

Diving Into Digital Food Life

Over the past two decades, digital life has become central to how consumers discover, cook, and shop for food. Visual and video-driven platforms like TikTok are reshaping the way people find inspiration daily.

In fact, **41%** of all adults have used TikTok as a search engine—jumping to **64%** among Gen Z—showing a clear shift toward immersive, social media-driven discovery.

When searching on TikTok, consumers look for:



36%

new recipes



34%

DIY tips



26%

product
recommendations



22%

health tips



19%

new restaurants

This dynamic shift highlights the growing importance of integrating food culture and digital culture. Discover how to connect more meaningfully with today's digitally engaged consumers in our upcoming [Food & Technology 2025: Digital Food Life 2.0](#) report.

Source: *Food Sourcing in America 2025: Fragmentation and Focus*