

Get to Know Gen Z



Gen Z: 3 Food and Beverage Attributes They Seek Out

Generation Z consumers are now young adults making decisions in major U.S. marketplaces. That means their relevance to the foodservice industry is growing. By understanding exactly what they seek from restaurants, you can increase their loyalty as they develop long-term habits. **Here are three food and beverage attributes consumers aged 18 – 24 seek out more than their older counterparts, aged 25+ ...**

1

ORGANIC

18% of Gen Z consumers look for organic menu options, compared to 12% of consumers aged 25+

2

SUSTAINABLY SOURCED

16% of Gen Z consumers prefer sustainably sourced foods and beverages in restaurants, compared to 11% of older consumers

3

PLANT-BASED

10% of Gen Z consumers want plant-based foods and beverages in restaurants, compared to 6% of consumers aged 25+

Our new **Winning Gen Z Consumers** report reveals the insight you need to attract and retain these increasingly important consumers. Use it to identify the forces behind this generation's behavior and what it means for your product development, menu innovation, marketing, and more.

Source: The NPD Group/Checkout Consumer Survey

Learn More

Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.