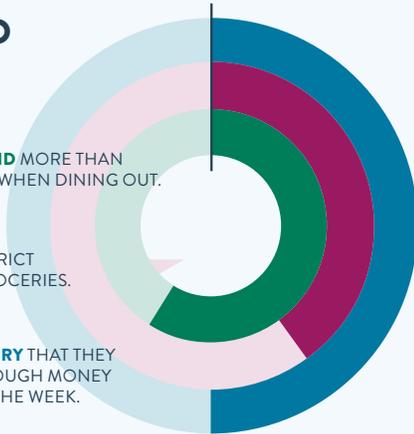
(THE NAME DOESN'T HOLD UP BECAUSE GEN Z MEN AND WOMEN "SNACKIFY" MEALS EQUALLY)

DON'T STICK TO A BUDGET

59% REGULARLY SPEND MORE THAN THEY INTEND TO WHEN DINING OUT.

40% DON'T HAVE A STRICT BUDGET FOR GROCERIES.

50% SOMETIMES WORRY THAT THEY WON'T HAVE ENOUGH MONEY FOR FOOD FOR THE WEEK.



INFLUENCED AND INFLUENCING

70% FOLLOW INFLUENCERS FOR THEIR FOOD CONTENT.

70% ARE MORE WILLING TO TRUST A FOOD TREND THAT HAS GONE VIRAL.



75% SEE THEMSELVES AS A LEADER, NOT A FOLLOWER.

76% TELL FRIENDS AND FAMILY ABOUT NEW PRODUCTS.

FEELINGS ABOUT THE FOOD SYSTEM

73%

72%

66%

42%

THINK FOOD COMPANIES ARE GREEDY AND ONLY CARE ABOUT PROFITS.

THINK THE FOOD SYSTEM IS BROKEN.

CAN'T FIND INFORMATION ABOUT HOW THEIR FOOD IS RAISED.

DON'T FEEL THAT FOOD COMPANIES UNDERSTAND THEM.