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INFOGRAPHIC SNAPSHOT: THE VIRAL FOOD TRENDS MILLENNIALS AND GEN Z HAVE ACTUALLY TRIED

WE ASKED MILLENNIALS AND GEN Z WHICH FOOD TRENDS THEY'VE ACTUALLY TRIED TO GET A PULSE ON WHAT'S RESONATING...

Here at Ypulse we are always covering the latest trends inspired by Gen Zs and Millennials' love of food—especially the ones that are considered [Instagram-worthy](#). From [goth ice cream](#) to [lattes poured into avocados](#) (AKA avolattes), Dominique Ansel's [latest creation](#), or Union Fare's Funfetti croissant, new spins on what we eat keep coming. And they're launching industry players to viral status. With so many new foods trending weekly, we set out every year to find which ones are *actually* resonating with young consumers.

Our data on [cooking and food trends](#) found that 48% of 13-35-year-olds consider themselves foodies, a percentage that has [stayed unchanged](#) from last year. Also holding true from 2017 is the fact that Millennials are more likely to consider themselves “foodies” than Gen Z, at 50% and 42% respectively. The older age group is also more likely than teens to have waited in line to try a food or beverage that everyone is talking about and to claim they are the first of their friends to learn about new food trends. Millennials, who grew up in the ear of rockstar chefs and their bingeable shows, are definitely the generation to credit for ushering in a new era of cuisine, but insight into what Gen Z is trying can also give us a glimpse at the future of food. Self-identified “foodie” or not, we recently asked all young consumers which viral food trends they have actually tried. Find out which are hitting the mark, and which are missing it, in our food trends infographic snapshot below:

Base: Millennials & Gen Z | 13-35-year-olds



48%
of 13-35-year-olds
consider themselves
a “foodie”



42% Gen Z
50% Millennials

Q. Which of the following food trends have you tried/visited?



37%
of 21+ have
tried craft beer

25%
have visited
a beer bar

37%
of Millennials have waited in line to try a food/beverage everyone is talking about (19% of Gen Z)

27%
say they're the first of their friends to learn about new food trends (12% of Gen Z)

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