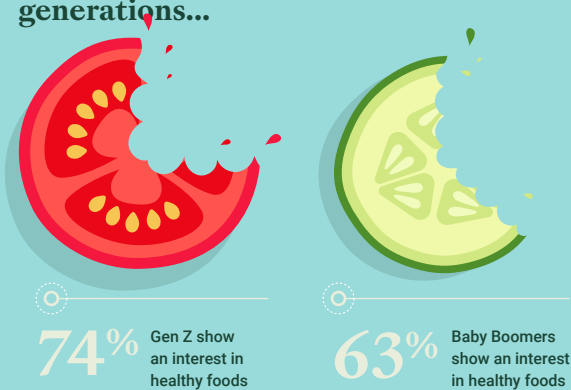


Savanta: The Grocery Eye

Redefining Healthy Eating - The Generational Gap

Savanta's Grocery Eye looks at eating habits across the generations...

Interest in healthy food is high across generations...



Gen Z are more open to help from manufacturers and retailers to identify healthy food



But different generations identify healthy differently...

Baby Boomers want low sugar, low salt, low fat

Gen Z want low sugar, high protein, dairy free

	Baby Boomers	Gen Z
↓ Low/ no sugar products/ alternatives	43%	25%
↓ Low/ no salt products/ alternatives	35%	18%
↓ Low/ no fat products/ alternatives	33%	18%
↑ High protein products/ alternatives	14%	21%
⊘ Dairy-free products/ alternatives	9%	19%

How do generations define healthy?

Baby Boomers have a much more defined and narrow definition of healthy eating, whilst Gen Z look at many more elements.

	Baby Boomers	Gen Z
Fat content	42%	20%
Sugar content	50%	23%
Fruit & vegetable content	48%	27%
Salt content	37%	15%
All natural ingredients	30%	15%
Calorie content	22%	26%
Vitamin & mineral content	17%	21%
Protein content	14%	20%
Organic	9%	17%



This is reflected at point of sale (POS) with Baby Boomers avoiding anything artificial, while Gen Z look for a wider range of criteria, especially free-from – creating a more complex and fragmented healthy food landscape.

	Baby Boomers	Gen Z
Free from artificial preservatives	27%	14%
Free from artificial colours	26%	12%
Free from artificial flavours	25%	10%
GM-free	9%	8%
Vegetarian	7%	16%
Gluten-free	6%	13%
Dairy-free	5%	15%
Vegan	3%	13%