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MEETING THE NEEDS OF GEN Z/ZOOMER GENERATION

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Background

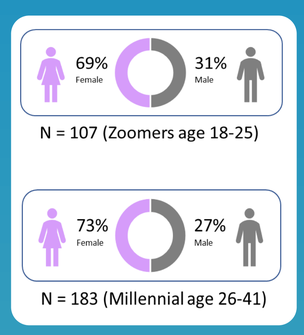
External factors play a role in shaping consumer product preferences and purchase behavior for every generation. Zoomer/Gen Z consumers experienced their youth in a vastly different environment than older generations. Pragmatic, novelty seeking, and independent are distinguishing Zoomer traits. We can expect Zoomers to be a purchase-decision making force at an even younger age than previous generations. Food manufacturers who get a jump on understanding the Gen Z / Zoomer consumer generation will have an advantage in the marketplace. This research conducted by Curion sought to better understand Zoomer behaviors and preferences for snacks as well as present strategic paths for winning the loyalty of this important consumer segment.

The goal of the research was to explore Zoomers' snack preferences in terms of sensory, emotional, functional and nutritional benefits and sustainability and how/if they differ from Millennials:

- What sensory characteristics are most appealing to Zoomers?
- How do Zoomers perceive nutritional benefits and sustainability and what role do these factors play in choice?
- What jobs to be done are Zoomers seeking to satisfy their snacking needs?
- Where do Zoomers go to learn about food trends and how do they share discoveries?

Methodology

- Method: Online quantitative consumer survey (including Conjoint, Emotions & Benefits)
- Recruit: Occasional snackers (1-6 times per week)
- N=~300 consumers (107 Zoomers and 183 Millennials)
- Date: October 2022
- Location: Nationwide
- 1:1 In-Depth-Interviews – N=11 Zoomers aged 10-17



Zoomers vs. Millennials



Zoomers	Millennials
Ages 10-25 Born 1997-2012	**Ages 26-41** Born 1981-1996
68.6 million 20.2% of US population	**72.2 million** 21.8% of US population
$360 billion disposable income (and keeps rising)	**$2.5 trillion spending power**



Key Findings

- Zoomers are similar to Millennials for almost all snack aspects, with some differences in social media platforms for sharing and discoveries; both favor Instagram, but Millennials gravitate more towards Facebook while Zoomers prioritize Tik Tok.
- Jobs to be done for snacks are that they are satiating, easy to eat out of the package, easy to take on the go, from a brand they trust and good for the environment. From an ingredient/nutritional perspective: all natural, healthy fats, high in protein and no added sugar are top priorities. Surprisingly, recyclable, compostable, plant-based, premium, Instagram worthy and Influencer endorsed were not priorities.
- Sensory properties that are most important are crispy, crunchy, fresh, sweet and salty, however, younger Zoomers age 10-17 during interviews were more likely to mention spicy and intense flavors.

Implications for CPG Brands

- Zoomers and Millennials can be satisfied with similar snack benefits and sensory properties.
- Consumer commitment to health and the environment will only get stronger so CPG brands should keep them top of mind.
- Promote products on Instagram for both groups; while also investing in Tik Tok, Snapchat and Facebook as well as marketing that will influence word of mouth.
- Feeling refreshed, replenished and indulged are the desired emotional experiences of consumer's ideal snack. Communications and packaging should appeal to these desired emotional benefits, however the product inside needs to deliver on them or risk alienation

Desired sensory attributes are similar across both generations.



Most Desired Sensory Attributes:

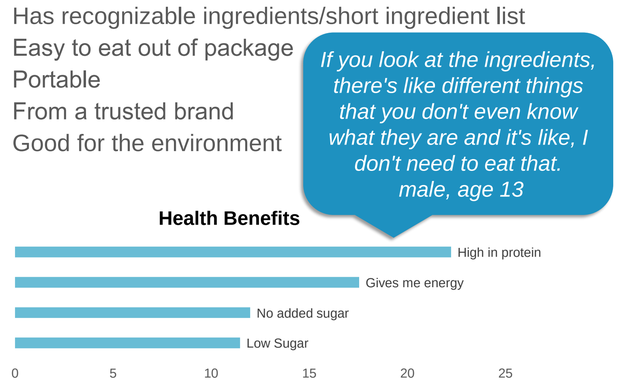
- Crispy
- Crunchy
- Fresh
- Sweet
- Salty

Zoomers & Millennials seek out snacks for similar reasons.

Zoomers & Millennials seek a snack that is:

- Satiating
- Has recognizable ingredients/short ingredient list
- Easy to eat out of package
- Portable
- From a trusted brand
- Good for the environment

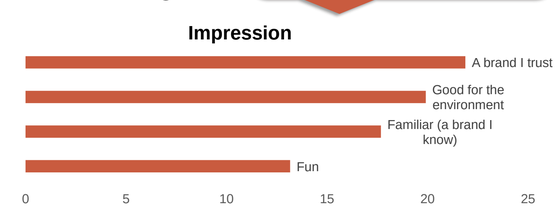
If you look at the ingredients, there's like different things that you don't even know what they are and it's like, I don't need to eat that. male, age 13

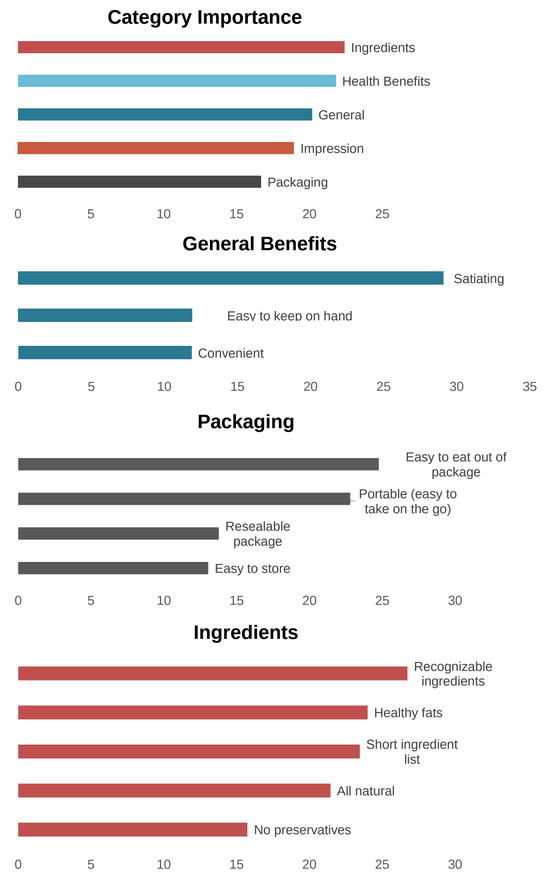


Top nutritional benefits are:

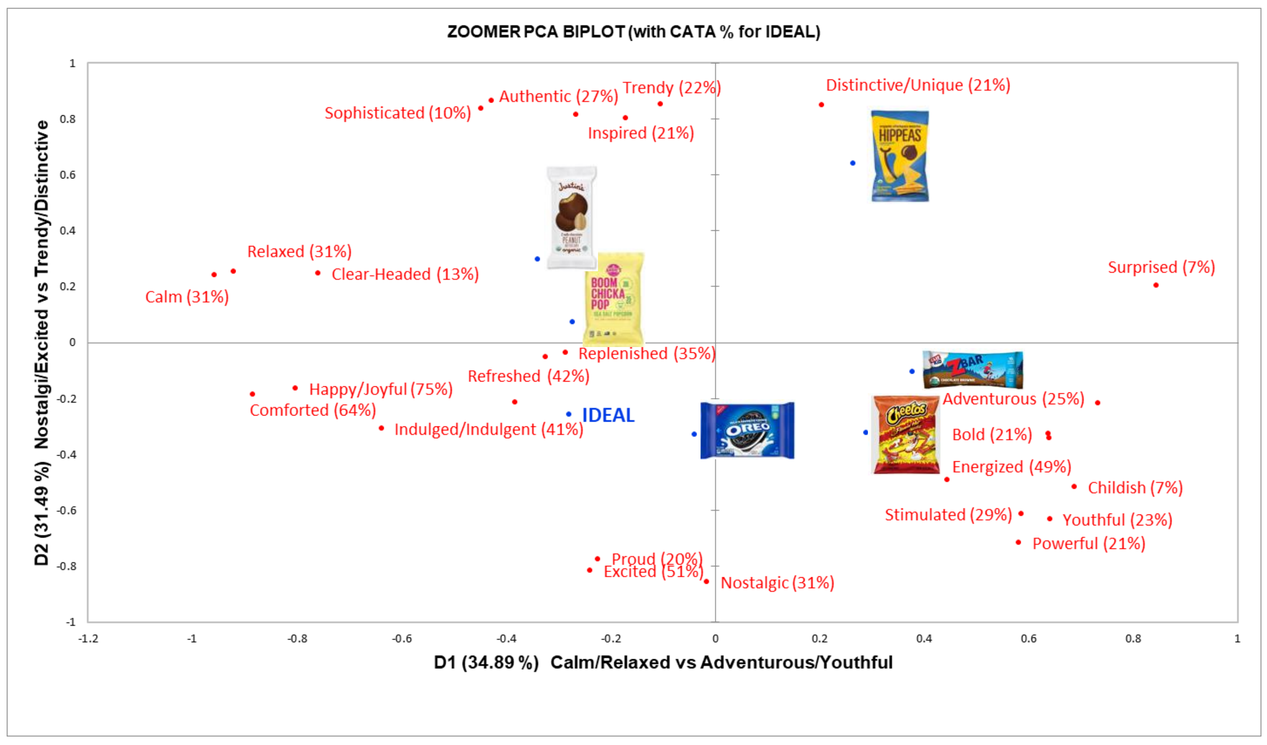
- All natural
- Healthy fats
- High in protein
- No added sugar

Bars make health claims. Like they have nutrients, proteins, whole wheat grains etc. male, age 15





Zoomers & Millennial's ideal snack makes them feel indulged, refreshed, and replenished



- The 2 major dimensions that define the snack concepts presented are Nostalgic vs Trendy and Calm/Relaxed vs Adventurous/Surprised.
- All products can be mapped on these energy and nostalgia dimensions.
- Oreos and Boom Chicka Pop are perceived as closest to ideal.

Zoomers & Millennials find food trends through Instagram, but differ for other social media platforms

Learn about Food Trends	
Social Media	**91%**
Word of mouth	76%
TV Ads	52%
Newspaper *(Print or Digital)*	21%
Billboards	20%
Radio	17%

	Food Discoveries are Found		Food Discoveries are Shared	
	Zoomers (A) N=107	Millennials (B) N=183	Zoomers (A) N=107	Millennials (B) N=183
Instagram	90%	91%	82%	80%
TikTok	**85% B**	63%	**46% B**	29%
Reddit	34%	27%	13%	9%
Facebook	50%	**71% A**	33%	**58% A**
Twitter	38%	31%	24%	18%
Snapchat	**50% B**	23%	**56% B**	25%
Buzzfeed	18%	23%	7%	-