

ANALYSIS OF FOOD PREFERENCES OF THE X, Y, Z GENERATIONS

Nutrition is one of the key components of life, and food preferences are one of its biggest factors. Over time, not only do eating habits change, but also the food itself. People born in different periods of the last century are formed into generations. Generations are united by their lifestyle, attitude to technology, progress and have a clearly defined position towards themselves and society. As a result, generations X, Y and Z have different attitudes and eating habits. Today, there is a lack of information on a clear understanding of the impact of food preferences on the formation of diets of the world's main working population, but it is clear that nutrition is inextricably linked to the health and strengthening of labour reserves of many ethnic groups.

Generation X (people born between 1965 and 1980) were the first to transform their eating habits towards a healthier diet. Unlike the previous generation of baby boomers, Generation Xers are more likely to refuse fast food and prefer fruit and vegetable dishes. According to HealthFocus International [1], more than 50% of Generation X-ers are able to create healthy diets.

Generation Y (people born between 1981 and 1996) is the most conscious generation in choosing products and processing methods. They pay attention to the quality and origin of their food and prefer organic and farmed products. According to Euromonitor International [2], the majority of Generation Y seek to buy products with a “clean label” or “organic” product. We have noted an important detail that almost no one has paid attention to. Generation Y consumes more protein than others [3], which contributes to their muscle strength and healthy organs and organelles.

Generation Z (people born after 1997) is the most technologically advanced generation, which is reflected in their food preferences. According to Technomic [4], Generation Z prefers to order food online after carefully analysing reviews of the manufacturer or supplier, and they consume healthier snacks based on nuts and dried fruit. We believe that such healthy eating habits are related to this generation's

greater awareness of the principles of proper and healthy eating, achieved through the processing of accessible and useful information from online content.

Thus, we note that Generations X, Y and Z have different food preferences, but common features in the formation of their diets. For example, the awareness of all three generations of the health and environmental benefits of plant-based food has formed their tendency to increase consumption of plant-based food: fruits, vegetables, and herbs.

In addition, all these generations prefer products with a “clean label”, without the addition of artificial colours and preservatives. This indicates that all of these generations want to be healthy through healthy eating.

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STEAM-EDUCATION IS A PROMISING AREA FOR THE DEVELOPMENT OF ENGINEERING AND TECHNICAL SCIENCES

Our world is becoming faster, more intense, high-tech and non-standard every day. The new challenges of a dynamic world pose difficult tasks for education: learning should be more interesting than other hobbies, knowledge should be practical and meet modern requirements, learning should be in an interesting form and should have a logical conclusion with obtaining a good job. Over the past few years, many different teaching methods have been developed, among which STEAM-education is one of the most effective.