

SupplySide West podcast: Gen Z focus on health and thrift

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Gen Z are optimistic, concerned about their overall well-being and environmentally conscience, but they don't have a lot of cash flow.

[Sandy Almdarez](#) | Sep 12, 2018

Generation Z, those 20 years and younger, have had a short time to establish their shopping habits, but they have already have their own rules for what qualifies as a healthy product. They want brands to have helpful ingredients, demonstrate responsible social values and play a role in their overall holistic health, but Gen Z are frugal shoppers concerned with price point. In this podcast, Sandy Almdarez, editor in chief, **INSIDER**, discusses Gen Z with Shelley Balanko, Ph.D., senior vice president, [Hartman Group](#) , including:

- How Generation Z will likely evolve its shopping behavior as it matures
- The differences in habits already shaping within the generation
- The product attributes that impress Gen Z the most

Links and resources:

- SupplySide Workshop [Generational Marketing to the Health-Conscious Masses](#) , Saturday, Nov. 10 at 8:30 a.m. in Las Vegas
- Article: [Gen Z are not little Millennials](#) by Shelley Balanko

Got feedback? Email Rachel at Sandy.Almdarez@informa.com, or tweet to [@NatProdINSIDER](https://twitter.com/NatProdINSIDER) using the hashtag #INSIDERpodcast.

