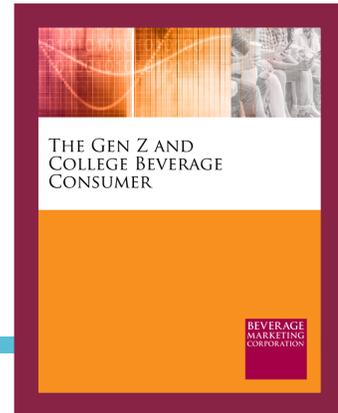


# THE GEN Z AND COLLEGE BEVERAGE CONSUMER

2020 EDITION (Published April 2020. Data through 2019.)

More than 25 PowerPoint pages, with text analysis, graphs, charts and tables



**W**hat is Gen Z drinking? What impacts college students' beverage choices? This report, a study of College Millennial Consumers (CMCs) delivers answers via a survey of more than a thousand college/university students throughout the U.S. concerning their attitudes toward and consumption of non-alcoholic and alcoholic beverages.

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HAVE  
QUESTIONS?

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## The answers you need

*The Gen Z and College Beverage Consumer*, conducted for Beverage Marketing Corporation by Riddle & Bloom, a Boston-based college marketing and insights agency, queries college/university students throughout the U.S. on their various beverage consumption habits and attitudes – thus helping to provide marketers with a map of where the college student consumer may be trending. This is the fourth year Beverage Marketing Corporation has teamed with Riddle & Bloom.

Questions answered include:

- Through a series of charts and commentary, this insightful beverage industry research report looks at behaviors and attitudes of college age millennial consumers (CMCs) towards a myriad of topics, including where they buy or make their coffee, factors taken into account when trying to eat healthy, behavior towards nutrition labels, favorite social media app and more!
- How much is spent on alcohol and what alcohol segments are most popular?
- Which beverage do college students view as the most optimal “pick-me-up”?
- What are the top issues that college students deem important today?

## This report features

This unique report pairs the survey data about the attitudes/behaviors of college students with analysis of the beverage industry which explains the “story behind the numbers.” This market report is meant to provide busy executives with a quick but comprehensive view of trends. An ideal report to kick off brainstorming sessions or to set the stage for other further research. In this report, users get a feel for college student attitudes and behaviors towards beverages including:

- Students’ view on food and drink and factors that most influence students’ purchase and consumption of beverages
- Beer and seltzer brand preferences and even a frank look into students’ illegal drug usage
- The extent to which students have been influenced to buy a product/service because of social media
- College students’ attitudes towards alcoholic beverage types
- Attitudes towards bottled water and recyclability that would have future implications for the bottled water industry



# THE GEN Z AND COLLEGE BEVERAGE CONSUMER

**BEVERAGE  
MARKETING  
CORPORATION**

# The Gen Z and College Beverage Consumer

April 2020

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RESEARCH • DATA • CONSULTING



RIDDLE & BLOOM

**NOTE:** The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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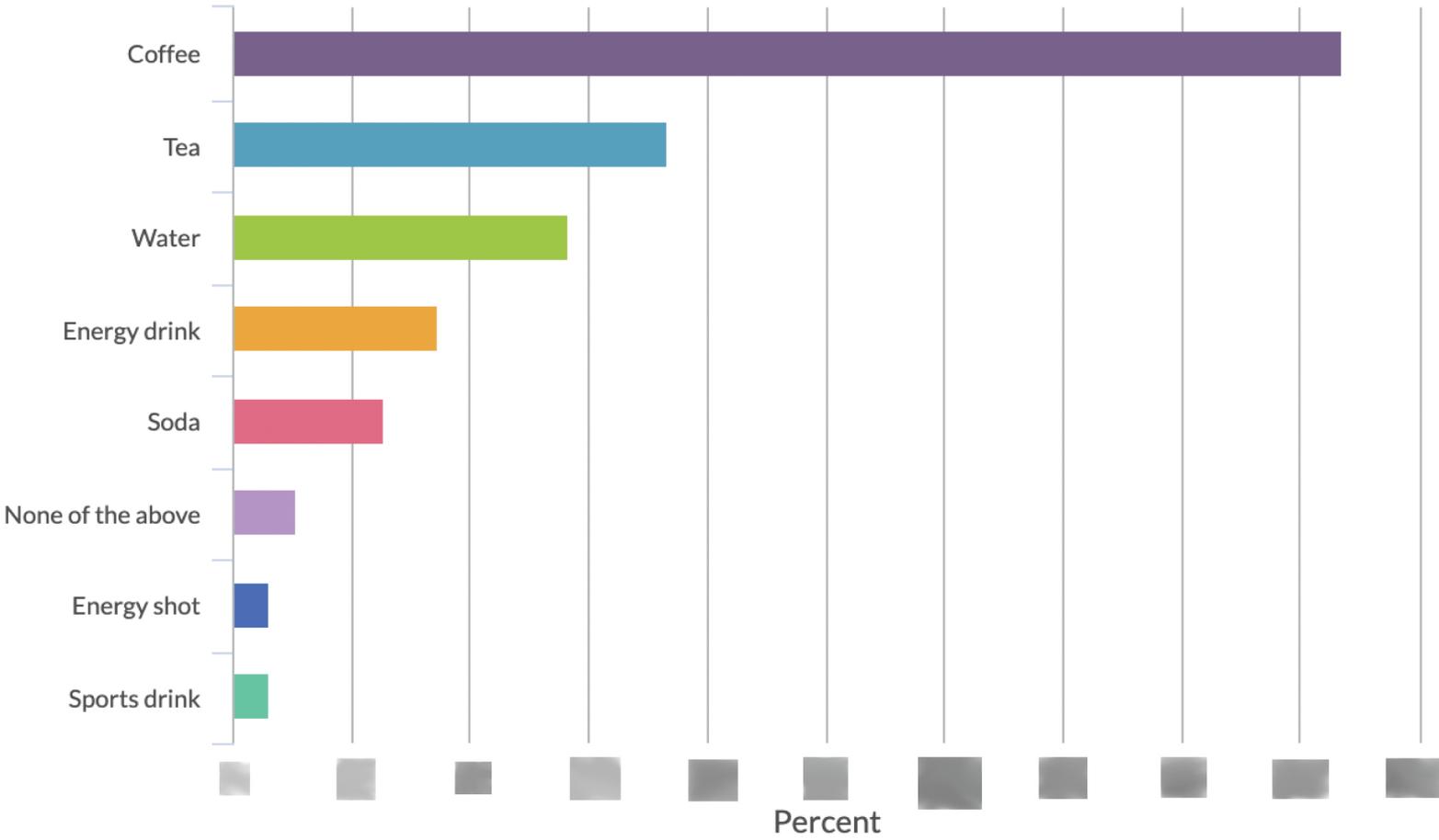
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# Student thoughts on food & drink

- Water is the most commonly drunk beverage among students. Although some may say the bottled water market has become increasingly commoditized, there is enough price differentiation – at least in the trendier PET segment – so that consumers can opt for a pricier import like Fiji or Evian or a mainstream domestic like Dasani, Aquafina or one of Nestlé Water North America’s (NWNA’s) regional brands.
- Newfangled waters like Smartwater and Aquahydrate also broaden the options for consumers. Part of bottled water’s popularity is generational. While members of, say, Generation X have memories of wanton soda consumption as children, the same cannot be said of millennials/Gen Z, which have been subject to the “water is good, soda is bad” message throughout most or all of their young lives.
- However, if they’re looking for a “pick me up,” students are most likely to choose coffee. A combination of morning classes and late-night studying (or partying) lends obviously itself to coffee consumption.
- One might think energy drinks would compete with coffee for the college pick-me-up occasion. But it is an open secret that much of energy drink consumption occurs among blue-collar workers, despite the outdated stereotype of a college student drinking Red Bull all night at raves. Also, the overrepresentation of women in college campuses helps to tilt the pick-me-up crown towards coffee.

# When students are looking for a “pick me up,” they are most likely to drink coffee



Q: When in need of a “pick me up,” which beverage type are you most likely to drink?

