

Key Trend 2025: Gen Alpha Food & Drink

The growing individuality of Gen Alphas and the developing needs and wants of their parents and carers will inform food and drink product design in 2025, with the group holding increasing sway over household food and drink purchases as they get older. Categories include meals, drinks, snacks, sauces and condiments, ingredients and packaging

Katharine Schub
05.15.23 - 9 minutes



@boucheefoods

Executive summary

Born between 2010 and 2025, Gen Alphas will number almost 2 billion by 2025, creating significant opportunity for new product development in the coming years.

Opportunity:

Called out in Alpha Eating Habits: Brand Strategies, early exposure to Millennial parents' tendency towards more conscious consumption means Alphas are growing up with a mindful perspective on the health and wellbeing of themselves and the planet, shaping the future of food and drink products.

From experiencing travel early-on to their parents embracing a broader range of global cuisine influences and ingredients, this younger cohort will value inclusivity and adventure.

However, Gen Alphas are not just products of their parents' predilections. Their high digital engagement, hyper-connectivity and individuality – 28% of Gen Alphas eat different meals to their parents at dinnertime – is redefining family dynamics and the process of growing up.

What does this mean for you?

Appeal to Alphas and their families with affordable items that fit into kids' daily routines, while considering Gen Alphas' unique childhoods. Meet Alphas in their own communities, and celebrate their individuality.

Key trends are:

- **Niche needs:** food and drink that caters to Alphas' micro communities or interests will rise
- **360 mood food:** mental health and wellness are key issues
- **Relatable consciousness:** planetary and social concerns should be prioritised
- **Global flavours:** a wealth of global cuisines can be used for this diverse generation
- **Healthy convenience:** better-for-you should speak to Alphas and their parents

Category applications included in this report: meals, drinks, snacks, sauces and condiments, ingredients and packaging

Niche needs

Growing up in a tech-enabled world, Gen Alphas have access to digital subcultures beyond their own day-to-day experiences, and will look for food and drink products that speak to these interests.

- Whether niche activities, micro communities, status boosts or specific values, brands should align with Gen Alpha interests. This can be off or online, with nearly one-quarter of Gen Alpha parents around the world saying their kids have friends they've met online but not IRL
- Driven by early adoption of smart technology and AI, Alphas expect hyper-personalisation in their food and drink
- Having grown up with Minecraft, Roblox and TikTok, Gen Alpha want experiences that allow them to be active consumers and co-creators across digital and IRL: look to YouTuber snack brand Feastables



Pringles' Minecraft Suspicious Stew chips are a limited-edition flavour inspired by the game's mysterious bowl of stew



Noshi Sketchup organic tomato ketchup has a nozzle that's narrow enough for drawing, writing, sketching or scribbling (US)



YouTubers, boxers and rappers KSI and Logan Paul have launched hydration drink Prime in the UK and US, with stock selling out rapidly



YouTuber MrBeast uses gamification to drive excitement around his snack brand, Feastables



Australian Rippa Sipppa's low-sugar soft drink alternative is designed for Alpha skateboarders, and partners with Gen Alpha athletes such as motocross racer Oakley Herdman

How you can action this for 2025:

Drinks and snacks

- Partner with Gen Alpha creators, athletes or other stars
- Allow co-creation via digital channels
- Ensure any snacks or drinks cater to parents' concerns, including in nutrition and value

Meals, sauces and condiments

- Engage Alphas with playful condiments so they can personalise their own meals
- Create meal kits around niche interests, for example culinary directions of rising Alpha influencers

Ingredients

- Look to sugar alternatives and natural ingredients to ensure parental approval

Packaging

- Design packaging that speaks to niche interests or activities
- Combine digital with IRL packaging and link up their two worlds



@gooddaychocolate

US brand Good Day's sleep supplements are made with melatonin, chamomile and fair-trade milk chocolate



@tinysproutsfoods

In the US, Tiny Sprouts' Organic Digestion Booster + Vitamin D & Probiotics sprinkle includes omega 3s for added brain and nervous system benefits



@eatcerebelly

US brand Cerebelly's Smart Bars blend potential healthy gut benefits with brain-supporting nutrients such as choline and selenium



@haruplate

Magical Fundaes, from Singapore brand HaruPlate, are made with all-natural gut-friendly ice cream, sweetened with fruit and date and boosted with prebiotic inulin and psyllium husk fibres



Drink Flyest

Black-owned US brand Flyest Tea aims to use hip hop culture to make self-care and wellness accessible to Generation Alpha, in a range of tea and herbs

360 mood food

As called out in our [2025 Big ideas](#), the continuing conflation of crises will see stress become a more prominent feature of daily life, with [37%](#) of Alpha parents believing their kids' mental health is worse than theirs.

- Also dubbed the Covid generation, Alphas' lives will forever be shaped by the pandemic, but also a destigmatisation of mental health issues
- A growing number of studies show that sleep reductions are impacting kids' moods, while imbalances in the gut microbiome have been [linked to anxiety](#), creating an opportunity for mental health solutions that tap into multiple need states
- Parents will expect brands to deliver on inclusive and holistic products that take functional ingredients [out of the vitamin and supplement space](#) and into everyday eating and drinking

How you can action this for 2025:

Ingredients

- Use real-food ingredients for needs such as gut health, immunity, mood and sleep support to ensure parent approval

Desserts

- Create indulgent formats across bakery, sweets and ice cream but add in functional ingredients

Packaging

- Normalise mental health issues for kids with straightforward communication
- Bridge the gap between parents and their kids with playful graphics that also explain the science and nutrition behind the product

Meals, drinks and snacks

- Collaborate with a diverse group of mental health practitioners, making mental health care more inclusive



Wildly Tasty

UK-based Wildly Tasty's plant-based frozen meals come with instructions for how to upcycle its frozen-food pots into plants using the brand's wildflower seeded paper



@livemightyyum

Mighty Yum's plant-based Munchable alt meat and cheese kits are a riff on the Lunchable lunch kits popular in the US



Sea Monsters

US brand Sea Monsters' sorghum and seaweed puff snacks are made with climate-hero ingredients



@kikimilkco

US brand Kiki Milk's regeneratively farmed plant-based milk alternative features the brand's mascot, Roxie Coralheart, a magical dragon



@thisbar

US snack brand This Saves Lives aims to help end child hunger through the distribution of nutrition bars to partner organisations

Relatable consciousness

Being the biggest and most diverse generation, Gen Alphas will embody consciousness, whether around the environment, diversity, inclusion or social equity.

- Gen Alphas demand fairness for all. 96% of those aged 7-9 believe that everyone should be treated fairly no matter what they look like, and 93% believe it's important to be accepted for who you are
- The planet and climate crisis are key. 63% of Gen Alphas would like a job helping to save the planet, while 69% of Alpha parents say that "they make better decisions about the planet because of their young children"
- From circular packaging to climate health and plant-based foods, Alphas will prioritise a range of conscious efforts, and will seek products that align with their values

How you can action this for 2025:

Ingredients

- Use regenerative and climate-friendly ingredients
- Partner with producers to offer kids workshops linked to the harvesting and procurement of a product's hero ingredient

Meals, drinks and snacks

- Co-create with Alpha climate and environmental activists
- Elevate classic kid foods into next-gen offerings with plant-based ingredients

Packaging

- Offer packaging that can be repurposed as an educational tool
- Reach kids with engaging illustrations that connect back to social and sustainable initiatives
- Invest in sustainable materials



South Korean brand Ottogi's instant omelette rice bowls make Japanese omurice easy to prepare for kids on the go



Singaporean creator @the_isia packs a folded seaweed sandwich inspired by Korean kimbap, stuffed with seaweed-flavoured chicken nuggets, shredded carrots, rice and lettuce



US brand Hot Ones Jr offers a hot sauce designed especially for kids, made milder by blending chilis with vegetables



LA cookbook author Julia Sherman's lunchbox riffs on fusion tapas with bites such as boquerones, saffron tomato soup, cauliflower with tahini sauce and furikake-topped avocado



South Korean brand Ivenet's pickling vinegar helps create pickled snacks from cucumbers, cabbage and beetroots. It's designed to have a mild flavour profile and help introduce children to new taste experiences

Global flavours

Growing up in a hyper-connected, globalised world, and representing the most diverse generation in the US and the UK, Gen Alphas will seek global flavours that represent their unique worldviews.

- Following in the footsteps of their Millennial parents, Alphas will age up with an intrinsic sense of culinary adventure
- On social media, the art of the kid's lunchbox is evolving to reflect a wide range of cuisines and unlikely fusions. #LunchboxIdeas has been tagged almost 800k times
- Nearly 50% of consumers today report having been introduced to spicy foods in their teenage years, with their parents being responsible for 48% of introductions. As the children of foodie Millennials, Alphas will likely engage with complex spicy, sour or pickled flavour profiles even earlier

How you can action this for 2025:

Ingredients

- Partner with global Alpha influencers to develop fusion flavour profiles
- Trending global flavours will add excitement to kids' meals. Look to our [2024 Summer Flavours Forecast](#) for inspiration, from calamansi to sesame

Meals and snacks

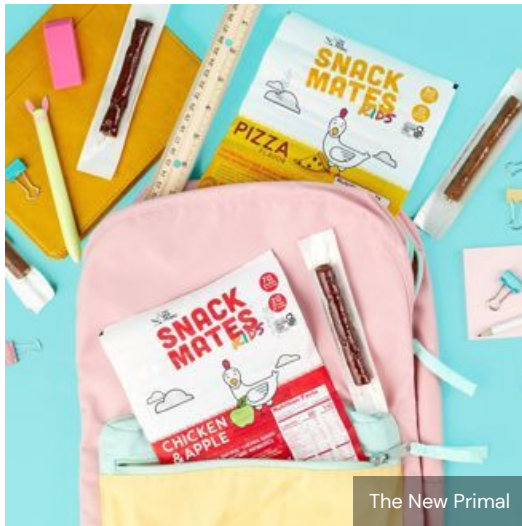
- Offer ready-made meal kits and lunchboxes that draw from different cuisines
- Appeal to parents with instant foods for [self-sufficient kids](#), with healthier ingredients and global flavour profiles

Drinks

- Premiumise RTDs with a focus on [new textures and experiences](#), and offer kids and teens fun drinks to pair with meals beyond sugary drinks and juices

Condiments and sauces

- Offer kid-friendly versions of Millennial premium and global storecupboard staples, such as Spain's [Vieiru Olive Oil](#) for kids
- Create milder versions of hot sauces, chilli pastes, vinegars and other pungent condiments



The New Primal

US brand Primal's low-sugar Snack Mates line features mini meat sticks sweetened with a little honey.



@bebecooksg

South Korean brand BeBecook's savoury sprinkle, made with seaweed, sesame, salmon and cheese, makes snacks more meal-like



Bouchee

Australian brand Bouchees' frozen finger foods are made with real foods and herbs and have a low sodium and sugar content



@eat_rivalz

Made with a vegetable-based shell, Rivalz's savoury stuffed bites are formulated with pea protein (US)



@myserenitykids

US brand Serenity Kids' low-sugar, dairy-free smoothie pouches are made with grass-fed bovine collagen, a protein source

Healthy convenience

As called out in the Gen Alpha Back-to-School 2023 Snacking Forecast, better-for-you options will be a priority, alongside convenience.

- 84% of consumers around the world believe that snacks should meet different nutritional needs for different consumers. Brands should offer parents easy ways to insert personalised nutrition into their kids' everyday routines, while making wellness-oriented snacking fun and approachable
- Occasion-blurring snacking culture will become more prevalent among kids, with heartier meal-like snacks that can be consumed throughout the day
- Snacks with health callouts, short ingredient lists, immunity boosters, reduced sugar, next-gen protein and recognisable whole foods will appeal to health-conscious Millennial parents

How you can action this for 2025:

Ingredients

- Use science-backed functional ingredients
- Use real foods, clean labels, natural flavours, no preservatives or artificial colours and less added salt and sugar

Packaging

- Back nutrition, ingredient or claims with medical science on-pack

Drinks

- Handheld, sippable snacks are great for busy kids' schedules. Design ready-to-drink, low-sugar satisfying options in sweet and savoury flavours

Snacks

- Create kid-friendly snacks that can also do double duty as meals, such as satisfying dips and non-fried fibre-rich frozen finger-foods
- Include options for personalisation, such as savoury sprinkles and easy to squeeze sauces

Action points

1

Be inclusive

Gen Alphas and their parents will seek products that reflect the multicultural world that they live in. Cater to this rising demand with inclusive, diverse and flavourful kids' food and drink inspired by global culinary cultures

2

Bridge the gap between parents and kids

Develop food and drink products that appeal to Millennial values, while staying relevant to kids' interests and tastes. Alphas are unique: speak to that while also appealing to parents

3

Have a pioneer mindset

From existing on metaverse platforms to acknowledging unique family dynamics, cater to Gen Alphas, who will rewrite traditional rules and dismantle traditional social norms

4

Lead with sensitivity

Born in the midst of a climate crisis, and having lived out their formative years during a pandemic, Alphas will be drawn to brands that can appeal to their unique emotional and mental health needs

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