FOOD SPENDING HABITS: GENERATION Z

- 50% of Gen Z food spending was on food at-home.
- 7% of Gen Z at-home food spend was on cereals and bakery.
- 5% of Gen Z at-home food spend was on dairy.

Generation Divide: Spending on food away-from-home

- Gen X: 45%
- Millennials: 46%
- Gen Z: 50%

Gender Differences: Gen Z spending on food away-from-home

- 67% male
- 60% female

Source: The Food Institute