Food and Social Media Habits of Gen Z
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)

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.

https://99firms.com/blog/generation-z-statistics/#gref
Sources of information by generation

Top social media platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Generation Z</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>89%</td>
<td>86%</td>
</tr>
<tr>
<td>Instagram</td>
<td>74%</td>
<td>71%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>68%</td>
<td>52%</td>
</tr>
<tr>
<td>Facebook</td>
<td>36%</td>
<td>87%</td>
</tr>
<tr>
<td>Twitter</td>
<td>29%</td>
<td>42%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>26%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Not all answer choices shown
Percent of total respondents, N=627 U.S. social media users
Source: 2019 The Manifest Consumer Social Media Survey
Have you purchased at least one product on your smartphone after you saw it on social media?

- Yes: 38%
- No: 62%
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?

- Baby Boomers: 54% Brand Name of Product, 65% Sustainability
- Generation X: 66% Brand Name of Product, 73% Sustainability
- Millennials: 61% Brand Name of Product, 71% Sustainability
- Generation Z: 49% Brand Name of Product, 75% Sustainability

https://www.weforum.org/agenda/2022/03/generation-z-sustainability-lifestyle-buying-decisions/
Are you willing to pay more for sustainable products?

- Silent Generation: 48% No, 50% Yes
- Baby Boomers: 32% No, 58% Yes
- Generation X: 27% No, 73% Yes
- Millennials: 32% No, 68% Yes
- Generation Z: 42% No, 55% Yes
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