
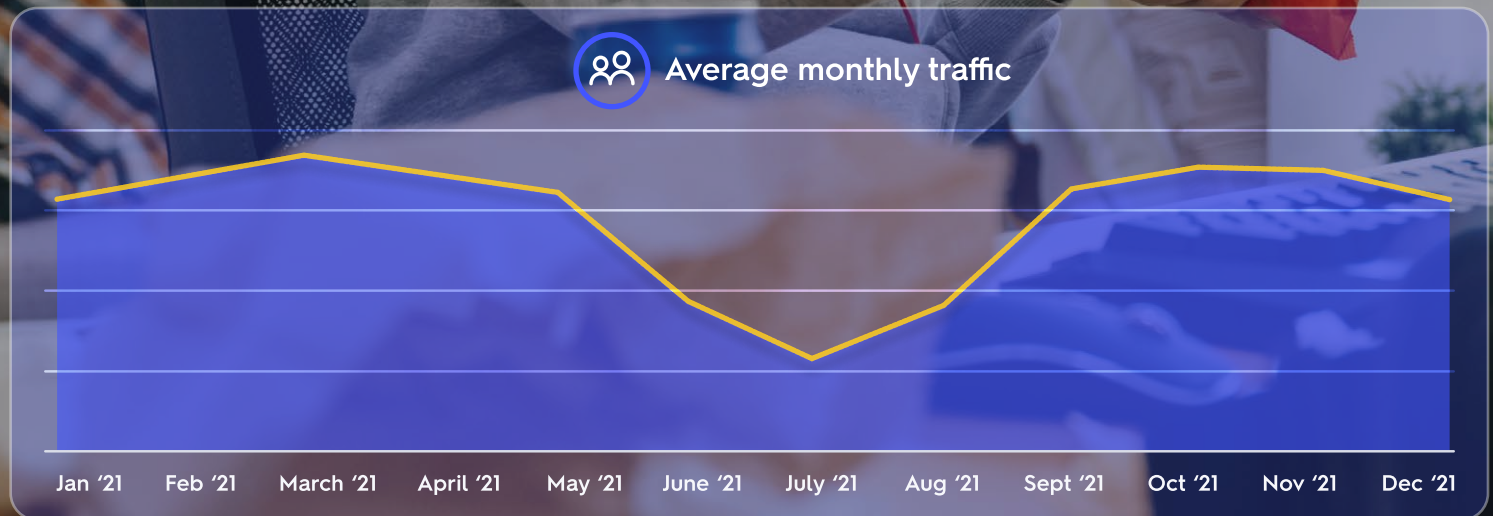


Gen Z's relationship with CPG

Top insights CPG brands need to know about Gen Z

For Gen Z, food and skin care reign supreme when it comes to purchases. Nearly 22% of Gen Z's wallet share is spent on food, while 11% goes toward beauty products like skincare, cosmetics, and haircare.¹ For a generation with a spending power of \$360 billion,² this yearly spending is only continuing to grow. CPG brands looking to connect with them should consider Quizlet, where they spend 2x more time than the average internet site, including social media.³ This is especially true during popular shopping moments like back-to-school, midterms and holidays, and finals and spring break when we see increased traffic on the site. Check out the insights below to better understand Gen Z's relationship with CPG and what it means for your brand.

 Average monthly traffic



Source: Quizlet Internal Data, 2021, Global Traffic

Insight 1 CPG helps create the study vibe

The study vibe for Gen Z is about establishing control, using what they can to balance the stress of studying and school.

When asked about their study vibe essentials, 20% of Gen Z respondents from our recent poll mentioned food and beverages, along with music, tech, decor, etc. creating an opportunity for CPG brands to connect with Gen Zers while they are studying.

Source: DCDX's 'The Loop' Gen Z Panel, June 6, 2022



What are your study vibe essentials?



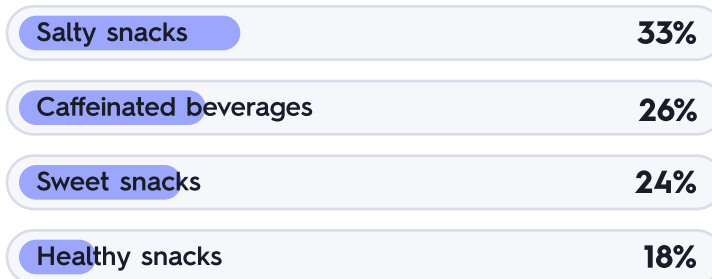
Insight 2 Gen Z loves snacks for the comfort and nostalgia

Gen Z loves snacks! Their favorites include Goldfish, Lays, Cheez-It, Doritos, and Cheetos,¹ which are all easily accessible, bite-sized and affordable.

These snacks are also all salty, which makes sense given when our Gen Z respondents were asked if they could only have one type of study snack or drink, salty snacks and caffeinated drinks topped the list.



If you could only have one type of study snack / drink, what would it be?




n= 834 respondents

Source: DCDX's 'The Loop' Gen Z Panel, August 3, 2022

Snacking and studying go hand in hand, with nearly 30% of Gen Z reporting they find themselves snacking the most often while studying.⁴ Gen Z doesn't just like to eat their favorite snacks; they like to talk about them too. As of August 5, 2022, #Snacks on TikTok had 9B views featuring "snack hacks," "where to get snacks," and "study snack" tips.

What drives Gen Z in picking out their favorite snacks? Gen Z is seeking comfort and control, which looks like a combination of bite-sized snacks and nostalgic tendencies. These top brands are all the snacks they grew up eating, and students like to keep reminders of home in the study hall or dorm room. **In fact, 85% of Gen Z respondents from our poll reported feeling nostalgic sometimes or often.⁵**



Brands can play into nostalgia to remind students of the snacks they grew up eating and can continue eating as their lives evolve.

Insight 3

Gen Z wants to look good to feel good, making skin care and beauty products essential

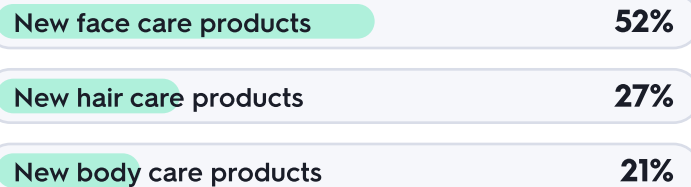
The “clean girl” aesthetic has taken over the internet, becoming a top beauty trend for Gen Zers, as Google searches for ‘clean girl aesthetic’ has gone up 715% in the past year.

This explains why 88% of female Gen Zers are willing to spend more on “clean” or natural beauty.¹ With Gen Z going to social media for everything, it’s no surprise that 83% of Gen Z females discover beauty products on social media.

Today more than ever, it seems like Gen Z wants to look good to feel good. Gen Zers faces are always being seen. FaceTimes, Snapchats, stories, BeReal’s, virtual and in-person classes, and even while studying, Gen Z are always showing their faces to others. That’s why it’s understandable that during school, **52% of Gen Z respondents said they’re always on the lookout for new face care products.**



During school, I’m always on the lookout for:



n= 739 respondents

Source: DCDX’s ‘The Loop’ Gen Z Panel, August 3, 2022

For brands, this means creating advertisements that reinforce products seen or mentioned in social conversations are likely to be more effective.



Key Takeaways for CPG brands:

Gen Z snacks while studying as a form of comfort, and use beauty and skincare products to look and feel their best. For CPG brands, this means they can connect with Gen Z authentically by:



Plugging into the latest trends

using ads to boost relevant products discovered on social



Inspiring study breaks

reminding Gen Z to refresh & refuel through skin care and snack ads



Helping them discover

highlighting products that will boost their confidence while studying

Sources:

- 1 Piper Sandler Taking Stock With Teens® Spring 2022 Survey.
- 2 U.S. Bureau of Labor Statistics. IPUMS CPS data. Gen Z Planet survey, November 2021.
- 3 Comscore Media Metrix® Multi-Platform, Education, Persons 18-24, February 2022, U.S.
- 4 Segmanta State of Generation Z Snackers survey, September 2019.
- 5 DCDX's 'The Loop' Gen Z Panel, June 16, 2022.

Want to connect with Gen Z and Millennials on Quizlet in an authentic and impactful way?

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