

THE GREAT *VIBE SHIFT*

Rapid cultural changes over the past few years have transformed youth mindsets for the long term



OBJECTIVE

**TO UNDERSTAND
WHICH PREDICTIONS
ABOUT THE IMPACT
OF THE PANDEMIC AND
OTHER SOCIETAL
CHANGES BECAME
REALITY.**

METHODOLOGY

An online survey conducted in February and May 2023 among the VICE Media Group audience and youth around the world.

SAMPLE SIZE

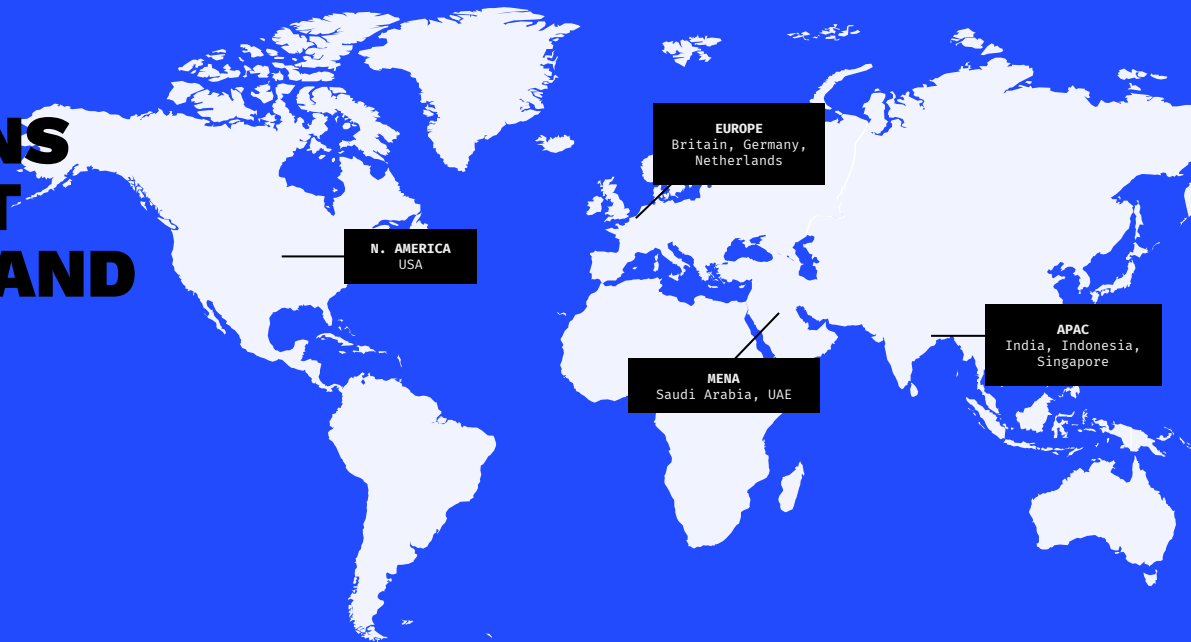
N=2,943

GENDER

49% WOMEN **49%** MEN **2%** NON-BINARY

GENERATION

47% GEN Z **47%** GEN Y **6%** GEN X+



ADDITIONAL SOURCES

Youth in Pandemic I, 2020
Youth in Pandemic II: At-home Experiences, 2020
Youth in Pandemic III: Health & Wellness, 2020
Youth in Pandemic IV: The Future of Work 2021
Youth in Pandemic V: Re-emergence & Indulgence, 2021
Check-ins at checkout, 2021
VMG Global Youth Census, 2021-2022



THE PANDEMIC INSPIRED YOUTH TO MAKE CHANGES IN THEIR LIVES

95%

of young people say that they have
changed something in their life
compared to before the pandemic


They want some of their
lockdown habits to stick
with them

6 IN 10

young people say that they **feel nostalgic**
for lockdown.

During lockdown, many felt they finally got the gift of time to focus on themselves and what they really enjoy, feeling more grateful for the things and people around them.

While some are ready to forget the past, many others actually feel nostalgic for it and want some of the habits of a simpler and more conscious time to remain.



THE **#1** THING
THAT IS
DIFFERENT IN
THEIR LIFE
TODAY,
COMPARED TO
BEFORE THE
PANDEMIC, IS
THE WAY THEY
CHOOSE TO
SPEND THEIR
TIME

WHAT HAS CHANGED IN THE WAY YOUTH CHOOSE TO SPEND TIME



The way they work



The way they socialize



The way they take care of their health



The way they learn



The way they engage in entertainment



The way they shop



The way they eat



HOW YOUTH WORK



Young people are taking back control of their work life

PREDICTION

FLEXIBLE WORK ARRANGEMENTS WILL BE VALUED MORE

TODAYS REALITY



During the pandemic, young people learned there's a new way of working - starting with remote work, and gradually returning to a hybrid work model. They are now opting for flexible work arrangements and being their own boss when it comes to their schedules.



PREDICTION

YOUNG PEOPLE WILL VALUE WORK-LIFE BALANCE MORE

TODAYS REALITY



Post-pandemic, youth continue to focus on their work-life balance and they have embraced flexibility, allowing for them to organize their day-to-day lives in a way that makes them happy and content. They are refusing to sacrifice their life for their work.

THE CONCEPT OF WORKING IN AN “OFFICE” HAS BEEN FOREVER CHANGED, WITH REMOTE AND HYBRID WORK NOW THE NORM

“Before the pandemic, I used to work in the office everyday and now I only work a day in the office and for the rest of the week, I work from home.”

- Gen Z, Female, Netherlands

“Now I work online, because it is just more convenient for me and my employer.”

- Gen Z, Female, Mexico



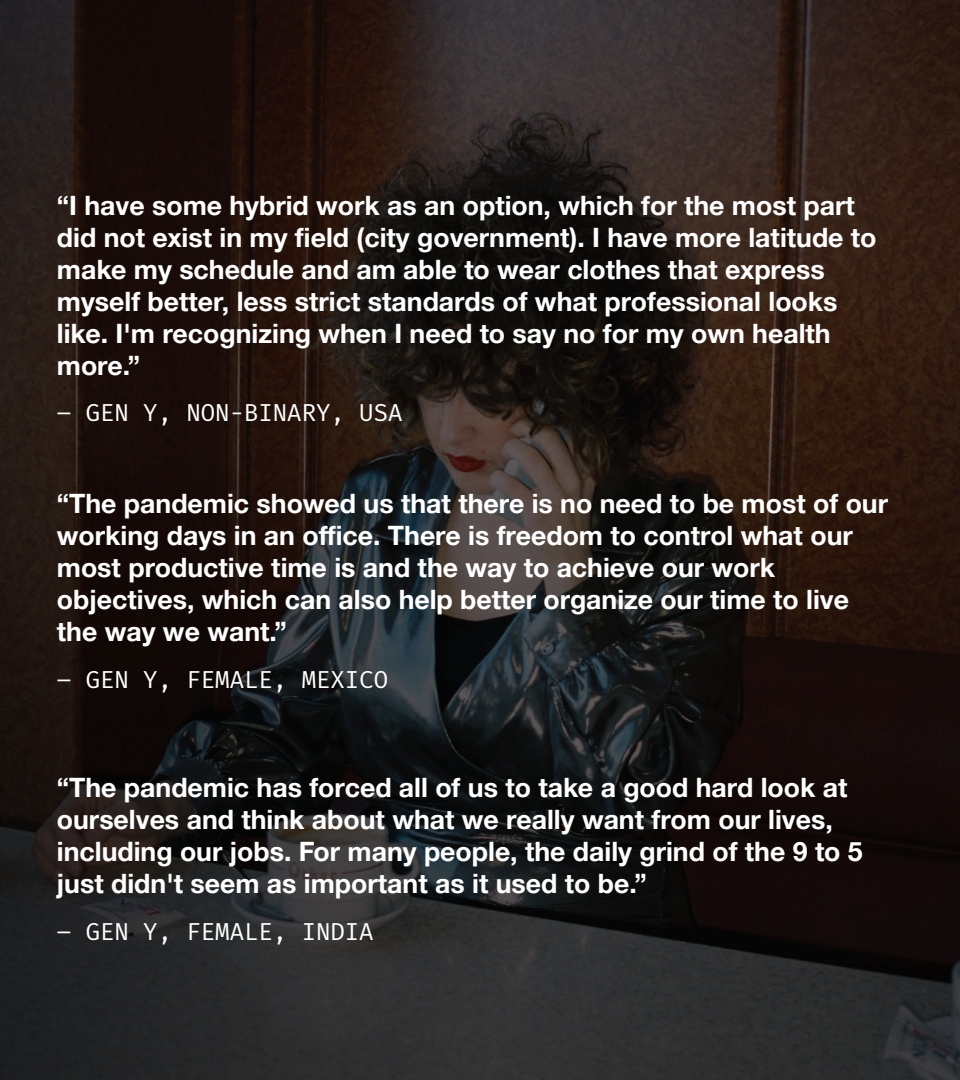
“I work from home more and I'm happy just being at home.”

- Gen Y, Male, USA

80%

of young people say that they value **remote work** more or equally after the pandemic.

(48% value it more)



"I have some hybrid work as an option, which for the most part did not exist in my field (city government). I have more latitude to make my schedule and am able to wear clothes that express myself better, less strict standards of what professional looks like. I'm recognizing when I need to say no for my own health more."

– GEN Y, NON-BINARY, USA

"The pandemic showed us that there is no need to be most of our working days in an office. There is freedom to control what our most productive time is and the way to achieve our work objectives, which can also help better organize our time to live the way we want."

– GEN Y, FEMALE, MEXICO

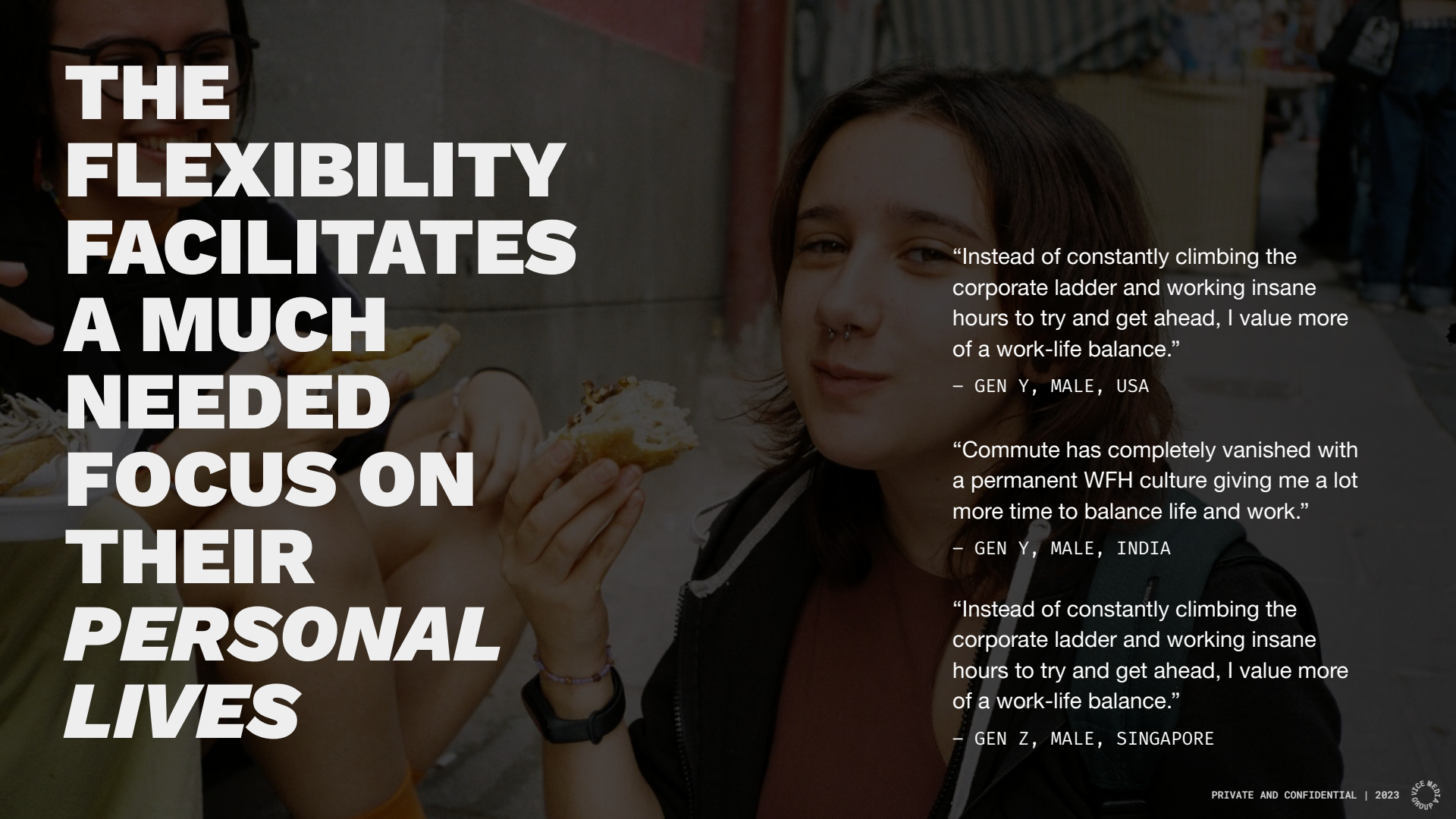
"The pandemic has forced all of us to take a good hard look at ourselves and think about what we really want from our lives, including our jobs. For many people, the daily grind of the 9 to 5 just didn't seem as important as it used to be."

– GEN Y, FEMALE, INDIA

Flexible work arrangements have given young people control

6 IN 10

resolved to set more **personal**
boundaries during the pandemic that
are still keeping today



THE FLEXIBILITY FACILITATES A MUCH NEEDED FOCUS ON THEIR *PERSONAL LIVES*

“Instead of constantly climbing the corporate ladder and working insane hours to try and get ahead, I value more of a work-life balance.”

– GEN Y, MALE, USA

“Commute has completely vanished with a permanent WFH culture giving me a lot more time to balance life and work.”

– GEN Y, MALE, INDIA

“Instead of constantly climbing the corporate ladder and working insane hours to try and get ahead, I value more of a work-life balance.”

– GEN Z, MALE, SINGAPORE

PROVOCATIONS



ALLOW ROOM FOR AUTONOMY

During the pandemic, we quickly discovered we had forgotten to take care of ourselves amidst the onslaught of tasks of everyday life and the needs of others. We are now adamant about prioritizing ourselves and what's most important to us. **In what ways can you provide people with choices and flexibility so they can both do their work well and take care of themselves?**

PRIORITIZE PERSONALITY

With young people increasing their focus on their personal lives and self growth, comes a lot more interesting people in the workforce. **How can you encourage people to bring their full selves to work and benefit from their unique experiences, perspectives and personalities?**

HOW YOUTH *SOCIALIZE*



Young people are focusing more on connection, including with themselves

PREDICTION

DEVELOPING MORE MEANINGFUL RELATIONSHIPS AND SEEKING GREATER CONNECTION

TODAYS REALITY



Young people are going all in when it comes to hanging out in groups big and small. They are investing in friendships, romantic relationships and making sure their conn

PREDICTION

IN-PERSON CONNECTIONS WILL BE VALUED MORE THAN ONLINE CONNECTIONS

TODAYS REALITY



The pandemic showed us new ways to use technology to connect with each other. While young people are excited to get back to IRL interactions, meaningful connections are not limited to IRL as digital connections now hold equal importance.

PREDICTION

YOUTH WON'T VALUE "ALONE" TIME AS MUCH

TODAYS REALITY



Youth are now more conscious of when and with who they spend their time in order to develop the most meaningful relationships. This includes the relationship with themselves. There has been an increased focus on one's needs, leading to a prioritization of "me time" over always socializing with others.

Young people still enjoy socializing, both in big and small groups

84% (45% value it more)

say that they value the experience of small gatherings more or as much as they did before the pandemic

In 2021, they said that the #1 thing they would like to return to the most is social gatherings at their/a friend's home.

73% (36% value it more)

say that they value the experience of big gatherings/large events (e.g., weddings, festivals, etc.) more or as much as they did before the pandemic

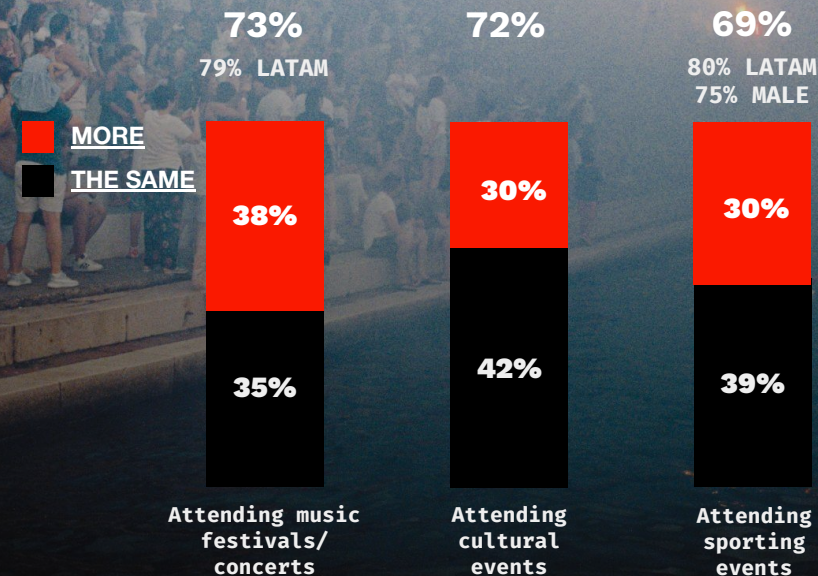
In 2021, they said that the #2 thing they would like to return to the most is large events (festivals, concerts, etc.)

ADDITIONAL SOURCE(S): Youth in Pandemic V: Re-emergence & Indulgence, 2021



After years of absence
from cultural events, they
value them even more
today

Q: Do you value any of the following
experiences more or less today than
you did before the pandemic?



THEY'VE MADE RESOLUTIONS TO STRENGTHEN THEIR RELATIONSHIPS

43%

50% APAC

say that they have made resolutions during the last 3 years to **feel connected** that they are still keeping today

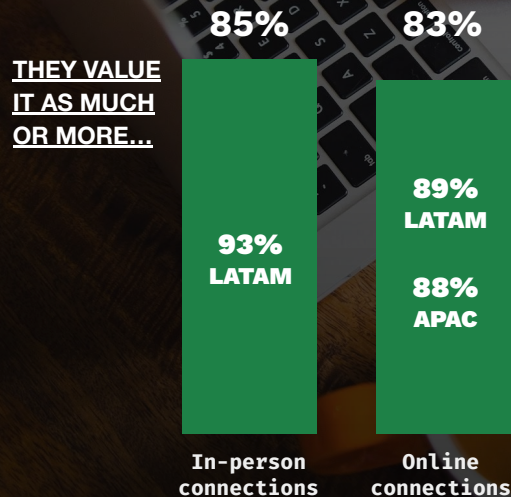
THEY'VE MADE RESOLUTIONS TO...

- Create more meaningful relationships
- Focus more on their love life
- Be more connected with their community



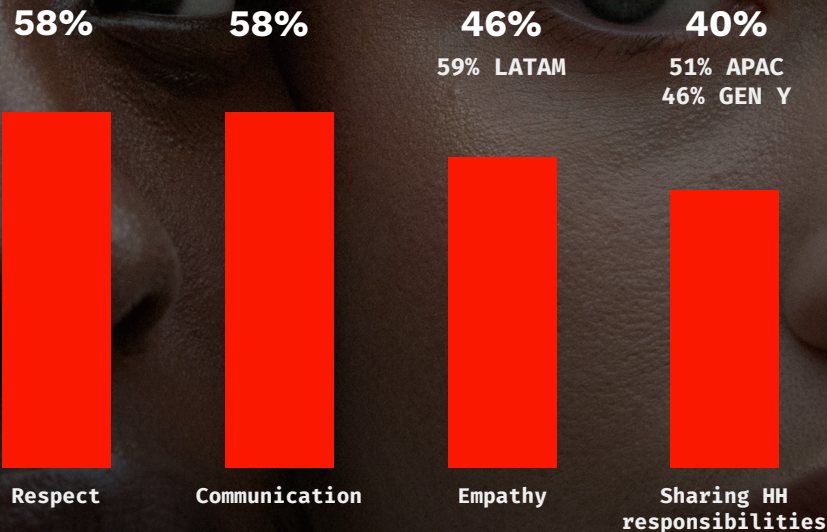
Online connections are
equally important as
in-person connections

Q: Do you value any of the following
more or less today than you did
before the pandemic?



When it comes to love, a meaningful relationship includes respect, open communication and equality

Q: When thinking of your romantic relationships today, are you more focused on any of the following, compared to pre-pandemic times?



They seek out
relationships with the
potential of a future

53%

67% APAC
65% LATAM

say that the thing they are more focused
on when thinking of their romantic
relationships compared to pre-pandemic
is having a future plan

In 2020, 46% said that future planning
has increased in their relationship
as a result of the pandemic

40%

of young people say that they are more
open to serious relationships today,
compared to pre-pandemic

ADDITIONAL SOURCE(S): Youth in Pandemic
III: Health & Wellness, 2020

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VICE MEDIA
GROUP

**BUT SOCIALIZING
IS NO LONGER A
TOP PRIORITY AS
YOUNG PEOPLE
HAVE BEGUN TO
VALUE PERSONAL
TIME**

58%

of young people say that they value
personal time more today than they
did before the pandemic

67% LATAM
63% FEMALE

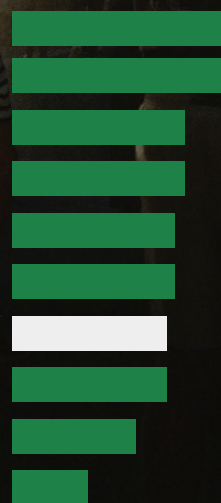
2020 Q: What do you believe will
be least important (1) and most
important (10) element of your
wellbeing after COVID-19?

SOCIAL WELL BEING (#4)



2023 Q: What is least important
(1) and most important (10)
element of your wellbeing today?

SOCIAL WELL BEING (#7)



ALONE TIME OFFERS RESPITE AND A ROUTE TO *SELF-CARE*

“I need more alone time now than I did/realised I did before the pandemic. This is my way of bettering the way I take care of myself and the way I spend my time.”

– GEN Y, MALE, GERMANY

“I spend more time on myself instead of just being busy with others. The focus was externally and now it’s more internally.”

– GEN Y, FEMALE, NETHERLANDS

“I spend more time in the comfort of my home on my hobbies alone, compared to before when I used to spend more time outside.”

– GEN Z, FEMALE, SINGAPORE

PROVOCATIONS



EMBRACE NEW FORMS OF CONNECTION

Socializing isn't going anywhere. In fact, we've expanded the places and spaces in which we can connect with others, with online connections becoming just as important as in-person connections. **How can you help young people create meaningful connections across all forms of engagement?**

LEAN INTO PERSONAL TIME

One of the relationships we've spent the most time over the last few years working on, is the relationship with ourselves. "Me time" has been prioritized. **How can you create the time and space young people need to help them connect with and care for themselves?**

GET FUTURE FOCUSED

As we're focusing on building more meaningful relationships, we want these relationships to last and we're planning for the future. **How can you help young people identify, plan and realize their long term relationship goals - with others and themselves?**

HOW YOUTH TAKE CARE OF THEIR *HEALTH*



Health remains a key focus for young people

PREDICTION

YOUNG PEOPLE WILL TAKE BETTER CARE OF THEIR PHYSICAL HEALTH

TODAYS REALITY ✓

If the pandemic has taught us anything, it is how to take better care of our health. Young people plan to continue to focus on their health in the future - from eating healthy to working out to generally listening to their body and its needs.



PREDICTION

EMOTIONAL AND MENTAL WELLBEING WILL BE A PRIORITY FOR YOUTH

TODAYS REALITY ✓

The pandemic initiated a mental health crisis that has exposed the importance of knowing ourselves and loving ourselves and just being more open about our emotional wellbeing. People are regularly taking active steps to manage and improve their mental health via therapy and/or self-care and trying to stop worrying about the things they cannot control. Gen Z has been focused on mental health for a while and other generations have now caught up.



THEY'VE MADE RESOLUTIONS TO...

- Take better care of my physical health
- Take better care of my emotional health
- Make more conscious food choices

Young people have
resolved to prioritize their
health

7 IN 10

say that they've made resolutions
during the last 3 years to **focus on**
their health that are still keeping
today



AS PREDICTED IN 2020, EMOTIONAL WELLBEING IS THE MOST IMPORTANT ELEMENT OF THEIR HEALTH

2020 PREDICTED RANKING

Q: What do you believe will be least important (1) and most important (10) to you after COVID-19?

01 EMOTIONAL WELLBEING

02 MEDICAL WELLBEING

03 PHYSICAL WELLBEING

04 SOCIAL WELLBEING

05 FINANCIAL WELLBEING

06 CAREER/PURPOSE WELLBEING

07 INTELLECTUAL WELLBEING

08 RELATIONSHIP WELLBEING

09 COMMUNITY WELLBEING

10 SPIRITUAL WELLBEING

2023 PREDICTED RANKING

Q: What is least important (1) and most important (10) to you today?

01 EMOTIONAL WELLBEING

02 MEDICAL WELLBEING

03 PHYSICAL WELLBEING

04 FINANCIAL WELLBEING

05 RELATIONSHIP WELLBEING


06 SPIRITUAL WELLBEING

07 SOCIAL WELLBEING

08 CAREER/PURPOSE WELLBEING

09 INTELLECTUAL WELLBEING

10 COMMUNITY WELLBEING

A person is lying on a dark-colored couch, partially covered by a green, textured blanket. A colorful floral pillow is visible behind them. The background shows a window with white frames and dark shutters. The overall mood is calm and relaxed.

THEY FEEL THE LAST FEW YEARS HAVE FINALLY TAUGHT PEOPLE THE IMPORTANCE OF MENTAL HEALTH

“I’m more focused on trying to heal my mental health and find healthy ways to navigate and deal with it.”

– GEN Y, MALE, USA

“Society is more open to mental health awareness and is doing more to help these individuals than before. There is more help for individuals in terms of coping with stress and financial difficulties.”

– GEN Z, MALE, SINGAPORE

YOUTH ARE TAKING STEPS TO CARE FOR THEIR MENTAL HEALTH BY ACCEPTING UNCERTAINTY AND PRIORITIZING THEIR WELLBEING OVER EVERYTHING ELSE

FOCUSING ON WHAT THEY CAN CONTROL

“Little by little I was improving my mental state, by stopping worrying so much and taking better care of myself and not thinking negatively.”

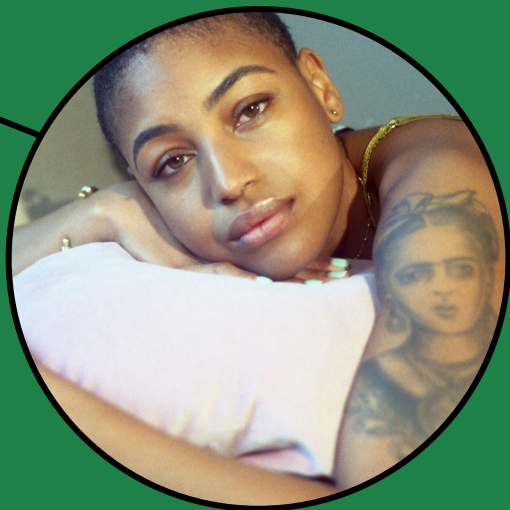
– GEN Z, MALE, MEXICO

“I focus more on my physical and mental health and I've learned how to accept the unexpected which made me grow so much.”

– GEN Z, MALE, SAUDI ARABIA

“I've started to accept certain things and not over think about it. You can't help what you don't have a control on. To distract myself I started working out, read self help books and engaging in activities.”

– GEN Z, MALE, INDIA



ACTIVE MENTAL HEALTH CARE

“Now I worry more about my mental health, I am aware of the things that do not benefit me and I look for my wellbeing over all things.”

– GEN Z, FEMALE, MEXICO

“Decided to go into therapy, pay more attention to myself, learn better what I am good at and what I want to work on.”

– GEN Z, MALE, NETHERLANDS

“I'm more balanced, most days. I did a lot of therapy and self work. I have stronger boundaries. I've cut out toxic friendships and situationships. I speak to myself more kindly.”

– GEN Y, MALE, USA

Young people are actively taking care of their physical health more now

“Before the pandemic I ate whatever I wanted, but I only eat healthy food today and do yoga everyday.”

– GEN Z, FEMALE, INDIA

“I exercise almost 5 times per week, I eat healthier and sleep better.”

– GEN Y, MALE, SINGAPORE

“I exercise a lot more and am in the best shape of my life by far.”

– GEN Y, FEMALE, USA

“I started working out and eating right during the pandemic and those habits stuck.”

– GEN Y, FEMALE, USA

“I am more active now and I eat a lot healthier.”

– GEN Z, MALE, BRITAIN



67%

say that they feel comfortable with managing their physical health (medical, diet, sexual, etc.)

42%

say that during the last 3 years, they've made resolutions to take better care of their physical health that they are still keeping today.

PROVOCATIONS



GET OUT OF YOUR HEAD

Mental health is about what is happening in our minds, but young people do not want it to stay there. With their continued focus on the importance of mental health they are bringing these issues into the cultural zeitgeist and want them to stay there. **Can you help normalize taking care of one's mental health by offering inspiration, tools, or resources?**

GET PHYSICAL

Young people think about their physical health from a variety of angles - from what they eat to how active they are to how they take care of their medical health. **In what ways can you help youth find opportunities to focus on their physical health?**

HOW YOUTH LEARN



Learning and growing has expanded well beyond the classroom

PREDICTION

YOUTH WILL FOCUS MORE ON SELF-GROWTH

TODAYS REALITY



Youth are in constant pursuit of self-growth, to develop personally and set themselves up for a better future. They seek out creative ways to live their life, learn and engage in activities and these new skills and knowledge help open doors to new experiences.



PREDICTION

YOUNG PEOPLE WILL INVEST MORE IN THEIR PASSIONS

TODAYS REALITY



As young people increase their focus on personal time and growth, they are investing in the things they love. They have found new passions and hobbies and/or are re-engaging with “forgotten” ones.



YOUNG PEOPLE PLAN TO KEEP FOCUSING ON THEIR PERSONAL DEVELOPMENT AND FUTURE PLANNING

54%

71% APAC

made resolutions to focus on their **self-growth** during the last 3 years that are still keeping today

THEY'VE MADE RESOLUTIONS TO...

- Having a plan for my future
- Focusing on their career development
- Becoming closer to their true identity



CREATIVITY AND NEW EXPERIENCES ENABLE THEM TO *THRIVE*

“The positive thing [out of this pandemic] is that many people found a way of making money from home. Much more those that did not even work began to work and find a positive side to life from home. They also found their creative side.”

– GEN Y, MALE, USA

“We developed new skills and became self-taught.”

– GEN Z, MALE, MEXICO

64%

75% APAC

say that they've made
resolutions to find more
creativity and newness
during the last 3 years that
are are still keeping today

THEY'VE MADE RESOLUTIONS TO...

- Learn new things/skills
- Try new experiences
- Focus more on their passions and hobbies
- Tap into their creativity more

“We can express ourselves and be able to explore ourselves further in producing something or tapping in our creativity and innovation to contribute to society.”

– GEN Z, FEMALE, INDONESIA

“I can say that now I am more creative, more thoughtful and more aware of the world in which I live. ”

– GEN Y, FEMALE, USA

A focus on what they are
passionate about

1 IN 3

say that during the last 3 years, they've
made resolutions to focus more on their
passions and hobbies that they are still
keeping today

"Before the pandemic our life was too busy, but during the pandemic we had a lot of time to follow our passions."

– GEN Y, FEMALE, INDIA

"Before the pandemic I did not have as much time to focus on my hobbies, but during and since the pandemic, I have focused on spending more time on them."

– GEN Z, MALE, SINGAPORE

"I make sure to take advantage of as many opportunities as I can to engage in activities that I enjoy like going to the theater and concerts."

– GEN Z, FEMALE, USA

THEIR NEW SKILLS OPEN DOORS TO NEW EXPERIENCES

"I learned some important skills during the pandemic which will prove to be very useful in the future."

— GEN Z, FEMALE, INDIA

"After being laid off 3 times in the pandemic, I knew it was time to make serious life changes. I took advantage of the time I had to prepare myself as a qualified candidate for graduate school. Three years ago I was taking courses on Coursera to enhance my background. Right now, I have completed over 2/3 of my masters degree in a program I enjoy and am confident will lead me on the path of success."

— GEN Y, FEMALE, USA

PROVOCATIONS



RE-IMAGINE EDUCATION

Young people are constantly looking to gain knowledge - about who they are, who they want to be, and how they fit into the world around them. But they are not turning to traditional outlets for this information and education. **In what ways can you provide the opportunities for young people to keep learning and growing?**

GET CREATIVE

Creativity is no longer a skill to hone but a characteristic that enables youth to navigate the world. This lens on creativity is key to their self growth as it directs their path to learning new things and having new experiences. **How can you help young people tap into their creativity and the creativity of others to expand both their worldview and their skillset?**

HOW YOUTH ENGAGE IN *ENTERTAINMENT*



Content is for respite and connection

PREDICTION

YOUTH WILL SEE ENTERTAINMENT AS A WAY TO ESCAPE

TODAYS REALITY ✓

In 2020, young people used entertainment as the primary way to escape reality. While the world has opened back up and there are many more ways to seek respite today, entertainment continues to play an outsized role in their lives. They look for content that makes them laugh or serves as a way to take their mind off of things.



PREDICTION

ENTERTAINMENT WILL BECOME A KEY WAY TO CONNECT WITH OTHERS

TODAYS REALITY ✓

With a dramatic increase in connective gaming and co-viewing movies/TV shows, content continues to be a way to create and maintain connections with others.

YOUNG PEOPLE SEEK OUT CONTENT THAT ENTERTAINS THEM

67%

68% in 2021

say that they **seek respite**
in the content they consume

"I SEEK MORE CONTENT THAT..."

- Entertains me
- Makes me laugh
- Helps me escape



They view entertainment
as a way to relax and
escape from reality

57%

say that watching shows/movies is an
opportunity to sit back and relax

52%

vs. 57% FEMALE

say that watching shows/movies
is a way to help me take my
mind off everything else

ENTERTAINMENT ACTS AS A KEY SOURCE OF CONNECTION IN *THEIR LIVES*

ADDITIONAL SOURCE(S): Youth in Pandemic II: At-home Experiences, 2020

WATCHING
MOVIES/SHOWS
TO SPEND
QUALITY TIME
WITH FRIENDS
AND FAMILY...

31%

2020

43%

2023

50% APAC
49% LATAM

GAMING IS A WAY
TO CONNECT
WITH OTHERS...

28%

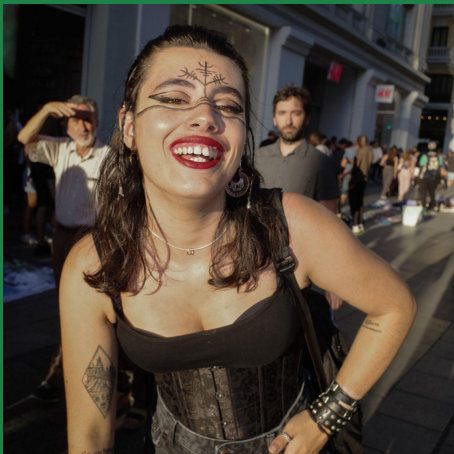
2020

45%

2023

52% APAC
50% LATAM

PROVOCATIONS



FOCUS ON FUN

The world is not always the cheeriest place these days, and there is a need for serious content to help understand and contextualize the world. But, we also need an outlet to escape the sometimes dire reality. Youth most often turn to content to entertain them, help get their mind off of things, and just let them have fun. **How can you create content for young people that provides opportunities for escape?**

CREATE FOR CONNECTION

During the pandemic, many people used content to help keep them connected to their friends and family, and meet new people when they were not able to do so IRL. Content continues to facilitate connection whether through online gaming, co-viewing or through collective conversations in culture. **In what ways can you use content to help young people connect in meaningful ways?**

HOW YOUTH *SHOP*



Young people have become more conscious consumers

PREDICTION

PRACTICALITY AND PRICE WILL DRIVE PURCHASE DECISIONS

TODAYS REALITY



Youth have reconsidered their shopping attitudes and behaviours and are now more conscious about what they purchase. Beyond price, their decisions are based on practical elements. They want products that they will actually use, and that will last for a long time.



PREDICTION

BRAND PURPOSE WILL BE PARAMOUNT WHEN BUYING PRODUCTS

TODAYS REALITY



While brand purpose remains important, there is more to it than just having a meaningful mission. Young people are considering what the brands they buy say about them as an individual - they want products and brands that tell something about who they are and what they stand for. A brand's purpose today must align with young people's values in order for them to purchase it.

They are putting more thought into each purchase they make

“I buy healthier food for myself and my family. I also spend my money on more useful items or experiences.”

– GEN Y, MALE, USA

“Now I am more aware of the purchases I make.”

– GEN Z, FEMALE, MEXICO

“I am more conscious about buying good and reliable products.”

– GEN Y, MALE, UAE



Youth are prioritizing
affordability and
practicality

#1

thing that they seek more today,
compared to pre-pandemic times is
low-cost brands/products

In 2021, they said that the #1 thing
they pay more attention to when it
comes to buying products is the price.

ADDITIONAL SOURCE(S): Check-ins at checkout, 2021

#2

[#4 EMEA - #1 APAC - #1 NA]

thing that they seek more today,
compared to pre-pandemic times is
practical/functional products

In 2021, they said that the #1 they ask
themselves before making a purchase is
“How much use will I get out of this?”
and #2 “Do I really need this?”

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It's become essential to young people that the brands they purchase align with their values

Q: Thinking about your consumption habits, do you seek any of the following more today, compared to pre-pandemic times?

#3 **ECO-FRIENDLY** **BRANDS/PRODUCTS**

In 2021 #3 thing they pay more attention to when it comes to buying products is “how sustainable it is”

#4 **BRANDS/PRODUCTS THAT** **ALIGN WITH MY VALUES**

In 2021 #10 thing they pay more attention to when it comes to buying products is “what it says about me”

#5 **NEW AND INNOVATIVE** **BRANDS/PRODUCTS**

#6 **PURPOSE-DRIVEN** **BRANDS/PRODUCTS**

In 2021 #7 thing they pay more attention to when it comes to buying products is “its mission or purpose”

PROVOCATIONS



DESIGN FOR A CONSCIOUS CONSUMER

Young people are putting more thought into what they buy than ever before. They still think about price, but now purpose of use, versatility and longevity have become major factors as well. **How can create products or communicate in ways that address these new purchase criteria?**

MAKE PURPOSE PERSONAL

Don't get us wrong, a brand's purpose still matters. But for young people looking to make a purchase it is not good enough for a brand to simply have a purpose. They need to personally relate to that purpose. **How can you communicate your brand purpose in way that makes young people feel proud to own and use your brand?**

HOW YOUTH *EAT*



Food is not just fuel for young people, they've taken this relationship to a new level

PREDICTION

YOUTH WILL VIEW FOOD AS A SOURCE OF CREATIVITY AND FUN

TODAYS REALITY ✓

During the pandemic youth developed a fun relationship with food and they keep up with it today. They use food as a way to express themselves creatively, experiment and try new things.

PREDICTION

YOUNG PEOPLE WILL USE FOOD AS A WAY TO CONNECT

TODAYS REALITY ✓

Young people see food as a shared experience and an opportunity to connect with others. They are digging up family recipes, hosting events and sharing meals with loved ones.

PREDICTION

YOUTH WILL DEVELOP A MORE HEALTHY AND CONSCIOUS RELATIONSHIP WITH FOOD

TODAYS REALITY ✓

During the pandemic, young people started to become more conscious about their food choices and they continue to value nutrition, source and sustainability more today than before the pandemic.



*THEY HAVE DEVELOPED
A FUN RELATIONSHIP
WITH FOOD

74% APAC

55%

2020

67%

2023

Young people have
learned to “play” with
their food

*They describe their relationship
with food as fun, experimental,
creative and/or rewarding.

They enjoy experimenting and trying different foods

Q: When it comes to food, do you value any of the following more today than you did pre-pandemic?

31%
37% APAC

Food from
different
cultures

30%
37% APAC

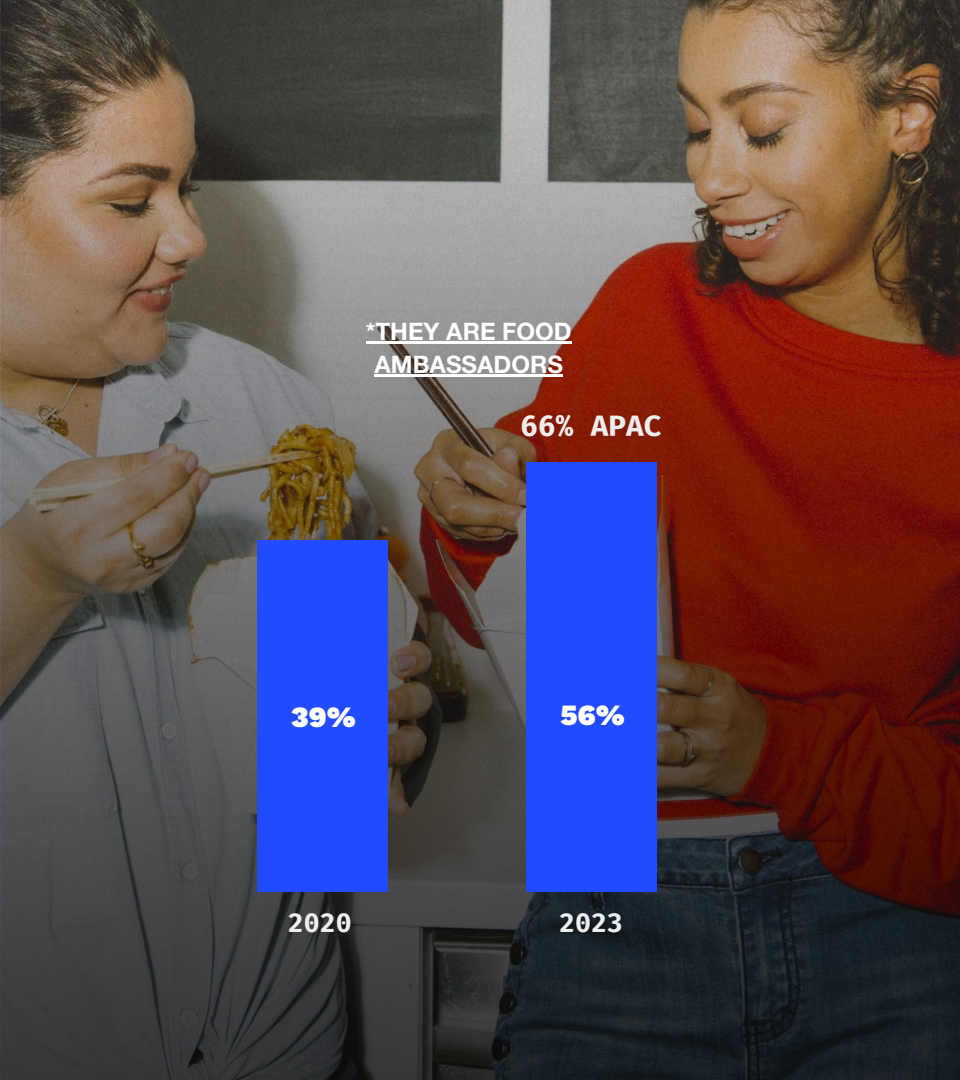
Creativity

21%

Newness/
novelty

20%

Mixing
traditions



*THEY ARE FOOD
AMBASSADORS

66% APAC

39%

2020

56%

2023

They see food as a way to connect with others

*They describe their relationship
with food as educational, shared,
nostalgic and/or influential.

ADDITIONAL SOURCE(S): Youth in Pandemic
II: At-home Experiences, 2020

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Food is an experience to be shared

77% 90% LATAM

say that today they value the experience of **hosting holidays** more or the same as they did before the pandemic.

(38% value it more)

Q: When it comes to food, do you value any of the following more today than you did pre-pandemic?

47% APAC
50% LATAM

40% APAC

33% APAC

36%

Family
recipes

30%

Shared
meals

27%

Hosting
at home

*THEY HAVE DEVELOPED A NEW AND
IMPROVED RELATIONSHIP
WITH FOOD...

52% APAC

35%

2020

45%

2023

ADDITIONAL SOURCE(S): Youth in Pandemic II: At-home Experiences, 2020

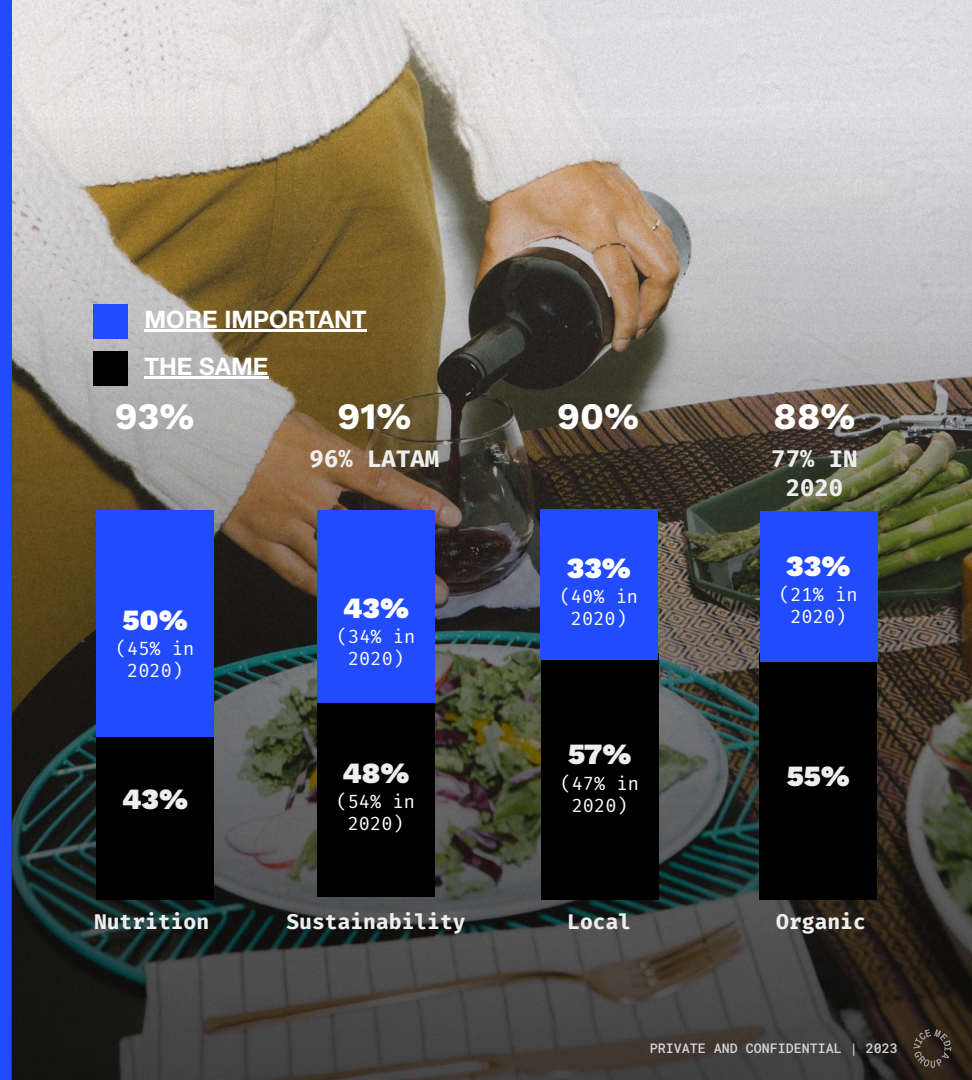
Youth have developed a healthier diet

*They describe their relationship with food as **nutritional and/or altered.**

It's not just the nutrition that makes their food more meaningful, but also the values of what ends up on their table

Q: Think about the way you've purchased/prepared food since the pandemic. Have any of the following become more or less important to you?

ADDITIONAL SOURCE(S): Youth in Pandemic II: At-home Experiences, 2020



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PROVOCATIONS



PLAY WITH YOUR FOOD

Food is not just function, but fun. It has become an accessible way for people to experiment, express and get creative. **Where you can infuse inspiration and encourage experimentation for this new approach to meal time?**

COOK UP CONNECTION

Food has always been a means to connect with others. In a time where people were so disconnected, we doubled down on the ways in which food helps us connect with those close and those far and those from other cultures we don't know yet. **How can you create opportunities for youth to connect over meals and learn more about themselves and others?**

RE-IMAGINE THE NUTRITION LABEL

As health and wellness became a greater focus in our lives during the pandemic, our approach to nutrition changed along with it. The definition has expanded to include not just the ingredients but the source, the process, and the sustainability. **How can you help young people make healthier choices for themselves and the planet?**



THANK *YOU*

VICE MEDIA
GROUP