

Food and Social Media Habits of Gen Z



CASSANDRA

Cassandra's *Young & Hungry*

Report Reveals Majority of

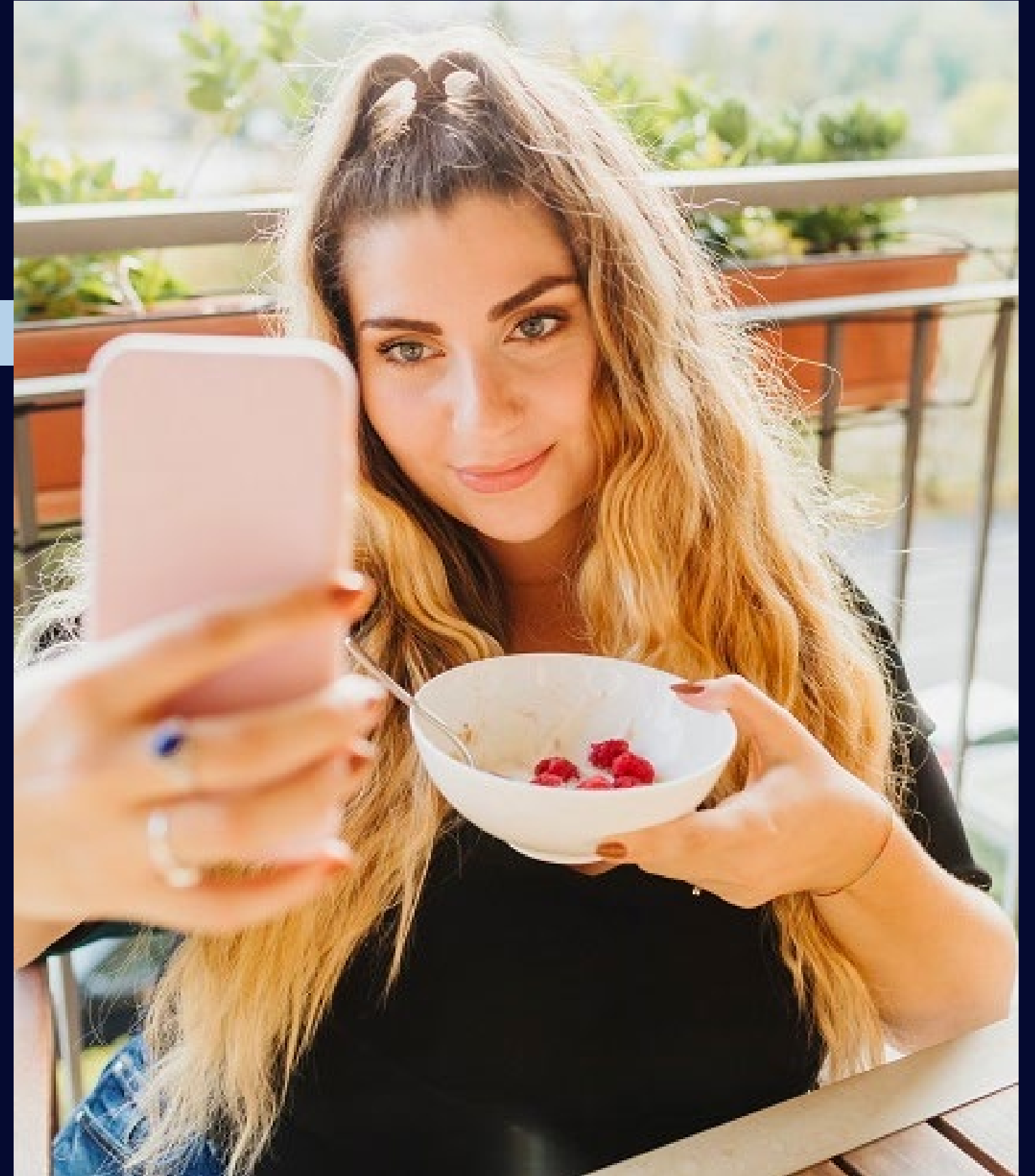
Gen Z Believe What They Eat

Defines Their Identity



Outline

- Overview of Gen Z
- Social Media Habits
- Impact on the Food Systems
 - Sustainability
 - Diverse
 - Consumer & Company Trust
 - Creativity in the kitchen
- Conclusion



Who is Gen Z?

- Anyone born between 1997 - 2012
 - Currently ages 10 - 25



Why do we care?

- Largest generation
 - 27% of world's population
- Exploring & settling



What sets them apart?

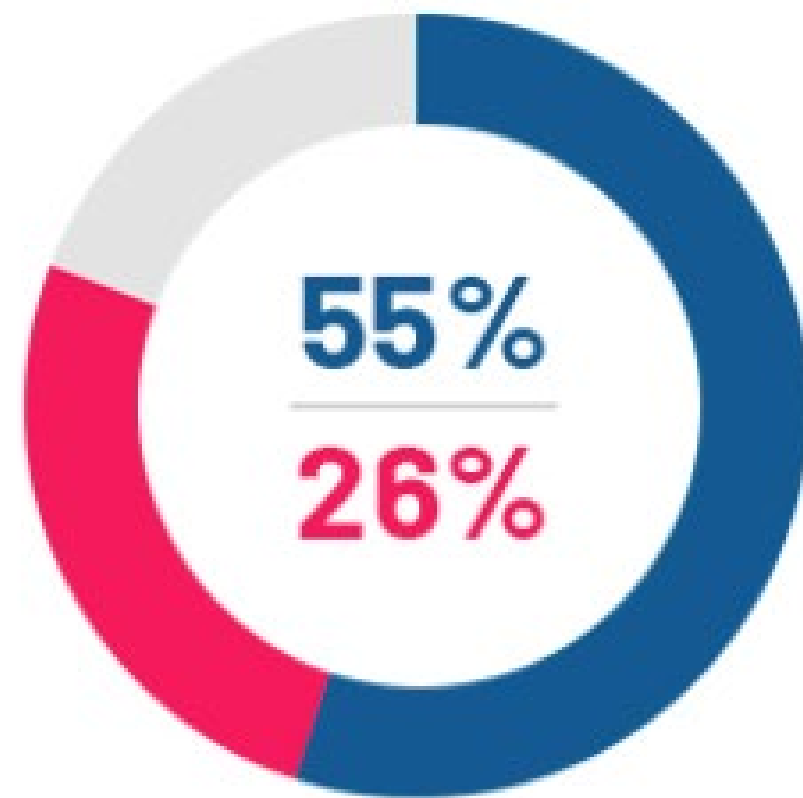
- Digital Natives
 - Highly connected
 - Fast decision makers
- COVID generation
- Most diverse
- Expressive through consumption



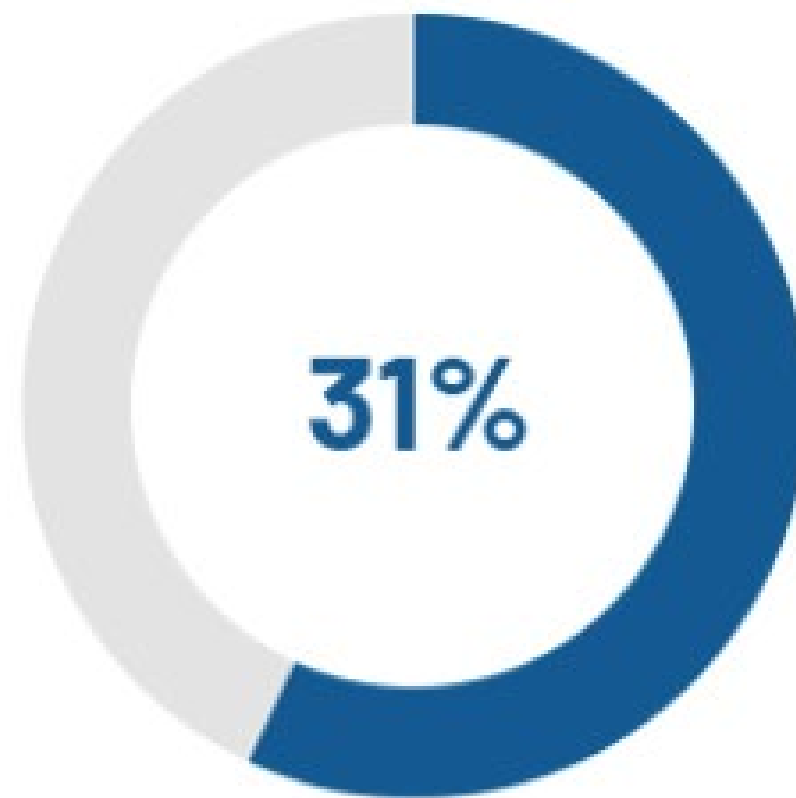
Social media habits

- 95% of Gen Z owns a smartphone (global)

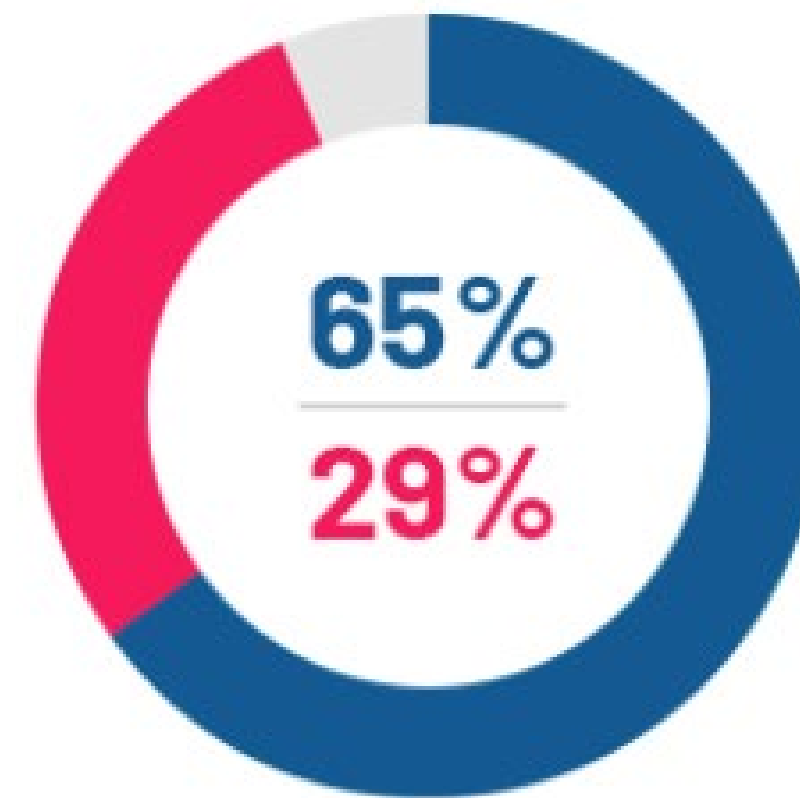
Gen Z Smartphone Usage



55% of Gen Z use their smartphones 5 or more hours a day and 26% use their phones 10 or more hours a day

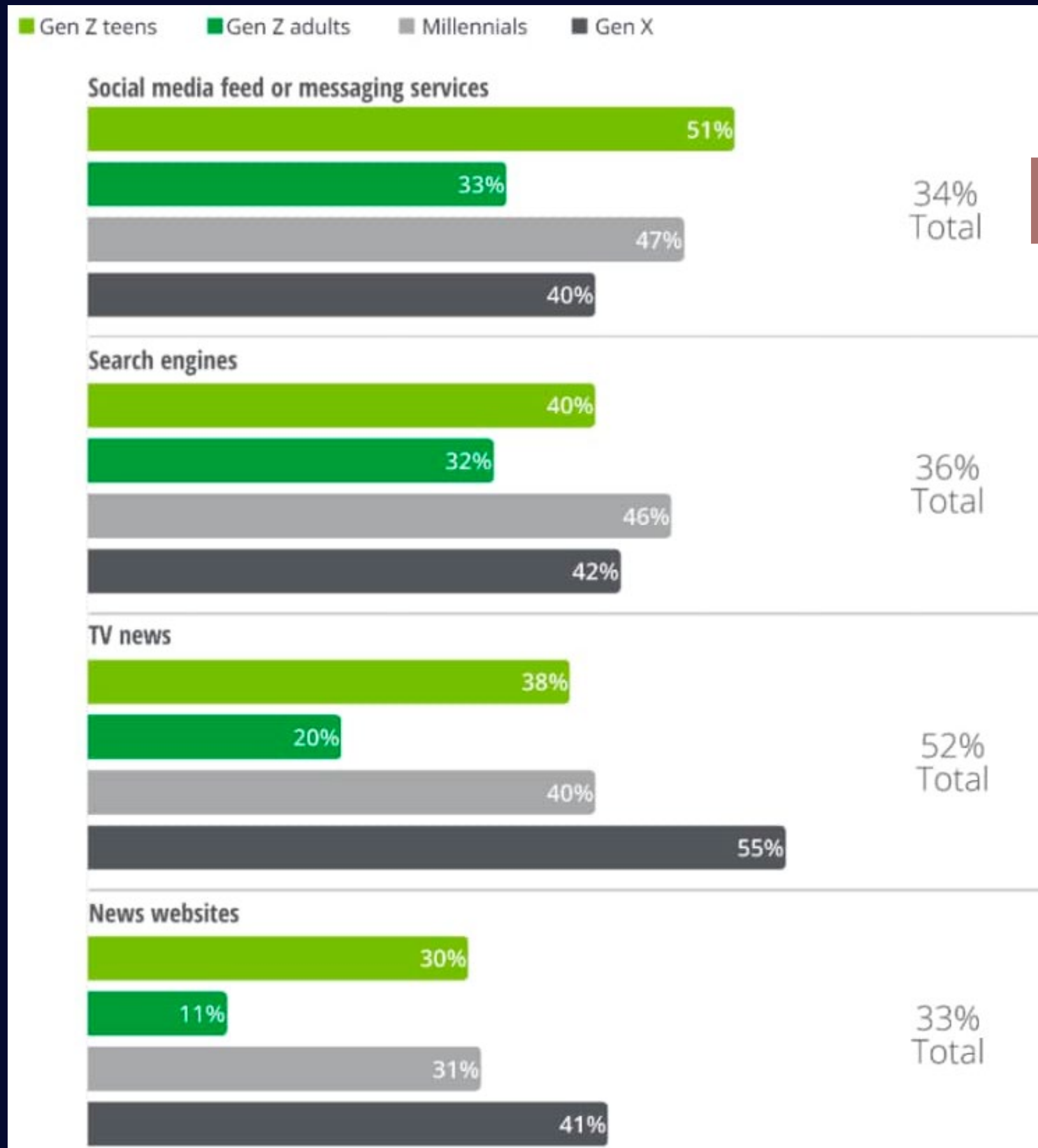


31% of Gen Z feel uncomfortable if they are without their phones for 30 minutes or less

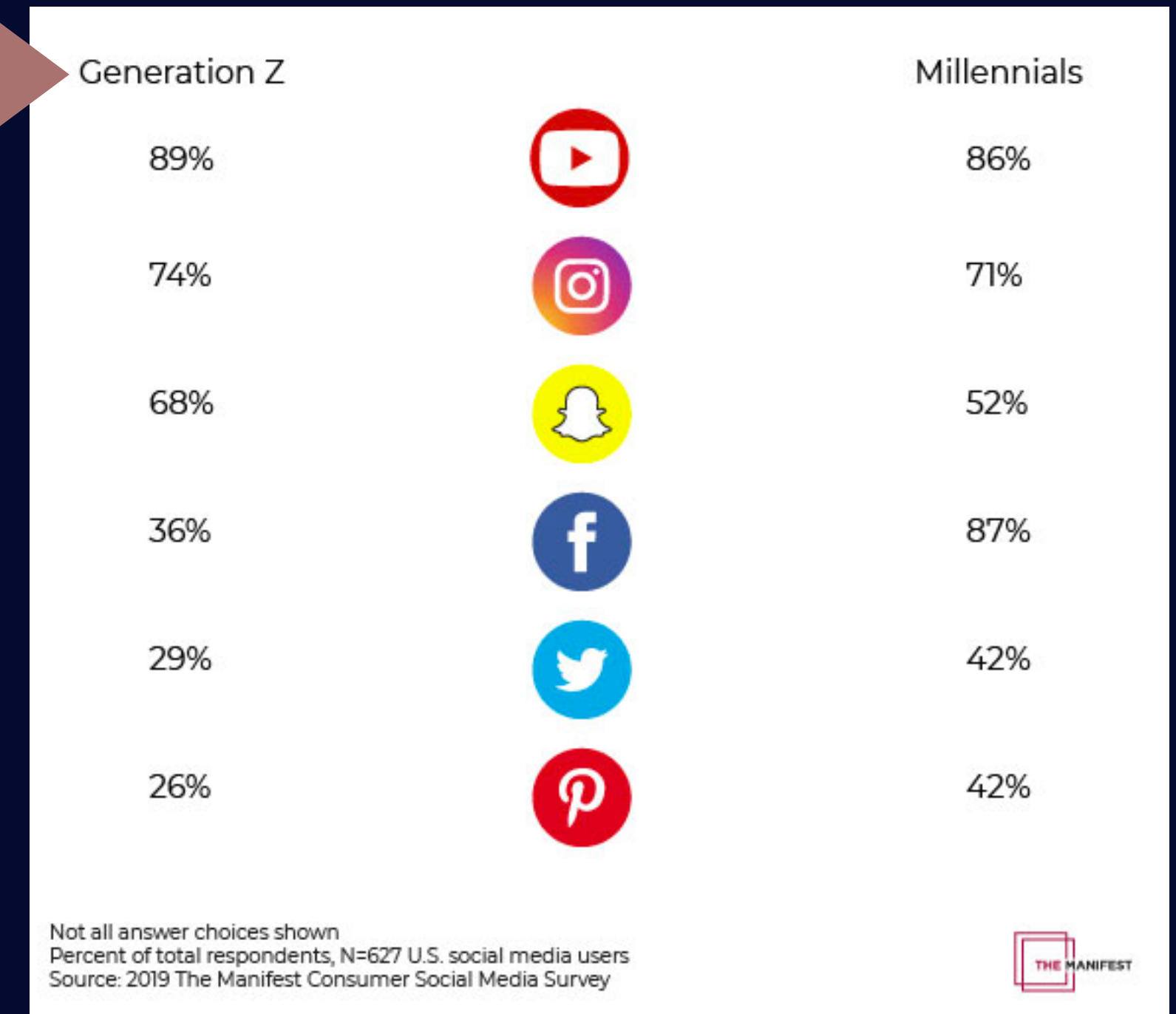


65% of Gen Z are on their smartphones after midnight a few times a week or more often and 29% are on their smartphones after midnight every night

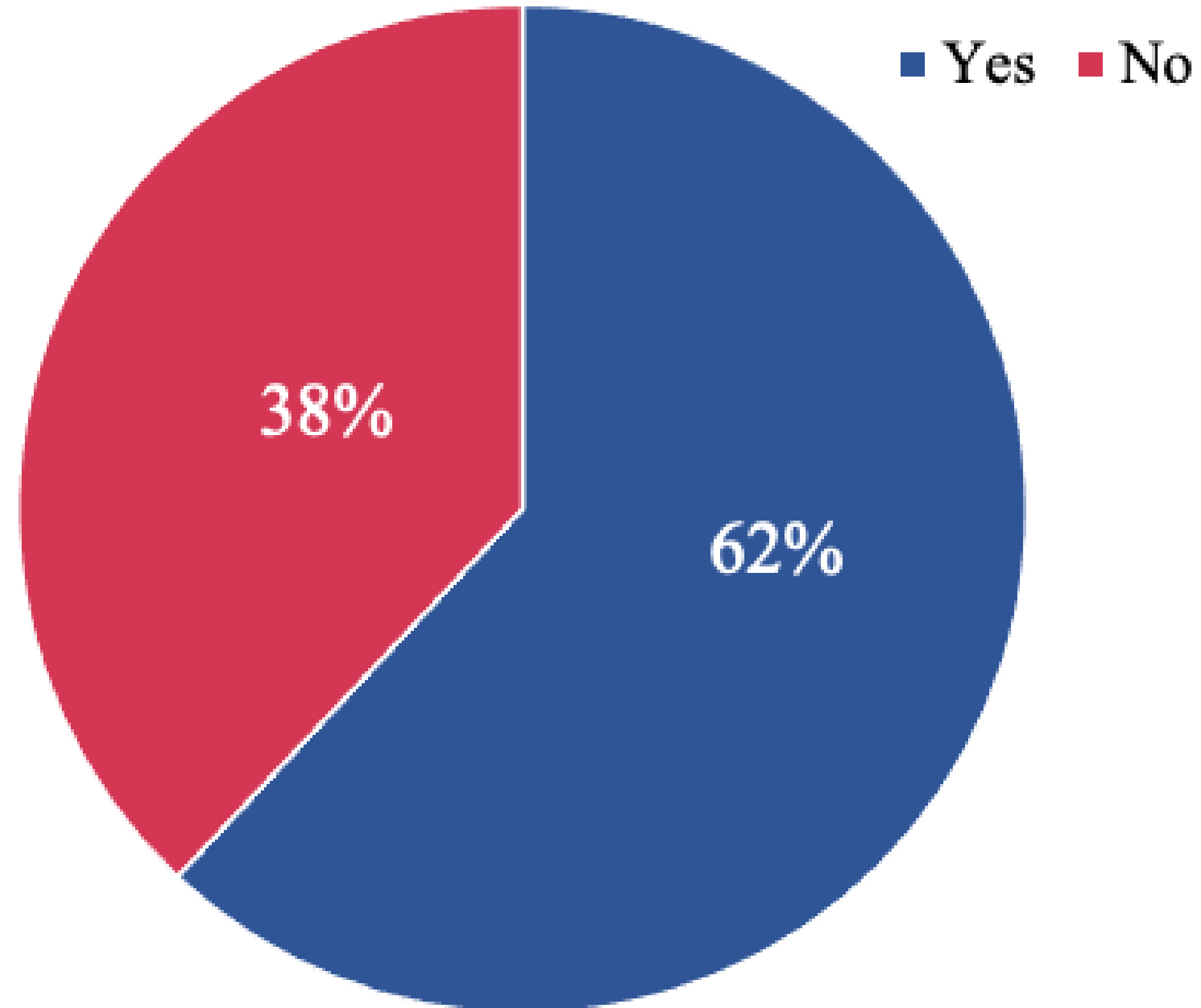
Sources of information by generation



Top social media platforms



Have you purchased at least one product on your smartphone after you saw it on social media?



Impact on the Food System

Gen Z values + social media = food trends

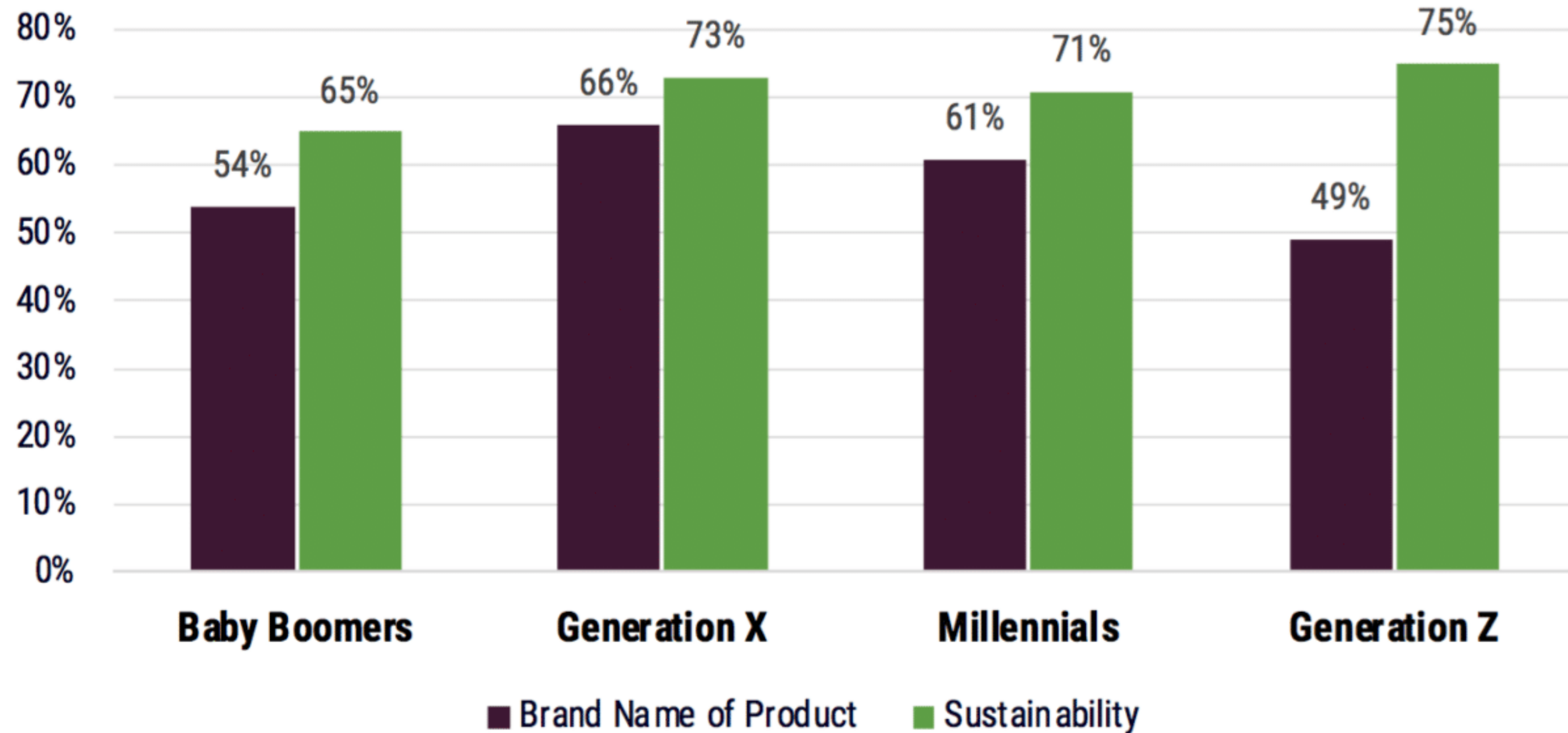
Sustainability



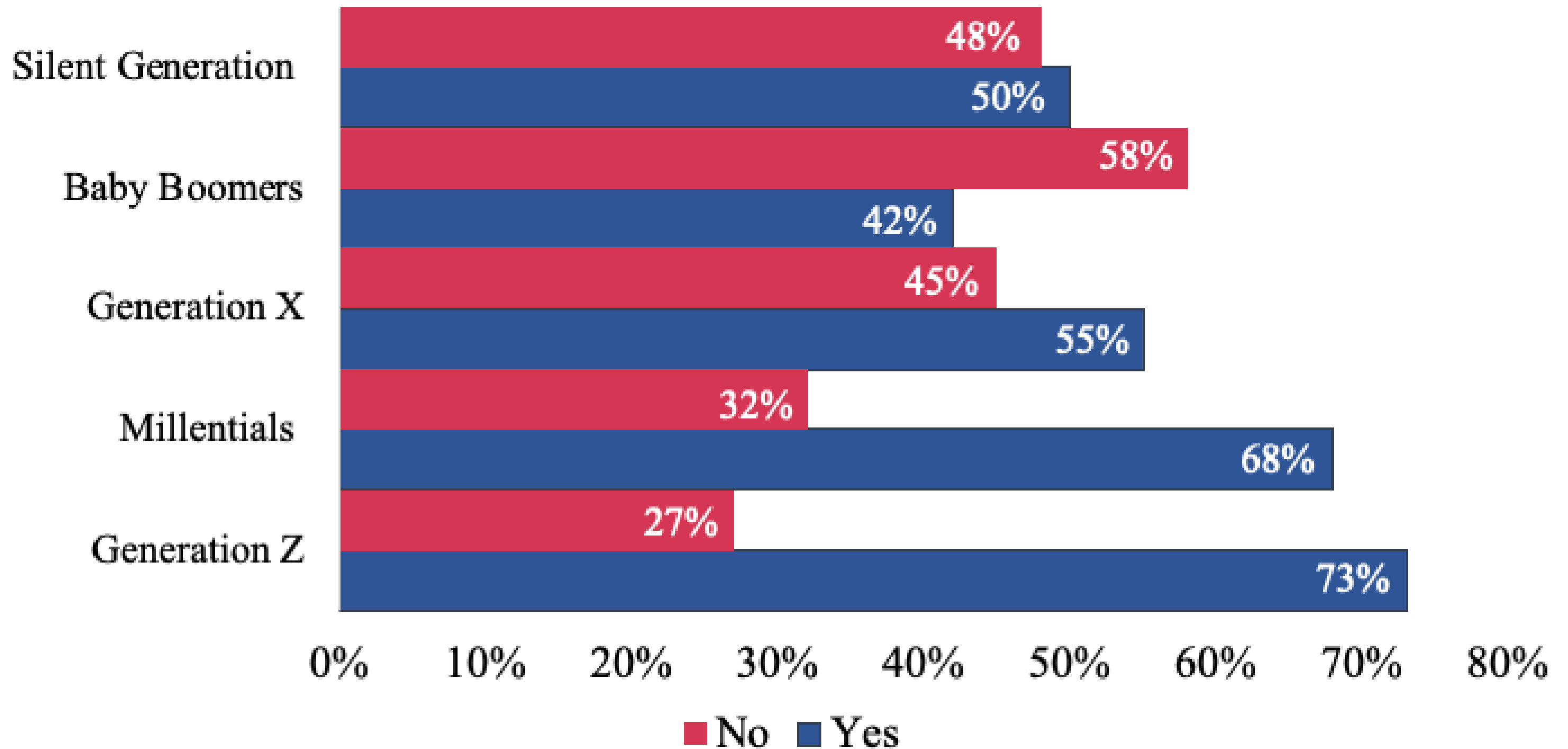
Sustainable foods as defined by Gen Z:

- Healthy
- Plant-based
- Insect-based
- Organic
- Natural
- Local
- Ethically sourced

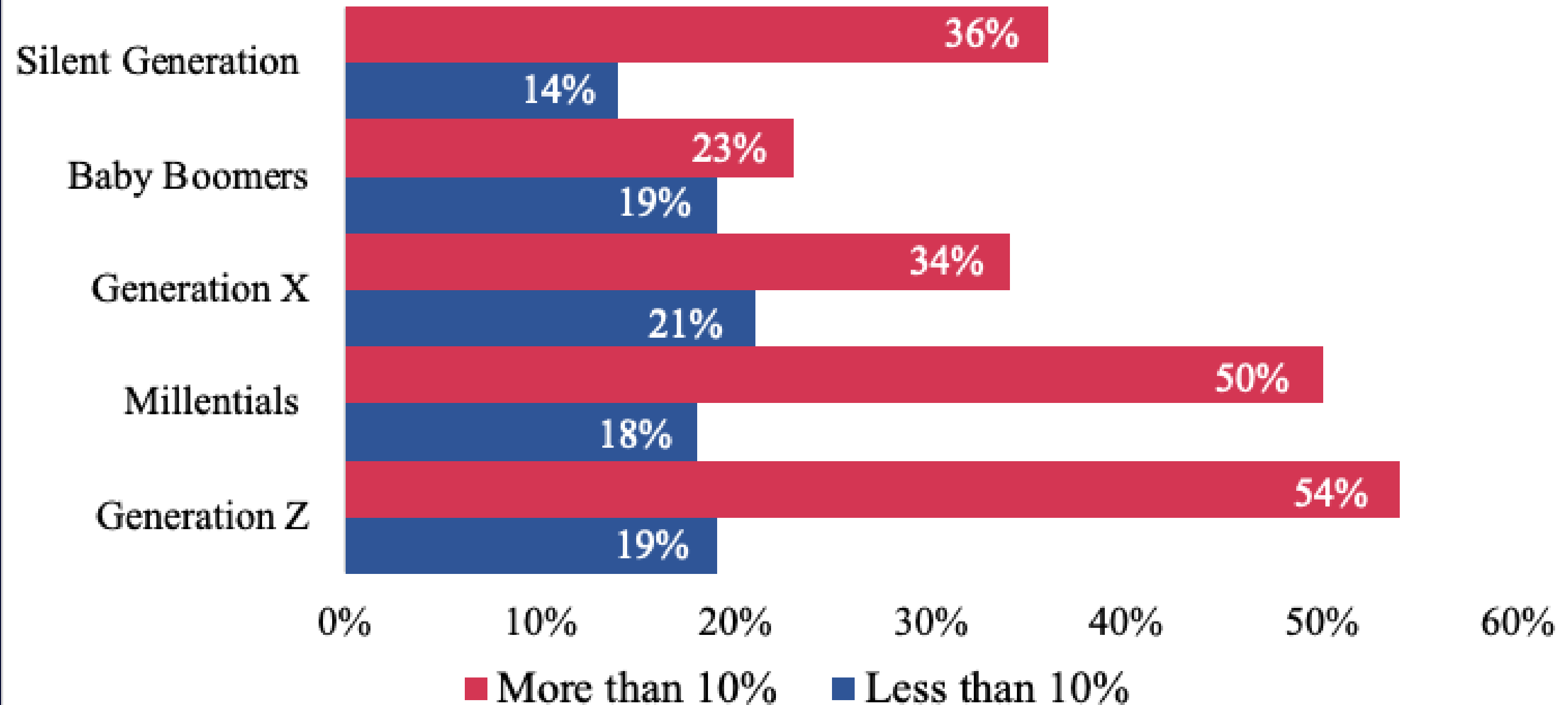
HOW DO YOU RATE THE IMPORTANCE OF THESE FACTORS WHEN MAKING A PURCHASE?



Are you willing to pay more for sustainable products?



How much are you willing to spend for sustainable products?



Sustainability - Food packaging

- Recycled
- Compostable
- Cellulose
- Mushroom



Sustainability and grocery stores and services



- Physical Store
- Online
- Local Markets
- Meal Kits
- Delivery Services

Diversity

- Authentic & global offerings
- Exotic flavors
- Creative combinations



Trust between consumer and company

- Quality
- Consistency
- Safe
- Transparent
 - Personal connection
 - aligns with values
 - Social media & accountability



Gen Z in the kitchen

- 73% of Gen Z cooks at home
 - Saves money, healthy, sustainable, brings family together and trendy
- Inspired by social media
 - Youtube, TikTok and Instagram



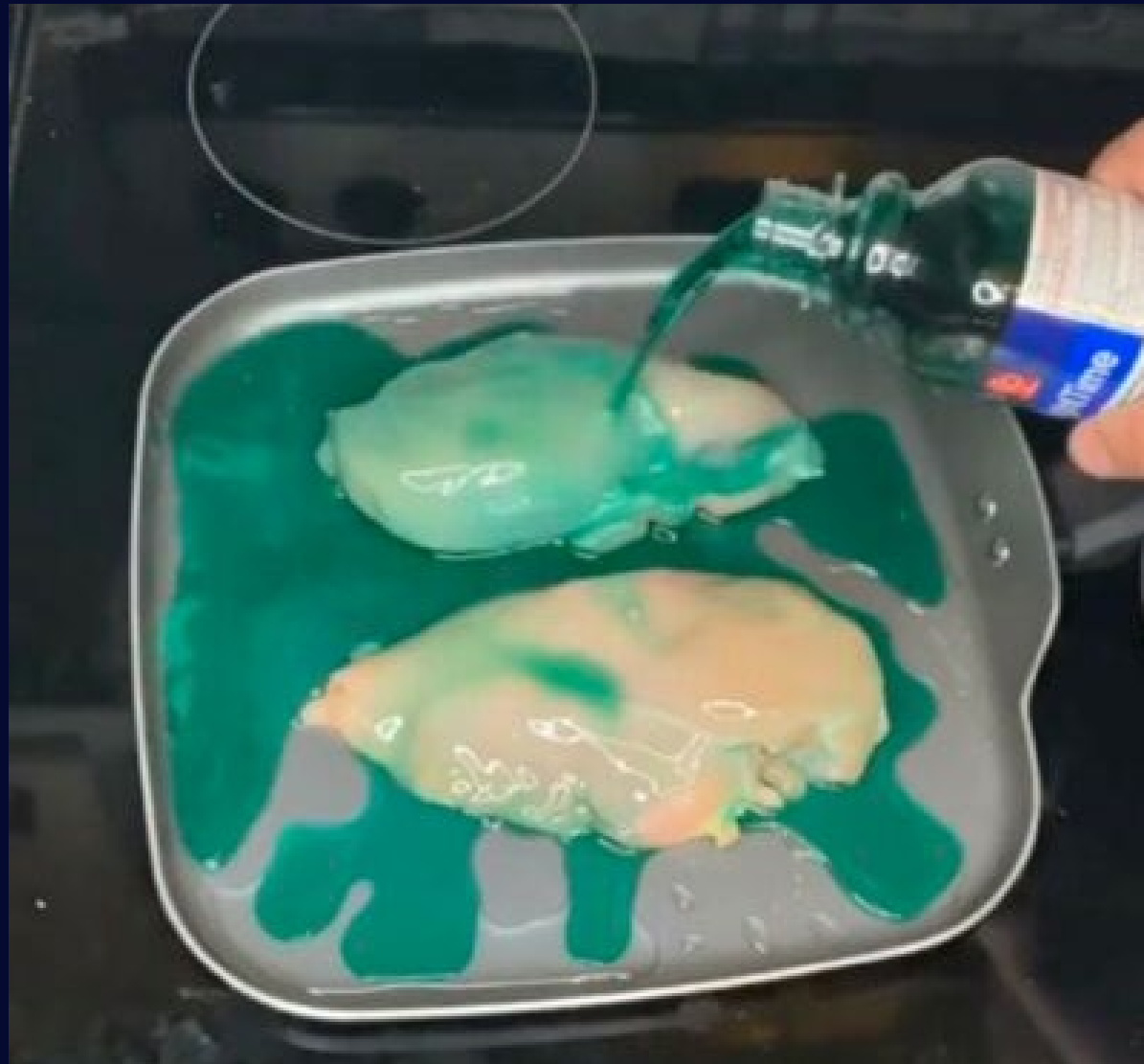
Viral Food Trends

- Pancake cereal
- Dorito mozzarella sticks
- Cloud bread
- Whipped coffee



Viral Food Trends

- Raw carnivore diet
- Raw water
- Sleepy chicken
- Pink sauce





Summary

Gen Z + social media + Food =

- Self expression

- Values

- Passions

- A way to connect



"I realized very early the power of food to evoke memory, to bring people together, to transport you to other places, and I wanted to be a part of that."

Jose Andres Peurta

