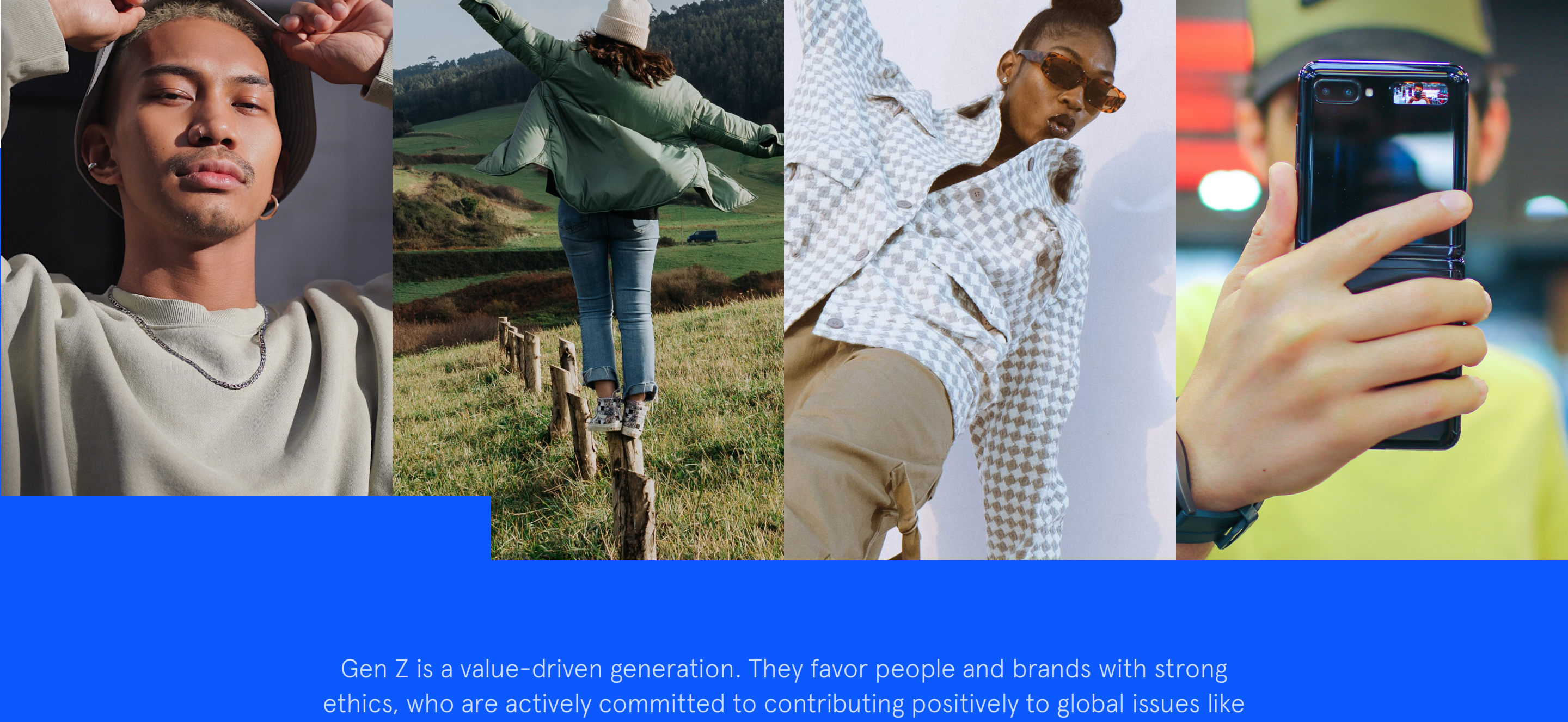


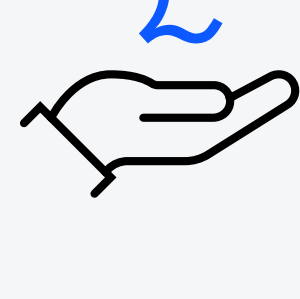
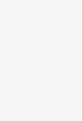
MEET GEN Z

Born between 1997 - 2012

A new generation is shaping retail. Gen Zs are digital natives, preferring digital communications and spending an average of three hours on social media every day, not just to connect with others but also for entertainment and shopping-related activities. Born in the digital age, their journey between the online and offline worlds is seamless and is part of everyday life, to the extent that when the line between the two is too defined it causes a disruption not dissimilar to that which Gen X experienced as digital solutions began to appear in a traditionally offline era.

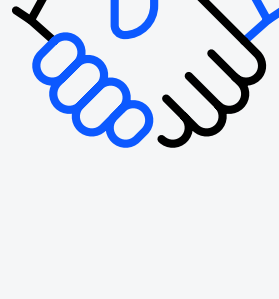


Gen Z is a value-driven generation. They favor people and brands with strong ethics, who are actively committed to contributing positively to global issues like climate change, diversity and inclusion. This cohort values transparency and craves genuineness and true connection with individuals and businesses they can trust.



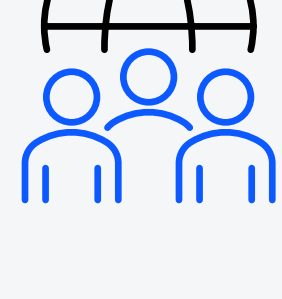
They have the fastest-growing income, expected to reach \$33 trillion by the end of the decade

(Euromonitor).



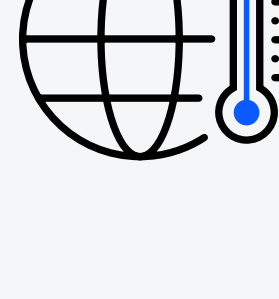
60% of Gen Z prefer brands that represent diverse and minority identities

(The Drum).



Gen Z accounts for a third of the global population

(The Drum)



Climate change is the greatest concern of Gen Z

(Deloitte).

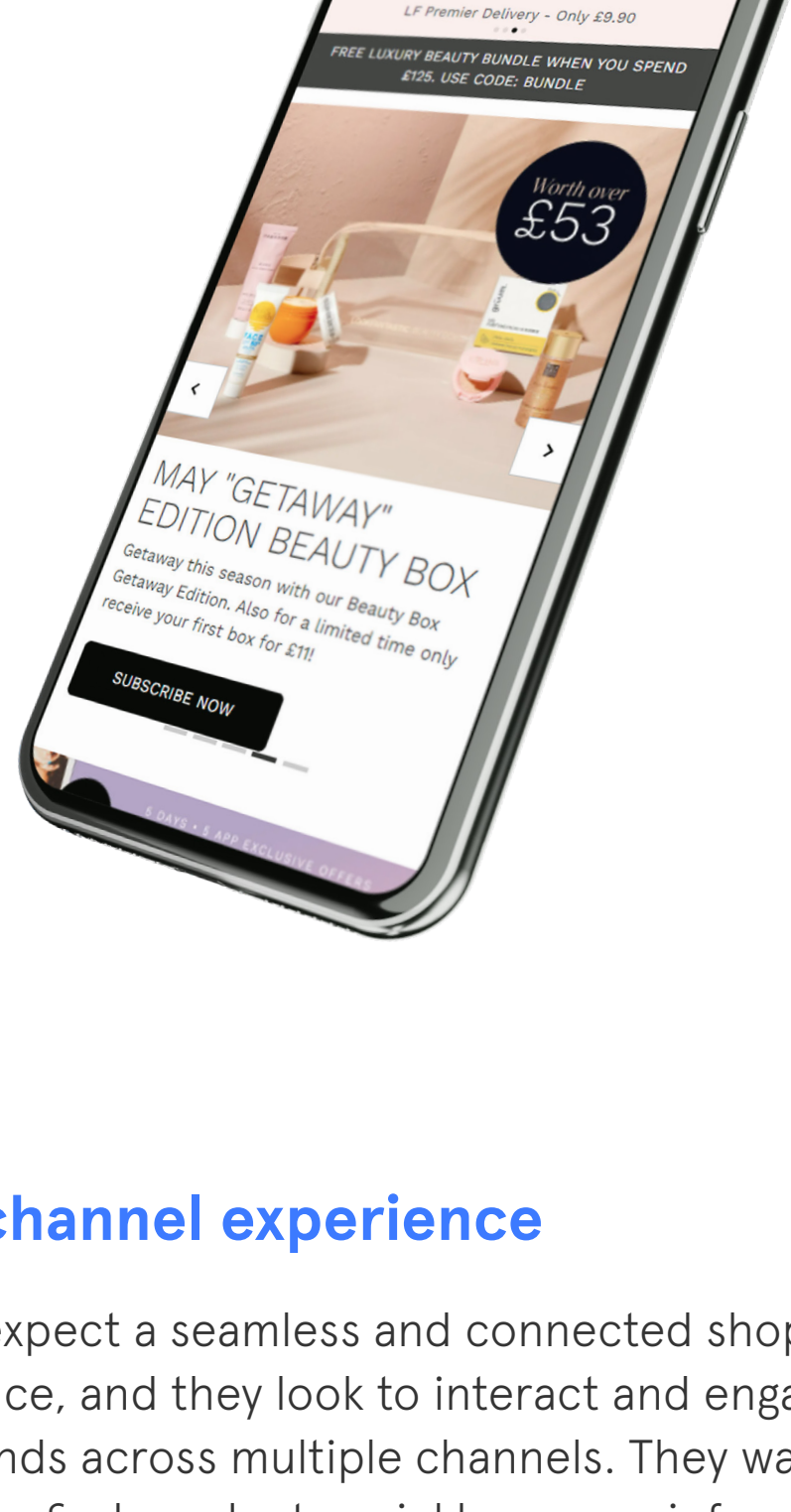


WHAT DOES GEN Z EXPECT FROM BRANDS?



Personalization

Gen Z desire unique shopping experiences tailored to them. They value brand promotions and products that recognise their unique identities and match individual needs and priorities. In a recent survey, 65% of Gen Z shoppers said that rewards programs influenced their choice of where to shop (cdn.rnf). As a result, more brands are looking to better understand these preferences, leveraging machine learning and artificial intelligence (AI) to collect key data. As Gen Z's willingness to share personal data increases, brands can use that data to create more authentic, customized shopping experiences to foster brand loyalty and engagement.



Innovation & technology

Another key preference for Gen Z is accessing innovative technology solutions that both empowers buyers and enhances shopping experiences. For example, 54% of them are keen to use virtual reality (VR) and augmented reality (AR) tools that allow them to try products remotely. Similarly, 44% of Gen Zs are interested in using AI chatbots and robotic technologies, often opting to communicate with companies via live chats. Many retailers are leveraging AI to gather first-party data to quickly test and launch innovative products into new markets ahead of competitors, with AI solutions also enabling the implementation of functionalities like location-based marketing and visual search, that are growing in popularity among Gen Z.

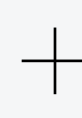
Omnichannel experience

Gen Zs expect a seamless and connected shopping experience, and they look to interact and engage with brands across multiple channels. They want to be able to find products quickly, access information easily and choose their preferred payment methods. This is driving retailers to blend the online and offline customer experience and provide a seamless journey across all marketing channels that will help them to achieve higher customer satisfaction. For instance, offering services like buy online pickup in store (BOPIS), buy now pay later, curb side pickup and sub-subscription services is key to providing customers with a smooth digital experience.

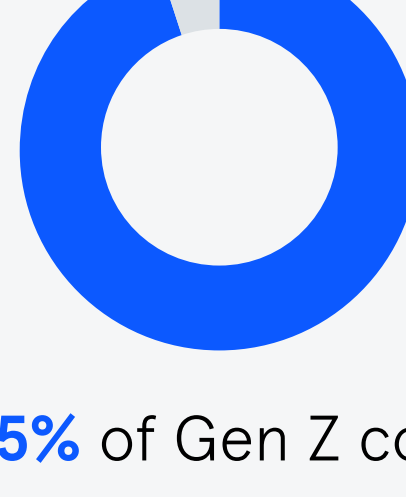
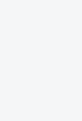


Sustainability

As a generation with strong values and convictions, Gen Z look for brands that are aligned with their values and that are transparent and authentic in how they honour them. A top of this value list lies diversity and inclusivity, along with climate change as their number one concern. They shop with brands that are actively involved in looking after the environment and are willing to pay more for eco-friendly products and sustainable packaging (GWI).

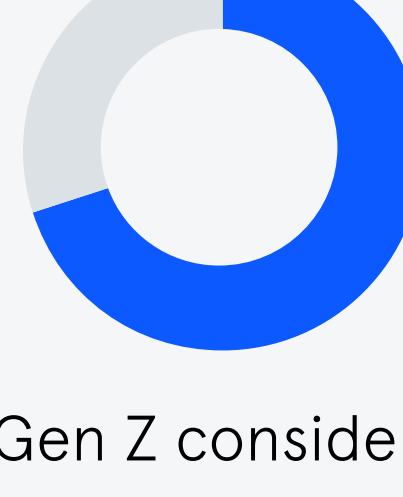


HOW DOES GEN Z ENGAGE WITH BRANDS?



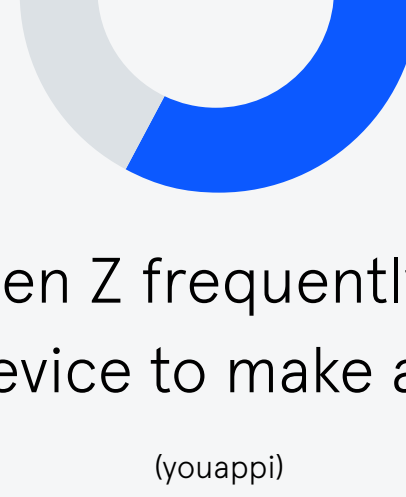
About **95%** of Gen Z consumers use social media to connect and engage with brands

(Insiderintelligence)



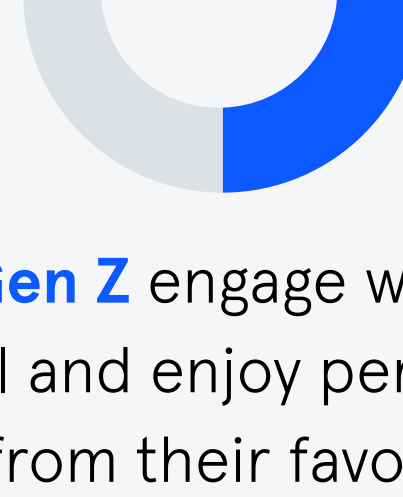
70% of Gen Z consider product videos and photos highly helpful when making purchasing decisions

(Insiderintelligence)



58% of Gen Z frequently use their mobile device to make a purchase

(youappi)



Half of Gen Z engage with brands via email and enjoy personalized messages from their favourite brands

(retailtouchpoints)

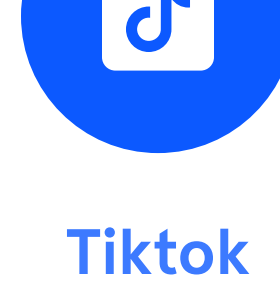


SOCIALIZING - THE GEN Z WAY



Instagram

A firm favorite among younger age groups, the majority of Gen Z uses this platform to discover new products and brands.



TikTok

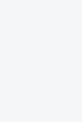
The ByteDance app is a key destination for entertainment, where Gen Z goes for fun and light-hearted video content.

(YPulse)

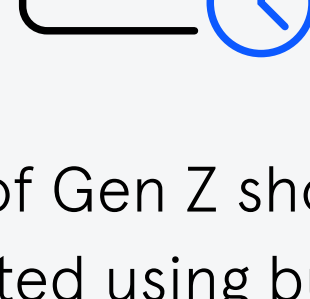
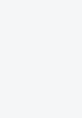


Youtube

Google's video portal is the go-to platform for engaging with vloggers and watching informative video content such as tutorials.

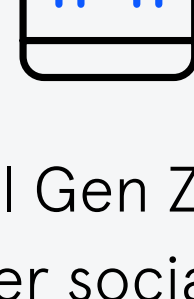


SOCIALIZING - THE GEN Z WAY



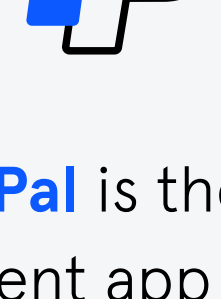
24% of Gen Z shoppers reported using buy now pay later options to avoid revolving debt.

(OliverWyman)



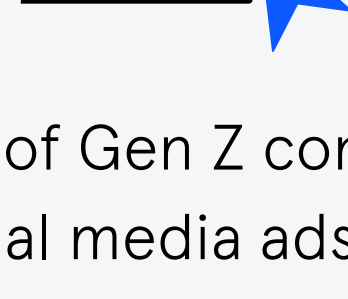
92% of all Gen Z shoppers consider social media influencer recommendations as the most important driver of purchase decisions online.

(businesswire)



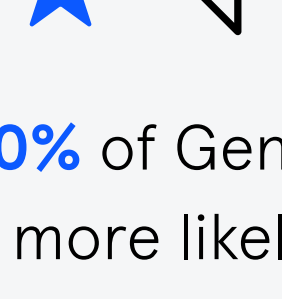
PayPal is the top payment app across all generations, including Gen Z.

(eMarketer)



55% of Gen Z consider social media ads one of the most persuasive channels influencing their buying decisions.

(Adobe)



80% of Gen Z are more likely to purchase a product that has at least 1,000 online reviews.

(OliverWyman)

Crafting a positive retail experience for Gen Z

To discover more about Gen Z's preferences and purchasing habits, [download our report now!](#)