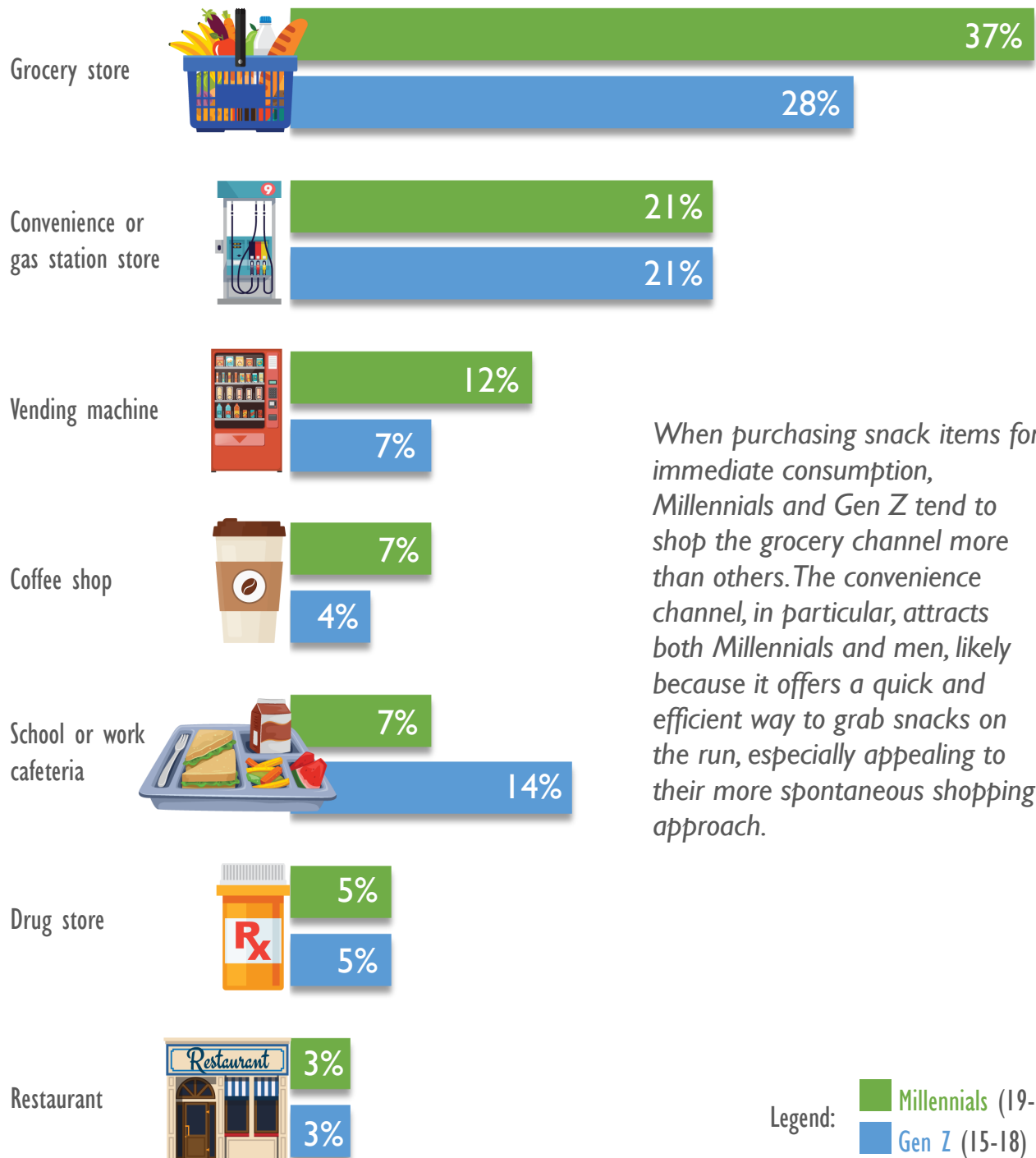


Foodways of Millennials and Rising Influence of Gen z

Where do you **MOST OFTEN BUY A SNACK** that you eat immediately after buying it?



When purchasing snack items for immediate consumption, Millennials and Gen Z tend to shop the grocery channel more than others. The convenience channel, in particular, attracts both Millennials and men, likely because it offers a quick and efficient way to grab snacks on the run, especially appealing to their more spontaneous shopping approach.

Legend: ■ Millennials (19-37) ■ Gen Z (15-18)

Source: Foodways of the Younger Generations—Millennials and Gen Z