

The Gen Z Diner: Incl Impact of COVID-19 - US - August 2020

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“Gen Z is a stressed-out generation coming of age in a time with great unrest and facing grim economic prospects.

Restaurants need to respond to Gen Z’s anxieties by focusing on value – whether that be value from low prices, promotions, or high-quality dishes at moderate prices.”

- **Caleb Bryant, Associate Director of Food and Drink Reports**

This report looks at the following areas:

- The impact of COVID-19 on Gen Z’s dining behaviors
- How Gen Z’s restaurant expenditures will decline due to the recession
- Dining preferences of Gen Z teens vs Gen Z adults
- How restaurant marketing is adapting to Gen Z consumer interests

Gen Z’s low income makes them highly vulnerable to recessions, and restaurants will struggle to attract price-conscious Gen Z consumers. However, LSRs (limited-service restaurants) will appeal to Gen Z diners through low-priced options and by offering a bevy of snacks and drinks. FSR (full-service restaurant) chains will need to focus on providing value to Gen Z consumers and craft marketing messages that appeal to their sense of activism and individuality.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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