**Gen Z’s Relationship with Food? It’s Complicated.**

They feel pressure to show their values through food.

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### “Say/Eat Gap”

Climate change and animal welfare have captured Gen Z’s concern, but not their wallet.

<table>
<thead>
<tr>
<th>What They Say</th>
<th>What They Eat</th>
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<tbody>
<tr>
<td>76% of Gen Z say that sustainability is an important factor when making a food purchase.</td>
<td>16% say they look for sustainably sourced ingredients on labels of a food they’re considering purchasing.</td>
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**Under Pressure**

63% feel too much pressure to change the world through their behaviors.

**Moody Foodies**

62% believe that their eating patterns are “wrong.”

- More likely than other generations to say that food makes them feel guilty, anxious, uncomfortable, and stressed.
- The least likely generation to say that they have a positive relationship with food.
- More likely to say that cooking makes them feel tired and stressed.

**Battle of the Sexes**

Gen Z women feel more pressure than men to:

1. Eat and look a certain way
2. Make healthy food choices
3. Not gain weight

Causing them to feel less comfortable in their bodies.

76% of Gen Z men consider themselves good at cooking vs. 60% of women.

72% of Gen Z men are confident making healthy food choices vs. 63% of women.
ENGRAINED SINCE CHILDHOOD

- 61% have felt pressures on them since childhood.
- 46% feel pressured or judged by their mom for their food choices.

SOCIAL MEDIA IS INSPIRING AND ANXIETY-INDUCING

- 67% worry they spend too much time on social media.
- 58% believe social media contributes to a negative body image.

CONSUMED WITH PURSUIT OF FOOD

- 82% enjoy cooking at home.
- 73% like experimenting in the kitchen/making new dishes.
- 70% cook to connect to their family and heritage.
- 63% enjoy trying new types of cuisines.

THEY DO THINGS THEIR OWN WAY

- 68% cook differently from their parents.
- 55% love a #girldinner and piece together snacks into a meal on a weekly basis.

INFLUENCED AND INFLUENCING

- 70% follow influencers for their food content.
- 70% are more willing to trust a food trend that has gone viral.

DON'T STICK TO A BUDGET

- 59% regularly spend more than they intend to when dining out.
- 40% don't have a strict budget for groceries.
- 50% sometimes worry that they won't have enough money for food for the week.

FEELINGS ABOUT THE FOOD SYSTEM

- 73% think food companies are greedy and only care about profits.
- 72% think the food system is broken.
- 66% can't find information about how their food is raised.
- 42% don't feel that food companies understand them.