

Study finds Gen Z consumers prefer grab-and-go lunch concepts

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A new study from Y-Pulse, Chicago, examined young consumers' interest in grab-and-go dining.

Using insights drawn from the Kids Dining Study and the School Meal Innovation Lab, this study presented 900 K-12 consumers with 10 new foodservice menu concepts to explore Gen Z's complex food culture and dining behaviors at and away from home.

The study reveals that the **menu items among kids' favorites were also items ideal for grab-and-go dining**. For example, **77%** of consumers ages 8-18 said they either liked or loved the Banana Berry Smoothie, described as a creamy smoothie made with bananas, berries, yogurt and milk, topped with fresh fruit and homemade granola. Meanwhile, **64%** of consumers ages 8-18 said they either liked or loved the Overnight Oatmeal, described as creamy and hearty overnight oats in milk, layered with fresh fruit and yogurt. And, **61%** of consumers ages 8-18 said they either liked or loved the Tex-Mex Breakfast Bowl, described as a bowl of eggs, cheese and beans served on top of roasted potatoes, peppers and onions, with salsa on the side.

"With a seemingly endless stream of sources competing for their attention, Gen Z consumers are busier than ever, and they need convenient, flexible food choices that can accommodate their schedules," says Sharon Olson, executive director of Y-Pulse. "Snacks and meals that can be eaten on the go are a necessity for today's young consumers, as they work to nourish their growing minds and bodies."

What's more is, **all of the top-scoring concepts are also suitable for grab-and-go breakfast service**. While the study finds that kids of all ages have interest in getting their morning fuel on the go, the popularity of grab-and-go breakfast rises significantly as kids age and gain the autonomy to make their own dining decisions. For instance, **72%** of 18-year-old consumers surveyed say that when it comes to breakfast, they like to grab something they can eat on their way, compared to **66%** of 14-year-old consumers and **46%** of 8-year-old consumers.

Grab-and-go menu concepts offer young consumers benefits across other dayparts too.

Like, **67%** of consumers ages 8-18 say that their lunch period is short and that they don't have enough time to eat. And, **91%** of consumers ages 8-18 say that they like restaurants where they can get their food quickly.