







2030 is right around the corner







Get Ready



of Gen Alphas eat three or more snacks a day and often prefer snacks to traditional meals



Winning with Gen Alpha

Four Segments are Getting it Right

Tween Mall Brands

Ecommerce Fatigue Parents' Mall Nostalgia

73%

have Millennial parents who grew up in the 1990s mall heyday

PACSUN



claire's

GameStop

Prestige Beauty

Aspirational Influencer Content

66%

get their skin care information from influencers & content creators

SEPHORA



Value Retail

Savvy & Discerning Deal Shopping

84%

of parents say their Gen A's surprise them with their shopping savviness



five BEL°W



Customizable Lifestyle

Brand Loyal Self-expression & Optionality

92%

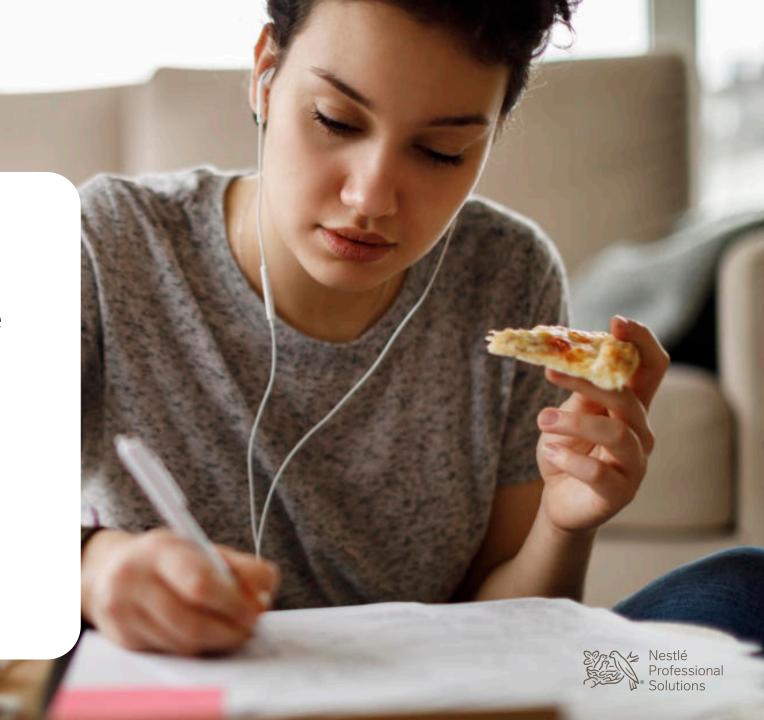
feel that being their authentic self is important





Implications for C&U Dining

- Culturally Diverse Menus
- ☐ Eco-Conscious + Zero Waste
- Customization & Interactivity
- ☐ Tech Integration
- Snacking > Formal Meals
- ☐ Food = Social Currency



TAKE ACTION

Our Approach to Gen Alpha







Reaching digital dependents will require marketing strategy & discipline

Nespresso Lightens Up Its Marketing to Win Gen Z's Cold Coffee Drinkers













