

2022 Food and Health Survey

Gen Z Snapshot

Ages 18 to 24



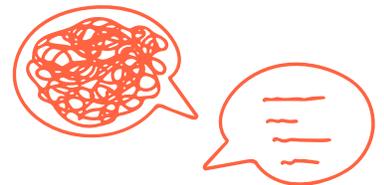
35% grocery shop online at least once a week and are more likely to do so compared to Gen X and Boomers



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



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



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



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