



From A to Gen Z

Dairy Trends & Innovations

Gen Z: The Pivotal Generation



Gen Z makes up 27% of the U.S. population today and will account for 40% by 2020.



Mobile and Connected From Birth

First truly digital generation

There's no difference between online and offline – it's all the same.



They use social media to amplify their IRL social lives, educate themselves, have fun and be entertained.



They have never heard of a flip phone.






Because they are so connected to information, they have family buying power.



Notoriously overscheduled

Gen Z have unusually early experience with and awareness of stress, anxiety, and depression, which used to be much more adult concerns.

| A Day in the Life (Summer Vacation) | |
|--|--|
|  Morning | Sport team practice, working out |
|  Afternoon | Job as cashier followed by physical therapy for my knee; internship followed by violin |
|  Evening | Preparing my own meal, family dinner |
|  Night | Babysitting, SAT prep |

I am just so tired from everything... school, my chores, schoolwork, soccer, physical therapy, babysitting, my kitty.
~16 yo Girl, Denver

When I play basketball my focus is on winning, so if I am losing or miss a shot I just have to keep trying until I get it. I won't be happy with myself until I have done 100%.
~15 yo Girl, Chicago

And They Are Willing to Experiment



Brands will be challenged by
Gen Z's
“No Limits”
orientation and
willingness to
experiment.

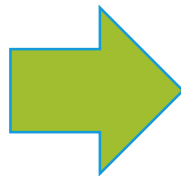
Save More than Previous Generations

93%



Feel **optimistic** about their financial futures.

71%



Think that **savings is important**.

64%



Have already started researching or talking to others about their **financial futures**.

The Shortest Attention Span



The average
Millennial attention
span



The average **Gen Z**
attention span



The average **gold
fish** attention span

Eating Healthy (and delicious) Foods

- **Organic** holds more value to Gen Z'ers than older generations.
- They want **fresh, natural foods** with a variety of options.
- They want ingredients that are **sustainable, healthy** choices.
- They still like to **indulge**, but they are more aware of what is healthy and what is not.



There is a Paradigm Shift Among Gen Z on the Meaning of Healthy

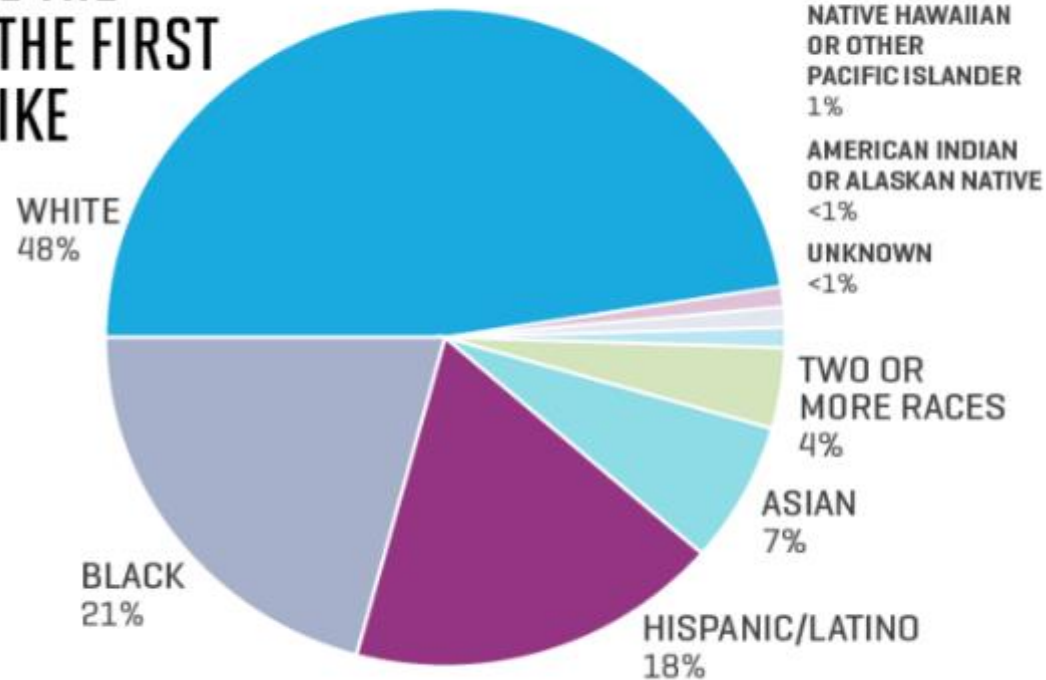
From “Being Healthy”

To “Being Well”



They Want to Know if you Really Walk the Walk

MINORITIES ARE THE MAJORITY FOR THE FIRST TIME EVER AT NIKE



Quick, Convenient Options

Pivotals want everything to be *fast*.

The reason they still shop in-store? **Instant gratification.**

61%

Would choose same-day delivery even if it meant paying a surcharge.



58%

Would pay even more for one-hour deliveries.

