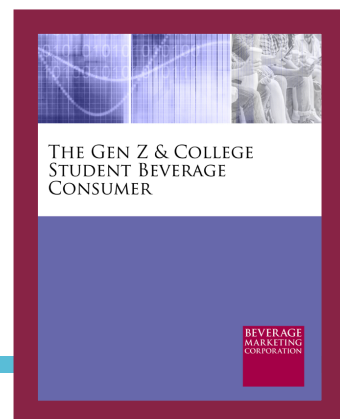


# THE GEN Z AND COLLEGE STUDENT BEVERAGE CONSUMER

2022 EDITION (Published March 2022. Data through 2021.)

20 PowerPoint slides, with text analysis, graphs, charts and tables



**W**hat is Gen Z drinking? What are they thinking? What impacts college students' beverage choices? This report, a study of College Millennial Consumers (CMCs) delivers answers via a survey of more than 1,200 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 Student Beverage Consumer*, once again 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.

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, 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 of what the newest set of young adults is thinking and drinking. An ideal report to kick off brainstorming sessions or to set the stage for other further research into the thought processes, concerns and consumption habits of this emerging influential consumer group. 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 average amount that students spend on beverages and other items in stores and online on a monthly basis
- College students' attitudes towards alcoholic beverage types
- Attitudes towards bottled water and recyclability that would have future implications for the bottled water industry in particular



# THE GEN Z & COLLEGE STUDENT BEVERAGE CONSUMER

**BEVERAGE  
MARKETING  
CORPORATION**

# The Gen Z and College Student Beverage Consumer

March 2022

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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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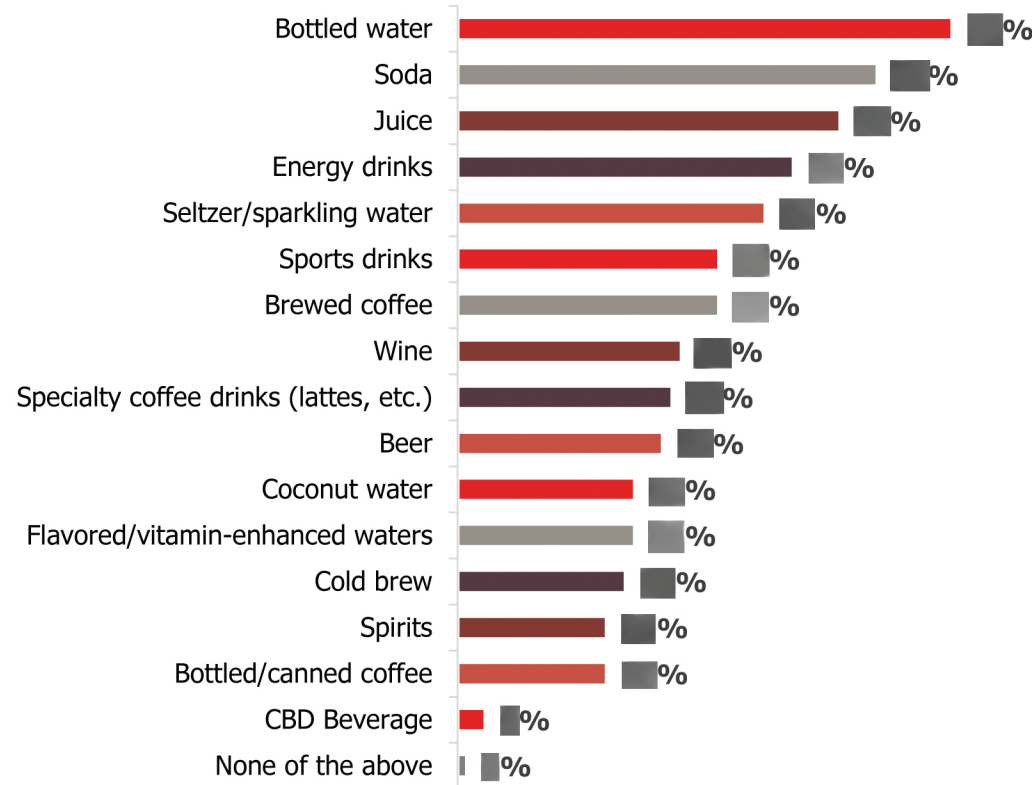
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## BEVERAGE CONSUMPTION BY CATEGORY

**A majority of students drink bottled water (■%)  
- the most commonly consumed beverage in 2021.**

- Bottled water, soda and juice were also the three most commonly consumed beverages in 2020.
- Freshmen were most likely to choose soda (■%); sophomores (bottled water: ■%); juniors (bottled water: ■%); seniors (bottled water: ■%); and super seniors (bottled water: ■%).
- Students in the Northeast (■%), the Midwest (■%), the South (■%), the West (■%) and Canada (■%) were most likely to choose bottled water.
- Male students (■%) and female students (■%) were most likely to choose bottled water.

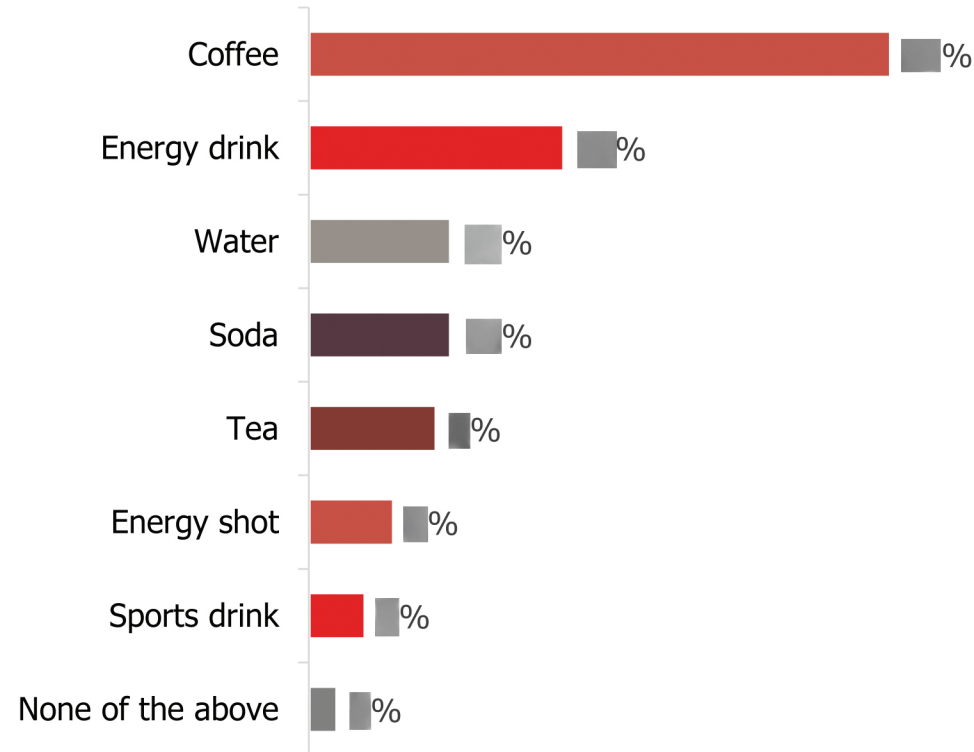


Q: Which of the following beverages do you recall drinking in the past month? Please select all that apply.

## "PICK ME UP" BEVERAGE CONSUMPTION

**A plurality of students would choose coffee as a "pick-me up" drink (■%).**

- As in 2021, coffee was also the most common answer in 2019 and 2020.
- Freshmen (■%), sophomores (■%), juniors (■%), seniors (■%) and super seniors (■%) were most likely to select coffee.
- When cut by region, students in the Northeast were most likely to select coffee (■%), the Midwest coffee (■%), the South coffee (■%), the West coffee (■%), & Canada coffee (■%).
- Male students were most likely to select coffee (■%), as were females (■%).



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