

# Gen Z/Alpha are Redefining Wellness

## Wellness Guided by Moderation

### Key needs and behaviors:

48%

more focused on reducing sugar

51%

more focused on managing intake

### How it shows up in beverages:

22%

more likely to look at ingredients vs. Gen A/Z as a purchase driver

31%

more likely to be Ritualists ("I drink the same beverages at the same times each day")

Under-index on emotion-led choices, exploration and novelty

## Wellness Shaped by Variety and Function

### Key needs and behaviors:

31%

more likely to prioritize mental focus

41%

more likely to prioritize sustained energy

### How it shows up in beverages:

~50%

more likely to consume protein beverages weekly

2x

more likely to be The Social Curator ("I match drinks to the vibe or setting")

Over-index on "sweet", "indulgent" and "fruity" flavors