

# 2025 CONSUMER INSIGHT

# GEN ALPHA

# DIETS

Want to win with Gen Alpha? When it comes to what they eat and drink, Gen Alpha is all about adventurous tastes and spicy additions, socially responsible and health-forward options, and offerings that blend technology with their favorite brands. Born between 2010 and 2025, Gen Alpha is a generation still in the making. They're digital natives who possess significant social and purchase influence and are forming brand loyalty already. We're taking a look at the trends resonating with Gen Alpha to provide inspiration for your brand. Let's dive in.

**58% OF PARENTS** say their kid has a complete or partial influence on the decision of what flavor, color and/or shape of grocery products to buy - KANTAR



## TRENDS TO CONSIDER:

- 1 Adventure for Flavor
- 2 Digital Natives
- 3 Socially Conscious

### So, why should this generation inspire your innovation development?

By 2030, the collective spending power of Gen Alpha is projected to reach \$12 million providing much opportunity for developers. In addition to their diverse and adventurous palates, Gen Alpha are digital natives that stay in tune with food and beverage trends as well as social and environmental issues. Despite their young age, Gen Alpha already possess significant social influence that will only grow over time.



### GEN ALPHA TODAY

"Now is the crucial moment for brands to start preparing for and engaging with this emerging cohort...Gen Alpha is set to redefine consumer culture and become a powerful force in the marketplace... Their unique behaviours, values, and expectations—particularly in the food and drink industry—distinguish them from previous generations."

- FOOD BEVERAGE INSIDER

# BACKGROUND ON GEN ALPHA



1

## ADVENTURE FOR FLAVOR

Gen Alpha has a deep appreciation for flavor variety especially in bold, spicy, and adventurous flavors. They are very open consumers who have become familiar with a wide variety of flavors and culinary experiences early on in their lives. According to a recent study, 53% of households look for flavors they have never tried before. As they have a major influence on what parents buy, brands can tap into Gen Alpha's favorite flavors, cuisines and formats to cater to this group.



2

## DIGITAL NATIVES

Gen Alpha has grown up with technology their entire life. Many even identify as "gamers" and many state they use tech "to live and enjoy their life." In fact, nearly 90% of Gen Alphas spend at least one hour a day looking at their screens, and 56% have their own phone.

As both content viewers and creators alike sharing their perspectives online, they have the power to influence trends, opinions and social movements. Brands can connect with these consumers on social media via unique celebrity and influencer collaborations, timely trends, interactive experiences, visually appealing offerings and more.



3

## SOCIALLY CONSCIOUS

At their young age, Gen Alpha is already very aware and becoming more educated on social and ethical issues and how they can make an impact through the brands they choose (or influence their parents to choose). Their online presence has allowed them to learn and share their opinions on these topics of interest. From sustainability to ethical consumption, health awareness and more, brands have the opportunity to further educate these young consumers and make a positive impact on the issues Gen Alpha find important.



Sources: Innova, Kantar, Datassential



## SPENDING POWER

By the time Alphas are 16, their generation's spending power will surpass Gen Z & Millennials combined

- KANTAR

## MAJORITY- MINORITY GENERATION

53% of Gen Alpha have diverse backgrounds — less than half identify as white in the U.S. - KANTAR

## 80% OF PARENTS

try to maintain healthy balanced diets for their kids as much as they can. - DATASSENTIAL

## 79% OF PARENTS

report they appreciate value, variety, and convenience - DATASSENTIAL

# OFFERING INSPIRATION



**MCDONALD'S MINECRAFT MOVIE MEAL** features a Big Mac, medium fries and a soft drink “to power you up for when the mobs come out.” Along with the meal, consumers will receive 1 of 6 collectibles available for a limited time at McDonalds. | McDonalds



**MRBEAST PEANUT BUTTER FEASTABLES** was created by MrBeast, Youtuber and content creator who is known for over-the-top stunts and charitable endeavors. The chocolate brand sources 100% of its cocoa from Fairtrade certified cooperatives. | Feastables



**CAMPBELL'S SPAGHETTIOS SPICY ORIGINAL PASTA IN TOMATO SAUCE AND CHEESE SAUCE FLAVORED WITH FRANK'S REDHOT** is microwaveable and ready in three minutes. The product provides 20% of daily vegetables and 0g trans fat per one cup. | Mintel



**MOTT'S ACTIVE WATERMELON BURST HYDRATING JUICE BEVERAGE** is meant to hydrate active kids with naturally sourced electrolytes and contains no added sugar or artificial flavors. | Mintel

## FROM OUR EXPERT:

**RANDEE DONOVAN,**  
ASSOCIATE PRODUCT  
MANAGER



“Gen Alpha is connected—digitally, socially, ethically, and emotionally—like no other generation before them. Though still evolving, they are already influencing family purchasing decisions and even larger audiences through social media. Gen Alpha has adventurous palettes. They are searching for bold, globally-inspired flavors, multi-sensory experiences, and like all kids, fun!”

## WANT TO LEARN MORE?

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# THE TAKEAWAYS