



GEN Z STUDY REPORT

The next generation has arrived. Are you ready for them?

For years, the foodservice industry has targeted millennials. As this demographic ages and has children of their own, the target has shifted to the future decision maker – Gen Z.

This first-of-its kind research commissioned by IFMA studies the next generation. IFMA Committee Members, in partnership with Jason Dorsey, President & Co-Founder of The Center for Generational Kinetics, curated this proprietary study which examines:

- Gen Z eating habits and how they differ from other age groups
- Dining decisions and the role technology plays
- Communication methods to effectively reach this generation

PRICING:

IFMA Members:	\$5,000
Operators:	\$5,000
Non-Members:	\$10,000

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For questions about the report, contact:
Becky Conroy | becky@ifmaworld.com