



## Diet Trends in Gen Z

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**G**eneration Z, popularly known as **Gen Z**, is recognized for its internet proficiency from a young age. **Gen Z**, nowadays, shows a significant interest in food, nutrition, and diet to maintain their health and wellness. Let's know about **diet trends** among them. Surprisingly, this generation shows considerable interest in **health and wellness**, embracing trending diets such as intermittent fasting, veganism, **keto**, plant-based eating, flexitarianism, and more. Particularly, characterized by heavy social media usage, **Gen Z** strongly prefers authenticity and transparency in the food and beverage brands they support.



**Fig. 1 Functional Food**

Furthermore, food trends represent the popular eating habits and preferences that develop within a particular group over time. Specifically, these trends—how and what we eat—are influenced by cultural shifts, health consciousness, technological advancements, and social media. Nevertheless, for Gen Z, food trends emphasize health, sustainability, convenience, and visually appealing foods shared online. Additionally, palatability is a crucial factor.

So, considering their career paths focused on these dietary trends, Gen Z has numerous educational opportunities and potential career options to explore.



## Changing Dietary Patterns Among Gen Z

Fig. 2 Vegan Diet

Undeniably, Gen Z has emerged as a unique demographic characterized by elevated awareness of health, sustainability, and the ethical implications of their dietary choices. As digital natives, their diet trends are heavily influenced by social media trends, which often dictate food preferences and dieting norms. Particularly, this article explores the trending diets among Gen Z, focusing on the motivations behind their food choices, popular diet frameworks, and the impact of technology and culture on their eating habits.



Fig. 2 Vegan Diet

### Food patterns

1. **Sustainable Eating:** Indeed, Gen Z prioritizes sustainability in their diets. Also, they focus on organic, local, and plant-based foods to reduce environmental impact. Moreover, many of them actively follow vegetarian, vegan, and flexitarian diets, seeking alternatives to meat and dairy products that are both nutritious and sustainable.
2. **Plant-Based Diets:** Unquestionably, plant-based eating has gained traction among Gen Z due to health benefits, ethical considerations, and social media's influence. Unlike vegan or vegetarian diets, plant-based or plant-forward eating emphasizes foods primarily from plants, including fruits, vegetables, nuts, seeds, oils, whole grains, legumes, and beans, while occasionally incorporating meat or dairy in moderation.
3. **Intermittent Fasting:** Intermittent fasting is popular among Gen Z as a strategy for weight management and improved metabolic health. Accordingly, it may help reduce the risk of obesity, type 2 diabetes, heart disease, and other illnesses.
4. **Keto and Low-Carb Diets:** Surprisingly, ketogenic and low-carb diets have appealed to Gen Z recently for quick weight loss and perceived effectiveness. However, the keto diet's limitations and sustainability concerns have reduced its popularity recently.
5. **Health-Conscious Snacking:** Occasionally, Gen Z favors healthier snack options, including protein bars, smoothies, and nutrient-dense foods, as convenient and trendy choices.
6. **Functional Foods:** Overall, Gen Z shows a growing interest in functional foods that offer health benefits beyond basic nutrition, such as probiotics, adaptogens, and superfoods. Surprisingly, these foods may reduce the risk of chronic diseases and provide additional physiological benefits.

### Factors affecting Food habits

1. **Social Media Influence:** Social platforms like TikTok and Instagram shape dietary trends with viral recipes. Whereas, influencers drive Gen Z's food choices, some trends may show limited interest in health and nutrition.
2. **Global Cuisine Exploration:** Gen Z's enthusiasm for global food experiences, particularly fusion cuisine, reflects their diverse cultural interests and is often highlighted on social platforms.
3. **Food Accessibility and Affordability:** Economic challenges and food accessibility issues affect Gen Z's ability to maintain trendy diets. Although,

social media provides abundant nutrition information, it also exposes them to fast food and processed snacks, complicating their efforts to maintain a balanced diet.

4. **Mental Health, Eating Habits and Trending diets:** There is a growing recognition of the connection between mental health and dietary choices. Dr. Babina N.M., Chief Medical Officer, highlights the following observations:

### Diet and Health

Apart from these **diets trends**, Gen Z prefers fresh, organic, and locally sourced foods over heavily processed items. However, they also adopt meal kits and prepared food options for convenience. Certainly, Gen Z is adventurous in food choices, but generally appreciates traditional foods. Additionally, a quarter of Gen Z strongly agrees that indulgent foods and beverages are essential to a healthy, balanced diet.

Moreover, what we eat or drink daily impacts our physical and mental health. Thus, a good nutrition, combined with regular exercise, helps maintain a healthy weight and reduces the risk of chronic diseases.

### Conclusion

Surely, the dietary patterns among Gen Z reflect a blend of health-conscious choices and a love for diverse and photogenic foods. Likewise, these



Fig. 3 Diet Trends Keto

trends show a positive shift towards healthier eating habits. Lastly, as the food industry continues to evolve, understanding and adopting these trends, which may prove crucial in meeting the demands of Generation Z.

Evidently, this research provides insights into the dietary habits of Gen Z and the factors influencing their food choices in a rapidly changing world.

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Everything a **teen** wants to know for career planning.

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