

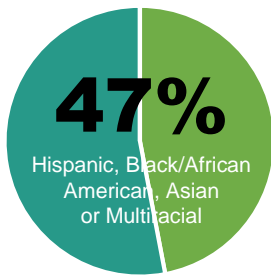
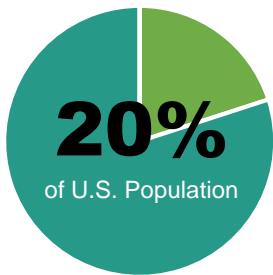
TRENDING

Generation Z

September 2019

GEN Z LARGE AND DIVERSE

Members of Gen Z—loosely, people born from **1993 to 2006**—are true digital natives: from earliest youth, they have been exposed to the internet, to social networks, and to mobile systems.



That represents a **50%** increase in the multicultural youth population since 2000, to a total of 4.2 million.

Why They Matter

- Though young, Gen Z-ers spent **\$78 billion at restaurants in 2016**, and that's without spending a single dollar on alcohol.
- Gen Z is **More Dependent on Foodservice** than previous Generations
- Will reach their peak foodservice use in **6+ Years** 2025



Generation Z



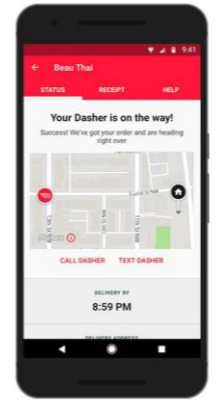
Who is winning? The top five chains with the highest overall visit satisfaction rating from Gen Zers



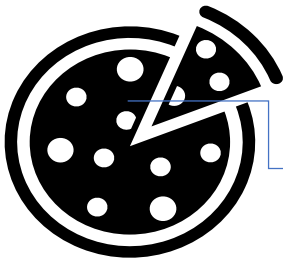
IMPORTANCE OF A MOBILE STRATEGY



Expected to triple by 2020



What Drives Usage of Foodservice?



81%

of Gen Z Say **craveability** is a driver



Authenticity of both brand and communication style are non-negotiable



60%

of Gen Zers rate **effective advertising** as the top influencer when deciding where to dine.



Nearly half of Gen Zers (**47.6%**) rate free Wi-Fi as a motivator when selecting a restaurant.

WHAT THIS MEANS FOR FOODSERVICE

Gen Z is more empowered than previous generations to choose where and what to eat.

Never underestimate the power of cravings; Gen Z is most susceptible and won't prioritize health for another five or more years. Even then, craveable foods will appeal.

While indulgent food cravings currently appeal to this group, the gradual introduction of **health cues and health-halo attributes** will be a way to maintain relevance and keep their interest as they reach ages that may force them to address their health.



2025: Winning Formulas

- **Fast Fine:** quality, healthy, authenticity, LSR format
- **Amazon Go:** local, convenience, varying portion sizes
- **QSR:** value, familiarity, craveability
- **Pizza:** value, high quality of delivered product

Sources :
 Technomic, Healthy Eating & Plant Based Alternatives
 RESTAURANT DELIVERY SERVICE: OUTSOURCE OR IN-HOUSE?
<https://www.restaurantbusinessonline.com/operations/money-continues-funnel-third-party-delivery>
<https://www.medicalnewstoday.com/articles/321474.php>

