

Gen Z, Not That Big on Brands ... Yet – New Report

Hartman Group report finds that, at the moment, Gen Z are fairly brand-agnostic — except for a few iconic brands.

Bellevue, WA — One might sum up the current state of Gen Z's mindset toward brands as “me and my Oreos.” Otherwise, brand names don't mean all that much to Gen Z, according to findings in The Hartman Group's [Gen Z 2018](#) report.

“We find, at this stage of their lives, Gen Z are fairly brand-agnostic, except for a few iconic brands like Oreo, Goldfish or Cheetos,” says Laurie Demeritt, CEO of The Hartman Group. “Because these are typically what teens are buying for themselves, brand matters as a sign of quality.”

The report finds that when it comes to groceries, teens don't really begin to think about shopping until after high school, when they begin doing more of it for themselves. This means that most don't have well-developed personal opinions about brands, retailers or channels, or purchasing criteria yet.

“With more independence and responsibility for shopping, high school graduates are in a formative period regarding their brand and retailer perceptions and shopping habits,” says Demeritt. “Younger teens, however, are mostly helping their parents.”

About GenZ 2018 Report

The Hartman Group's [Gen Z 2018](#) report explores this generation's values, attitudes and approaches when it comes to food and beverages, eating and cooking, health and wellness, sources of information and inspiration, food retail and restaurants. *Gen Z 2018* focuses on Gen Z teens aged 12-20, with relevant comparisons to older generations: Millennials, Gen X and Baby Boomers. The Hartman Group applies its signature combination of rich qualitative and robust quantitative methodologies to understand these emerging consumers and illuminate the opportunities and challenges they pose to the food and beverage industry.

About The Hartman Group

[The Hartman Group](#) is a leading provider of custom consumer research, predictive analytics, trend-forward insights and consulting solutions to companies across the broad spectrum of the food and beverage industry that help solve problems and grow their business. Since 1989, The Hartman Group's anthropologists, social scientists and business analysts have been immersed in the study of American food and beverage culture, using ethnographic observation, quantitative tracking surveys and deep study of trends. What we have learned and continue to uncover allows us to upend many notions of our traditional American eating and drinking patterns, thereby identifying unique opportunities and winning strategies for our clients. For more information, visit www.hartman-group.com

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