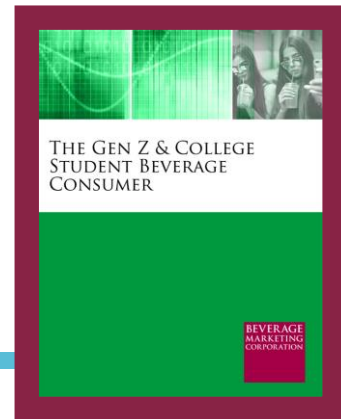


# THE GEN Z AND COLLEGE STUDENT BEVERAGE CONSUMER

2023 EDITION (Published August 2023. Data through 2022.)

More than 55 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 1,000 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 Wasserman Next Gen (formerly, Riddle and 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. 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 with a primary focus on beverages. Questions answered include:

- Where do they buy or make their coffee?
- What is their behavior towards nutrition labels?
- 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"?

## 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
- 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 & College Student Beverage Consumer

August 2023

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RESEARCH • DATA • CONSULTING



WASSERMAN  
NEXT GEN

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

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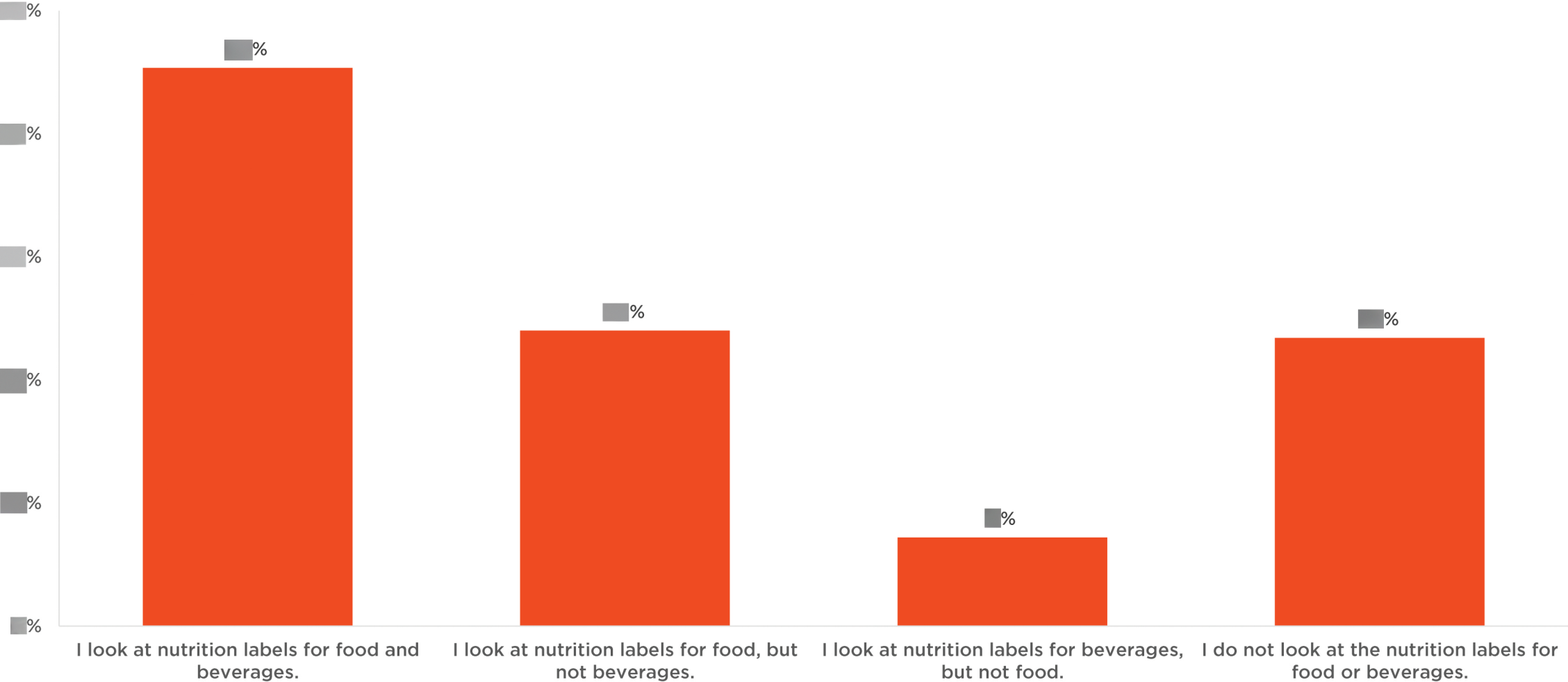
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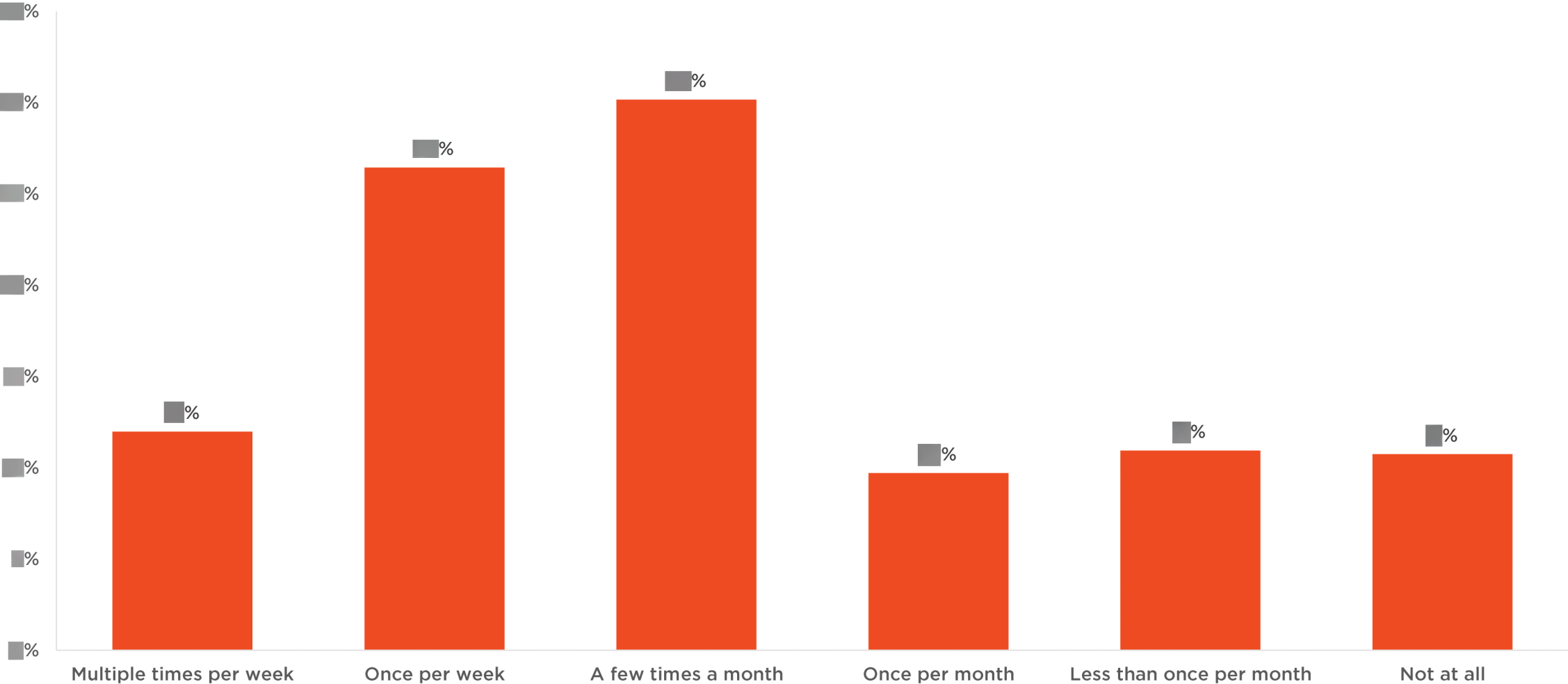


# When grocery shopping, do you look at nutrition labels?





# How often do you consume hard seltzer?



Total sample; Unweighted; base n = 484; total n = 1012; 528 missing