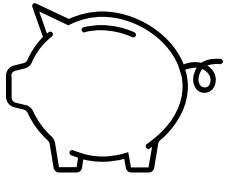


# How can you future-proof and increase appeal amongst the younger generation?

**twc**

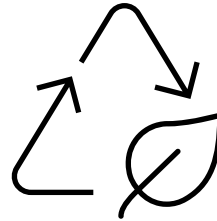
Harnessing data  
Empowering wholesale  
foodservice & convenience



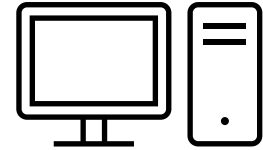
Value for  
money



Healthy  
options



Sustainability



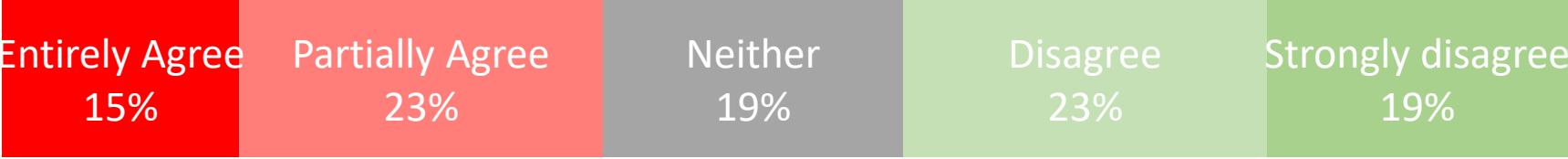
Digital  
engagement

# Younger consumers are more likely to be struggling financially



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*"I am struggling to make ends meet financially"*



**38% AGREE**

- Gen Z 37%
- Millennials 50%
- Gen X 40%
- Boomers 23%



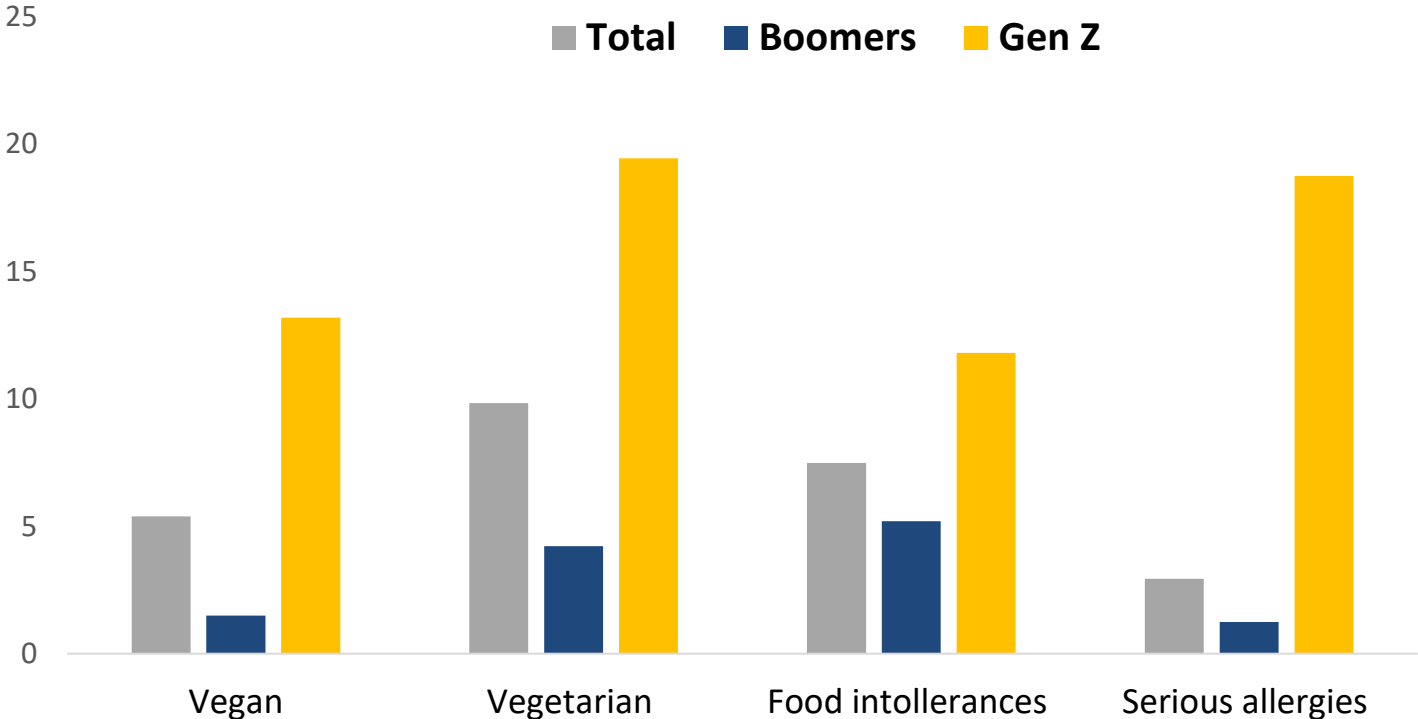
**42% DISAGREE**

- Gen Z 38%
- Millennials 30%
- Gen X 35%
- Boomers 61%

# Under 24's: 1 in 8 vegan and 1 in 5 vegetarian, also much more likely to have intolerances



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# Sustainability is a universal issue but youngsters are vocal

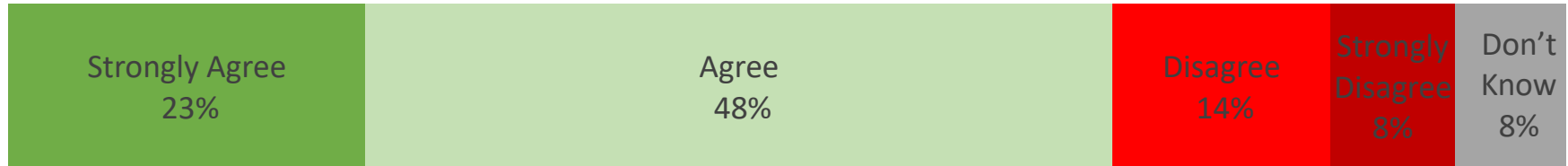
**twc**

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*“I am concerned about environmental & sustainability issues”*

Overall agreement (Strongly Agree + Agree) = **71%**



**Gen Z** are most likely to **strongly agree** (32%)

# Younger consumers more likely to engage with tech



Harnessing data  
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foodservice & convenience

