

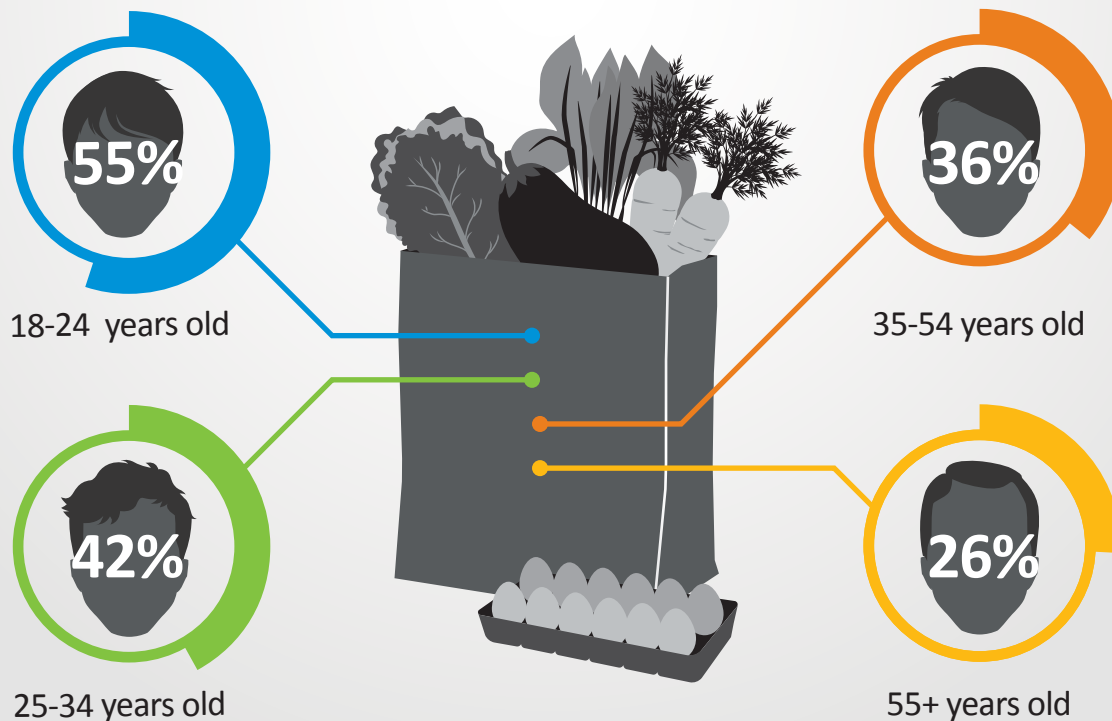
The Importance of Fresh

Younger consumers (adults age 35 and younger) in the U.S. are leading a shift to fresh, natural, and authentic foods and beverages. In fact, Generation Z and Millennials are increasing their consumption of fresh foods and are most likely to associate clean eating with an improvement in quality of life.

Insights from our **Generational Study: The Evolution of Eating** tell the story.

How much does clean eating affect overall quality of life?

(% indicating "very much")



Get fresh insights on food and beverage consumption by generation. With deeper knowledge of age-based consumption trends, you'll know your current and future consumers better, so you can deliver the products they want.

Source: The NPD Group

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

