

GEN Z *in the kitchen*

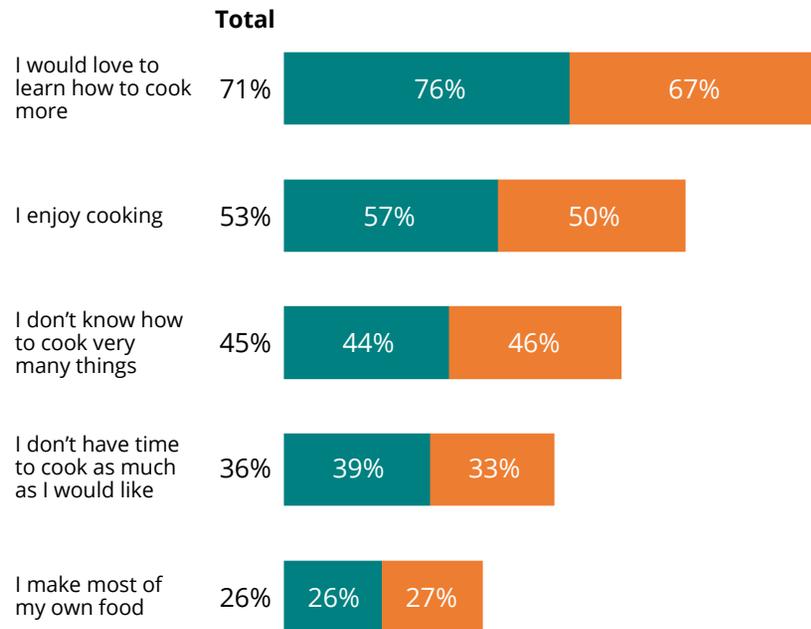
PERSPECTIVES ON COOKING



Motivations for cooking vary — and range from **fun to necessity**. **Food-as-entertainment** is ubiquitous; it **informs** and **instructs**. Some families turn cooking time into **quality time** — an opportunity to connect. Teens who have to **feed themselves learn to cook faster**. Girls still tend to be socialized to cook more than boys, but cooking is no longer seen as a feminine task. Given the wide variety of role models available in the media and the fact that boys and girls are equally likely to make their own food, we should expect Gen Z boys to be able and willing to cook.

The Hartman Group's Gen Z 2018 report explores 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.

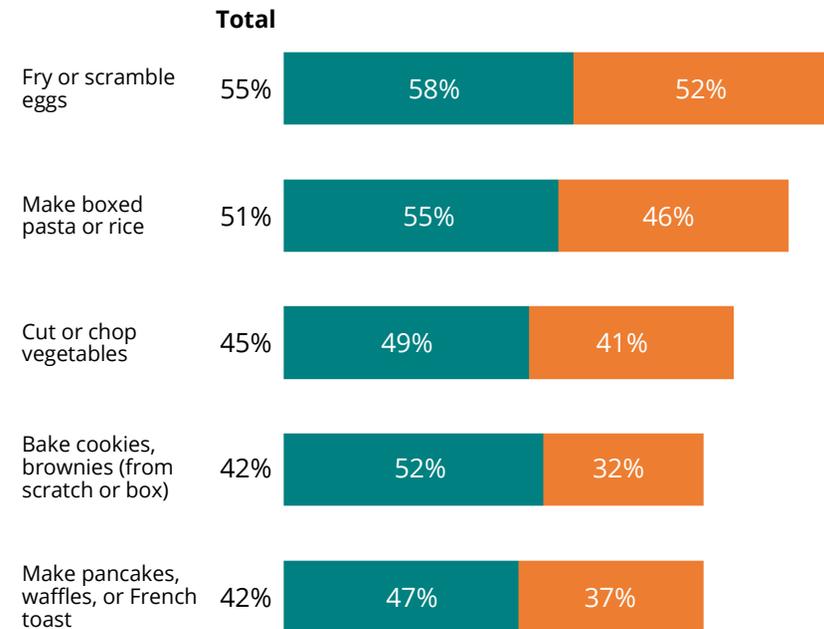
Gen Z Cooking Attitudes and Skills
(Top 2 box of 5)



Girls and boys are equally likely to make their own food



What Gen Z Cooks — Top 5
(% answering I do this a lot)



Many Gen Z girls like to bake with friends as a social activity

source: [Gen Z 2018 report](#)