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Move over Millennials,
Here Comes Gen Z

Iced Coffee Insights

MOVE OVER MILLENNIALS, HERE COMES GEN Z



THE 411: GEN Z STATS

- The largest US subgroup, representing **one-third** of the U.S. population; often called the iGeneration
- Born in 1995 or later, placing them at age **4 – 24**
- Ethnically diverse, with **only 52% white**, compared to 61% of millennials. 25% are Hispanic
- **Tremendous buying power**—an estimated \$143 billion in the United States alone
- **“Digital natives”**: they received their first cell phone at age 10; 98% own cell phones today and 94% own laptops



THEY ARE...



- **Heavy device users**, spending 3 hours/day on their phones and over half spend 10 hours/day online
- Dependent on **social media**, where 85% learn of new products; Instagram and Snapchat are go-tos for connecting with friends
- Known for short attention spans (**8 seconds**)
- **Brand loyal** — provided messaging is authentic and honest: they value opinions of “real” people far more than celebrity endorsements
- **Environmentally conscientious**: 76% are concerned about their impact on the planet, and 60% want their jobs to positively influence the world
- Concerned about **privacy**: 87% report that keeping their personal information private is more important than popularity measures
- Extremely persuasive, influencing **70% of family food purchases**



FOOD ATTITUDES



- They are **experiential**: they desire an interesting dining experience that goes beyond the food and drink
- They are **more likely to dine out** than the general population — perhaps due to the experience — and are more willing to go out of their way to get something they really want to eat
- Like other population groups, they are limiting meat consumption; 24% identify themselves as **Flexitarians**
- They are heavily influenced by **food media**, and are more likely to use multiple social media platforms for food-related information: Facebook, Instagram, websites, food shows to name a few
- They are much more familiar with and interested in far-reaching **global flavors** such as Asian and Middle Eastern tastes; additionally, 42% would like to see **street food** on the menu
- They are **snackers**: 23% prefer to make a meal out of snacks, and 22% indicate that their last away from home meal was a snack
- They like the feeling of **community**: 66% like restaurants that offer shareable foods, and 76% enjoy hanging out with friends at restaurants

ICED COFFEE INSIGHTS

AVERAGE PRICE OF COFFEE @ MAJOR CHAINS (16 OZ.)



BLENDED ICED COFFEE BEVERAGES COMMAND THE HIGHEST PRICE PREMIUMS BY A LONG SHOT



77% of consumers drink an iced coffee beverage at least weekly, while a **whopping 60% seek their iced coffee fix 2-3x/wk or more.** Notably, consumers under 30 are the most frequent indulgers.



Coffee enthusiasts are **most likely to purchase in the summer**, with 91% indicating they purchase iced coffee at that time, followed by Spring at 64%.



Blended beverages are preferred over simple iced by a significant margin, with **Caramel being the flavor of choice**, followed by vanilla, then hazelnut.

What would most likely encourage coffee drinkers to visit establishments more often? Better quality iced coffee choices.



Call or email today and find out how KanPak can help drive your beverage and dessert business and profitability!

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