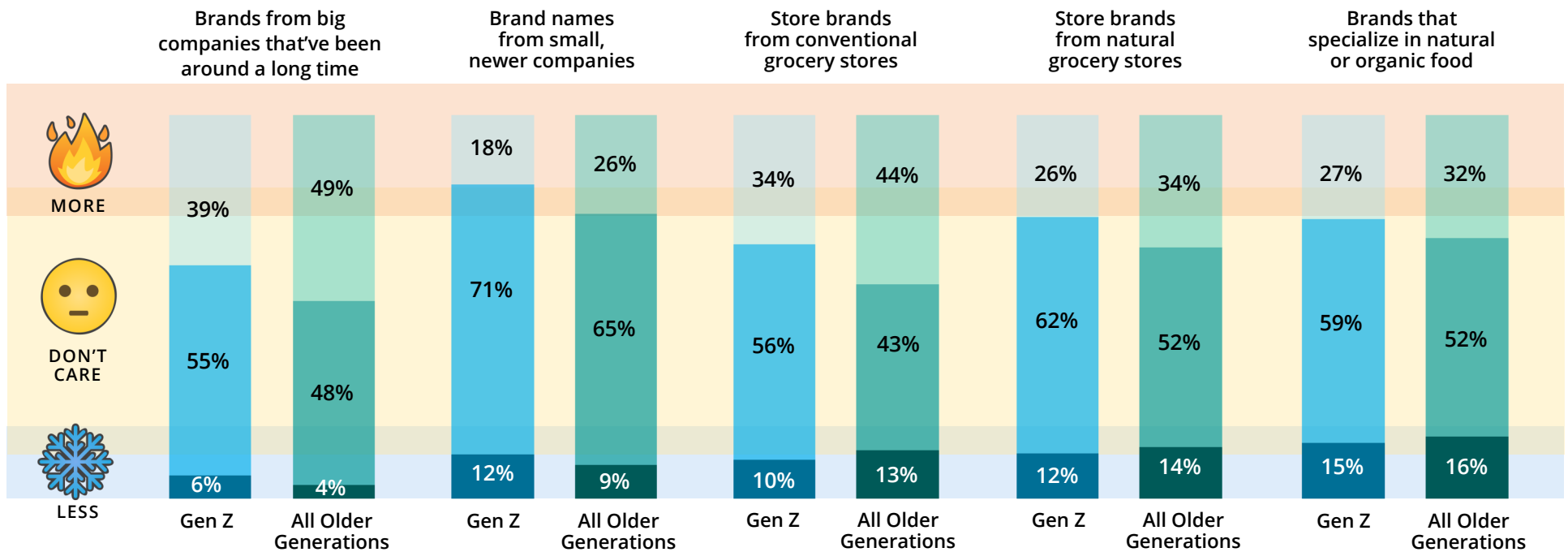




# Gen Zs' Attitudes Towards Brands

Gen Z appear to care less about brand in general, but they feel most positive about big brands and store brands.

## COMPARED TO OTHER TYPES OF BRANDS, I LIKE THIS TYPE OF BRAND...



We find that when it comes to groceries, teens don't really begin to think about shopping until after high school, when they begin doing more of it for themselves. This means that most don't have well-developed personal opinions about brands, retailers or channels, or purchasing criteria yet. Our Gen Z 2018 report is the source for rich data and illuminating insights into this generation's values, attitudes, and approaches when it comes to food and beverages, eating and cooking, health and wellness, sources of information and inspiration, food retail, and restaurants.