

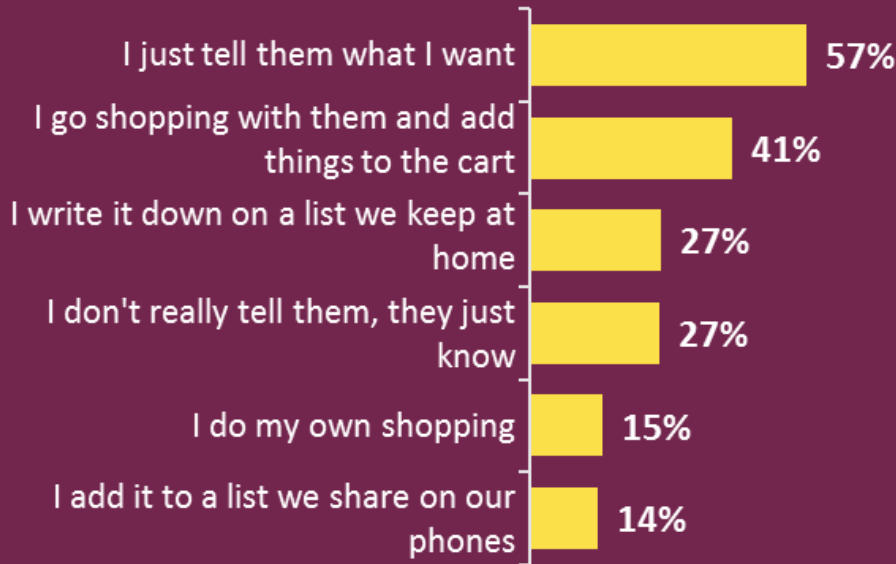
HOW GEN Z SHOPS FOR FOOD & BEVERAGES



For Gen Z, the path to purchase is relatively simple: just tell Mom or Dad what you want.

Gen Z Grocery List Practices: How Do Your Parents Know What to Get You?

(among Gen Z teens who live with parents)



63%

of Gen Z teens who've shopped **AMAZON** for groceries in the past 3 months **REALLY LIKE SHOPPING THERE**



Gen Z Grocery Shopping Frequency



"Sometimes I go shopping with my parents, but usually I just tell them if I want something specific from the store."

— Gen Z Female, 14

HARTMAN INSIGHT: Teens default to eating at home (or someone else's home), unless a **specific occasion** drives them to retail. Generally speaking, retail provides a solution for when options at home aren't appealing. Going to retail can also be a way to get away from the house and be with friends. (Source: *Gen Z 2018* report)