

GEN Z BETTER FOR ME OR BETTER TASTING

56% OF GEN Z SAY THEY NEED TO DEVELOP HEALTHIER EATING AND EXERCISE HABITS

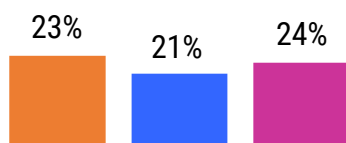
ALTHOUGH THEY KNOW WHAT THEY SHOULD DO, TEENS DON'T ALWAYS WALK THE WALK WHEN IT COMES TO THEIR OWN HEALTH AND WELLNESS.

Gen Z prioritize flavor over health currently but show a desire for products that satisfy both needs.

HOW OFTEN DO YOU...? (A Lot/All the Time)

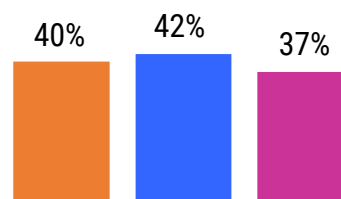
● TOTAL GEN Z ● MALE ● FEMALE

MAKE HEALTHY CHOICES

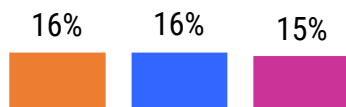


Choose healthier versions of food or drinks I like

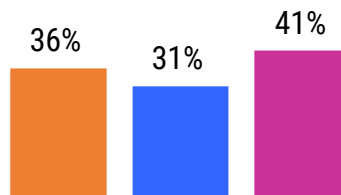
PRIORITIZE FLAVOR



Choose foods or drinks based on flavor, even if they aren't as healthy as other versions



Choose the healthier version of a food or drink, even if it doesn't taste as good as the regular version



Feel like it is hard to find food or drinks that are both healthy *and* taste good

GEN Z PRIORITIZE **FUN** AND **FLAVOR** AS OFTEN AS, IF NOT MORE THAN, WHAT IS "RIGHT." GET TO KNOW THIS NEXT GENERATION OF INFLUENTIAL CONSUMERS: **GEN Z 2018** REPORT

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GROUP