



# TASTE OF TOMORROW 2023

Navigating Food through the Eyes of Gen Z and Alpha

## A Hartman Group Syndicated Research Study

Fielded October – December 2023  
Market Coverage: U.S. Market



CONSUMER/  
SHOPPER INSIGHTS



FORESIGHT  
AND TRENDS



STRATEGIC  
CONSULTING



INNOVATION  
AND IDEATION



*Taste of Tomorrow 2023: Navigating Food Through the Eyes of Gen Z and Gen Alpha* examines Gen Z as a unique group of consumers marked by distinct attitudes and expectations, especially in their approach to food and beverages. While Gen Alpha is still very young, their perspectives on food, beverages, sustainability, and technology will likely evolve as they age. In this report, we decipher the influences that mold these consumers' worldviews and food lives. We provide deep insights and actionable implications into Gen Z with a perspective on Gen Alpha to help companies across the food and beverage landscape cater to their future evolving needs and preferences.

**Hartman Group Syndicated Report Published: December 2023**  
**Report Length: 101 pages | Market Coverage: US Market**

Grounded in primary quantitative and qualitative research, the report offers a comprehensive consumer-based perspective for brands, retailers and manufacturers to capture the attention of Gen Z and Alpha consumers while also gaining insight into their behavior to foster relevancy as these two cohorts mature.

### **What's included?**

- Executive summary
- General report (PowerPoint and PDF)
- Demographic data tables (Excel)

### **Key Topics Covered:**

- Which approaches to eating resonate with Gen Z?
- How do the shopping preferences of Gen Z indicate future purchasing behaviors?
- Where does Gen Z derive inspiration from regarding new food, flavors, and cuisines?
- What are the implications for retail and food service in terms of meal, snack and beverage procurement?
- What role do technology and social media play in food and beverage, and what can we expect in the future from these cohorts?
- Where can your brand or company make the greatest impact?



## Taste of Tomorrow 2023: Navigating Food Through the Eyes of Gen Z and Gen Alpha

### Explore the report

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##### Methodology

- **Quantitative:** Online national survey October 18, 2023 – November 2, 2023, n=1,959 U.S. residents aged 13-77. (MOE)  $\pm 2.2$  pts at 95% confidence level.  
  
Respondents recruited based on age-based quotas and balanced to match the 2023 Census Bureau Current Population Survey by gender, region, income, household structure, and ethnicity within ages 13-26 and ages 27-77.
- **Qualitative:** Digital Ethnographies: N=15 participants. Week-long immersive engagement via asynchronous virtual platform.  
  
Follow-up In-depth Interviews, N=10 participants. Hour-long interview focused on delving into responses from digital ethnography.

##### Executive Summary

The report uncovers food preferences shaping the youngest generations amidst ongoing cultural and tech evolutions. We explore how both cohorts are marked by a tech-centric lifestyle, with values instilled by Gen Alpha's parents prioritizing happiness and future impact, while Gen Z seeks social connection and grapples with identity. Gen Z favors convenience and affordability. They expand their palate with diverse flavors, shaped by global influences and social media, where 'food hacks' and cooking tips are gold. This study offers a roadmap for food brands to engage with Gen Z through their values of social empathy, open access to information and authenticity.



# Taste of Tomorrow 2023: Navigating Food Through the Eyes of Gen Z and Gen Alpha

## Chapter One: Landscape of the New Generations

*To understand the generational characteristics of each cohort, we first need to understand how the cultural legacies and current zeitgeist are shaping Generations Z and Alpha as they emerge on the marketplace.*

- How life stage and era form the foundation of generational cohorts (analysis)
- Defining the cohorts (analysis)
- What influences cohort characteristics? (analysis)
- How are technological, social and political shifts expected to shape the outlook of Gen Z and Gen Alpha? (analysis)
- How does media influence younger generations in the age of information overload? (analysis)
- How do younger generations perceive global events and what does this say about their level of engagement? (data, analysis)

## Chapter Two: Introducing Gen Alpha

*As this generation is too young to fully know who they are, we look to their parents to understand how they see their children's future, what they value and where they have decision making authority.*

- Who is Gen Alpha? (analysis)
- Key values being instilled by Gen Alpha's parents (chart)
- Parental optimism and their children's future (chart)
- How independence is asserted through food (analysis, chart)
- The role of the home kitchen, food, culture and early education (analysis, data)
- Prioritization of nutrition and food enjoyment via parents (analysis, chart)
- Role of digital media and influencers on Gen Alpha (analysis)



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## Chapter Three: Gen Z View of the World

*Gen Z consumers are digital natives who are socially active and globally connected, using digital platforms to build relationships and drive positive change.*

- What Gen Z values and what sets them apart from older generations (analysis)
- Gen Z's views on societal issues compared to other generations (analysis, chart)
- Role of mental health (analysis, data)
- Gen Z's work preferences (analysis, chart)
- What Gen Z prioritizes when it comes to Health + Wellness (analysis, chart)
- Role of community and social networks for Gen Z (analysis, chart)
- Where Gen Z seeks inspiration (analysis)
- Role of social media and personal expression (analysis)
- Gen Z's hobbies and interests (analysis)
- Where Gen Z feels optimistic and where they feel a lack of control (analysis, chart)
- Gen Z's outlook compared with Millennials at same life stage (analysis, chart)
- Gen Z's perspective on what makes them happy (chart)
- Gen Z Values Compass Model (model, analysis)
- How culture and society shapes Gen Z's core values (model, analysis)

## Chapter Four: Eating Habits and Trends

*Gen Z's eating habits reflect their global outlook and digital fluency. They blend traditional flavors with innovative twists, guided by social media, ethical choices, and a quest for authenticity.*

- The origin of Gen Z's food preferences and how exposure to global options inspires them (data, analysis)
- Gen Z's attitudes around trying new foods (analysis, data)
- How Gen Z eats compared to their parents (analysis, chart)
- Gen Z's taste preferences (data, analysis)
- The top influencers on food and beverage selection by generation (data, analysis)
- Sources used by Gen Z to learn about new foods and recipes (analysis, data)
- How Gen Z is transforming culinary culture (analysis, data)
- How convenience factors into Gen Z's eating priorities (analysis, data)
- How Gen Z defines their approach to eating compared with other generations' preferences for eating plant-based, omnivore, etc. (analysis, data)
- Gen Z's comfort level and frequency with cooking (analysis, data)



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### Chapter Five: Dining Independence and Taste Exploration

*As Gen Z becomes more financially independent, dining becomes a canvas for exploration, guided by the curated showcases of social media. Over time, culinary exploration will not just be an indulgence, but a facet of establishing their lifestyle.*

- How Gen Z spends their free time (data, analysis)
- What influences Gen Z to try new restaurants (chart, analysis)
- The most important attributes to Gen Z when selecting a restaurant (data, analysis)
- Restaurant types most frequented by Gen Z (analysis, chart)
- Factors that lead Gen Z to eat out rather than prepare food at home (chart, analysis)

### Chapter Six: Shopping Behaviors and Routines

*Gen Z's choices are driven by a desire for fresh, environmentally friendly and nutrient-dense foods. They navigate the marketplace with a conscious blend of value, lifestyle, and convenience across multiple channels online and in store.*

- How Gen Z's values impact their shopping habits at retail (data, analysis)
- Types of channels shopped across generations (chart, analysis)
- Food and beverage shopping behavior across generations (chart, analysis)
- Type of information looked for on package across generations (chart, analysis)
- Different priorities consumers look for on the nutrition facts panel by generation (chart, analysis)
- Package claims sought by generation (chart, analysis)
- Important attributes of plant-based for Gen Z (chart, analysis)

### Chapter Seven: Connections with Brands

*Gen Z's shift towards authenticity in brand engagement signals a changing landscape where personal experience trumps reputation, reshaping how loyalty is regarded.*

- Types of brands Gen Z prefers and any barriers to purchase (analysis)
- Gen Z's interest in connecting to brands, and what benefits they seek from connection (chart, analysis)
- Translating and interpreting the cultural language of Gen Z (analysis)
- The role of brand collaborations (analysis)
- The types of companies/brands Gen Z is interested in connecting with (data, analysis)
- Attributes that best define quality across generations (chart, analysis)

### Chapter Eight: The Path Forward—Recommendations



## Taste of Tomorrow 2023: Navigating Food Through the Eyes of Gen Z and Gen Alpha

### Glossary of Terms

**Analysis:** Skilled interpretation and translation of consumer culture.

**Chart:** Visual representation of quantitative survey responses, such as a bar chart.

**Data:** Specific data point(s) from quantitative survey used to highlight a compelling insight.

**Model:** Hartman's proprietary model provides a framework for explaining how and why consumers make purchase/consumption decisions, thus helping brands navigate the consumer journey and ensuring relevancy within the marketplace.



Purchase the *Taste of Tomorrow 2023: Navigating Food Through the Eyes of Gen Z and Gen Alpha* report now.

**Report Price: \$12,500** (until January 15<sup>th</sup>, 2024. \$15,000 after January 15<sup>th</sup>, 2024.)

To purchase, fill out the form below and return by email to: [Melissa@hartman-group.com](mailto:Melissa@hartman-group.com)

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