Gen Z Snapshot
Ages 18 to 24

73% agree that they have a greater concern about the environmental impact of their food choices than other generations.

35% grocery shop online at least once a week and are more likely to do so compared to Gen X and Boomers.

More likely to purchase products labeled as, “Small carbon footprint/carbon neutral” and “Plant-based”, compared to Boomers.

More likely to have purchased less-healthy options and fewer fresh foods to manage rising food costs.

73% report feeling stressed over the past 6 months. They are more likely to seek out options like therapy, mindfulness or meditation for stress reduction, compared to Gen X or Boomers.

Top health benefits sought from food/beverages/nutrients:
- Energy/less fatigue
- Improved sleep
- Emotional/mental health
- Digestive health/gut health

View the full survey here
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