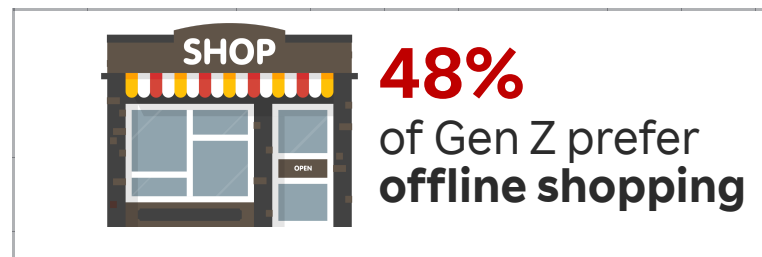
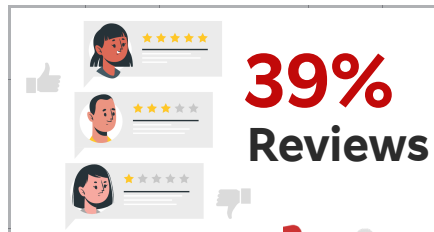


The Next Generation of Buyers: Gen Z

When **researching before making a purchase**, Gen Z primarily relies on:



Top 3 categories Gen Z plans to **increase spend on** in the next 5 years



Top 5 deciding factors to buy a product



Gen Z takes Social Responsibility

TOP 5 SOCIAL ISSUES GEN Z CARES ABOUT

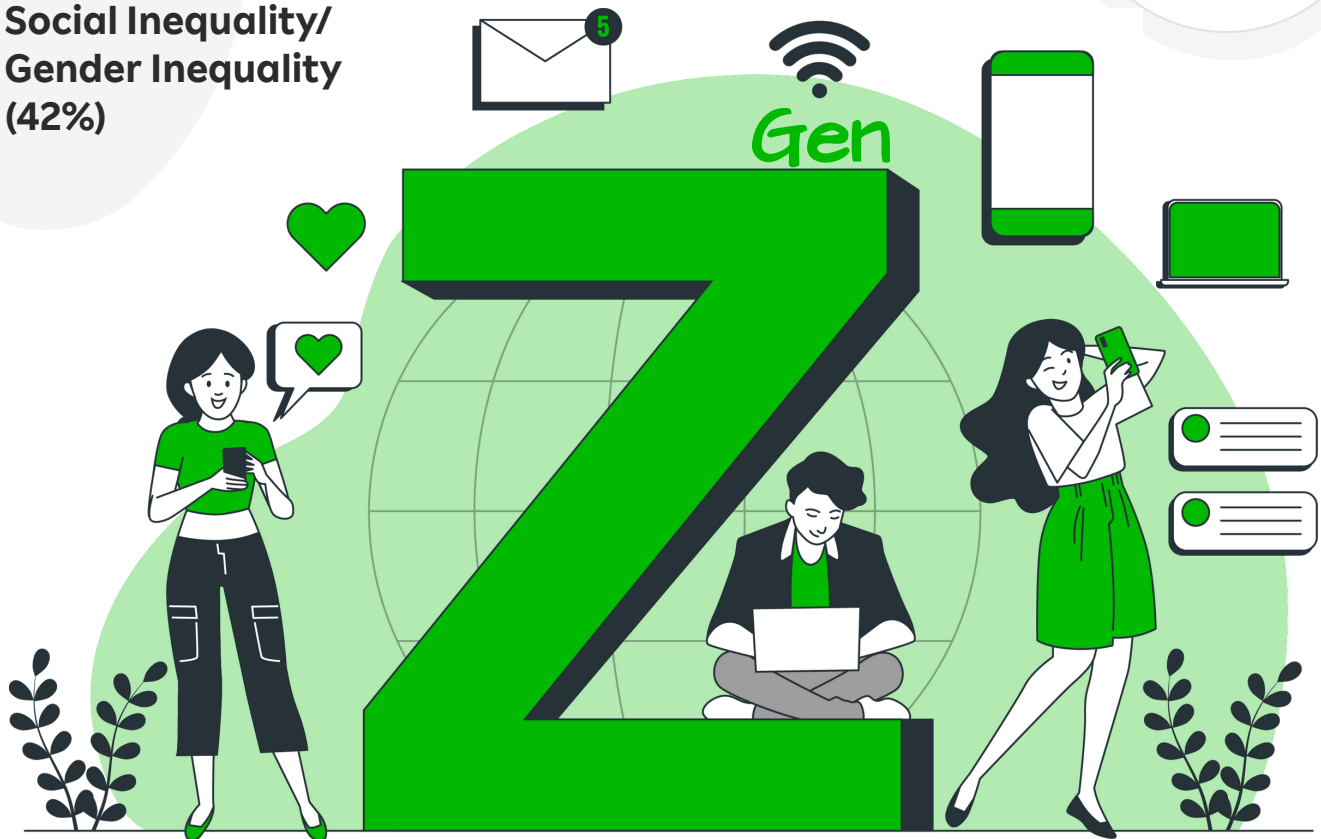
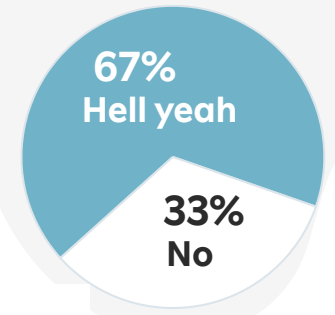
- ♥ Racism (55%)
- ♥ Climate Change (46%)
- ♥ Health Care (43%)
- ♥ Economic Issues (43%)
- ♥ Social Inequality/ Gender Inequality (42%)



88%

find it important that brands care for social issues

Would you buy from brands that have different ethical values than you?



INTERESTING FACTS

Top 5 Social Issues to get involved in:

- Racism (37%)
- Climate Change (32%)
- Gender Inequality (30%)
- Health Care (28%)
- Social Inequality (27%)

Who identified as non-binary (no gender identification) is twice as interested in social issues, as the binary gender.

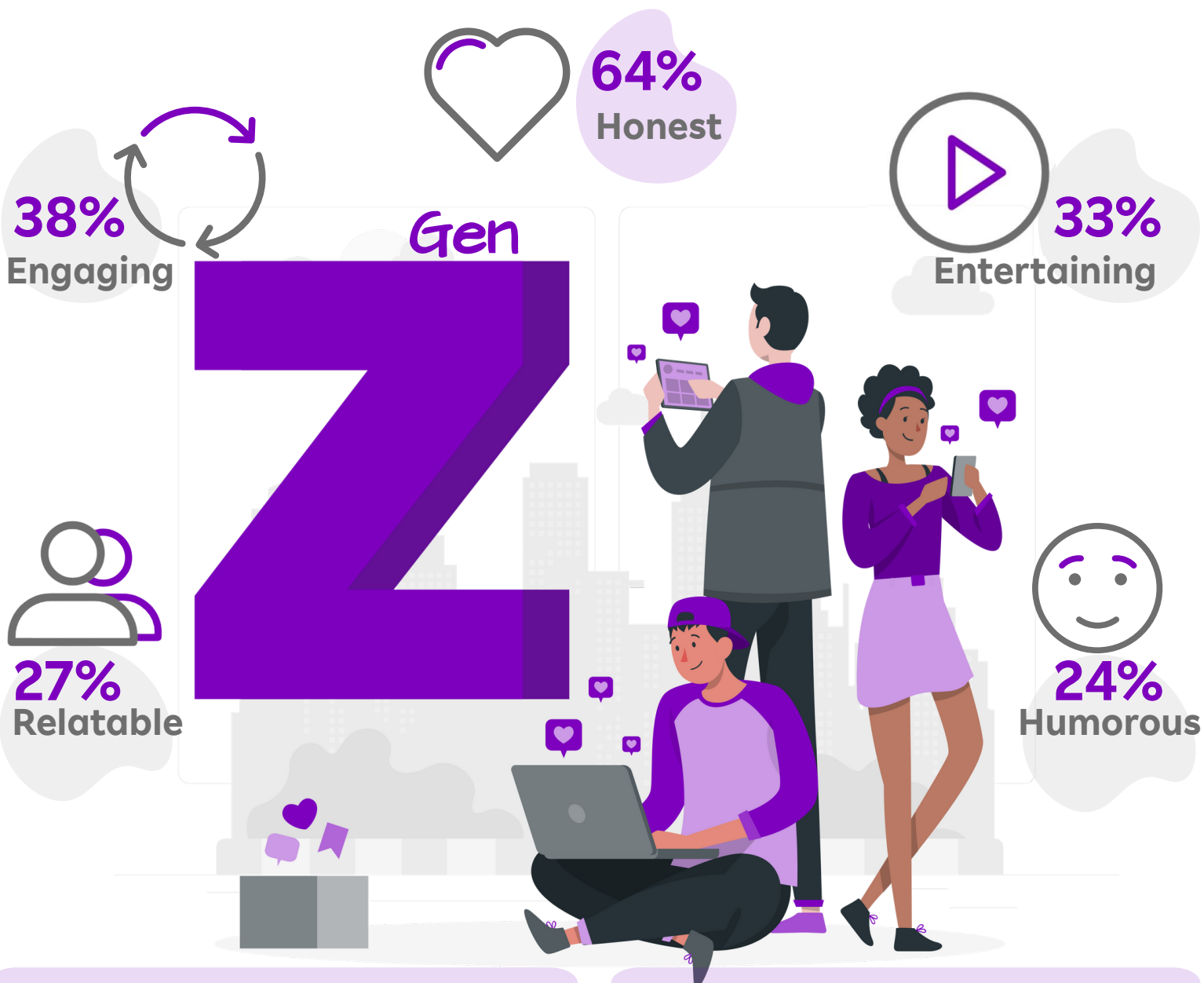
60% of Non-binary care for social issues, while it's 40% of women, and 34% of men.

How should brands contribute to social causes?

- Donate to charities (59%)
- Public statement about purpose and ethics (55%)
- Inclusive marketing (in favor of the non-binary group) (42%)

Under the influence: How Gen Z perceives influencers

Most valued qualities in an influencer according to Gen Z:



Least important qualities in an influencer

- 10% Responsive
- 11% Humble
- 12% Consistent

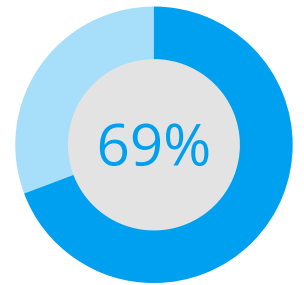
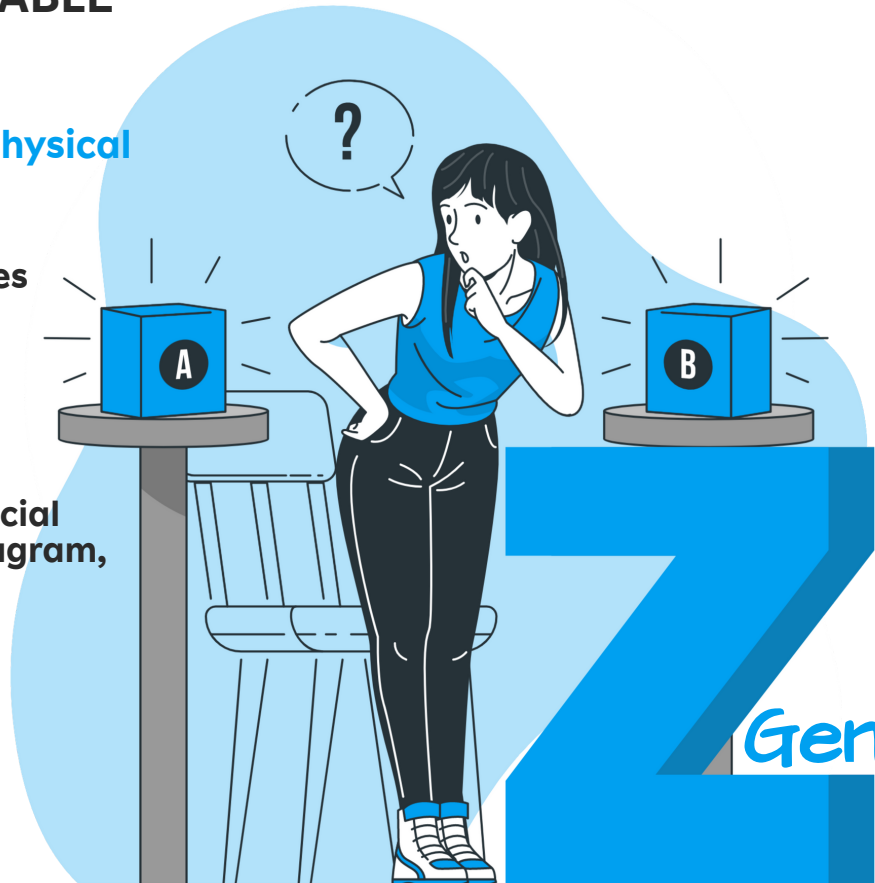
Who creates trends?



Gen Z - The Rise of Sustainable Shopping

TOP 5 PLACES TO SHOP FOR SUSTAINABLE PRODUCTS

- 48% Offline in physical stores
- 35% Online on marketplaces
- 33% Online from brands
- 33% In apps
- 14% Online on social media (Instagram, Facebook)



69% of Gen Z finds sustainable shopping* relevant

*e.g. second hand, conscious brands

TOP 3 PRIORITIES WHEN BUYING A PRODUCT



92%
Price



89%
Quality

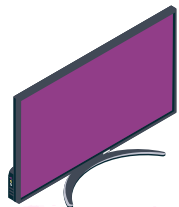


68%
Design

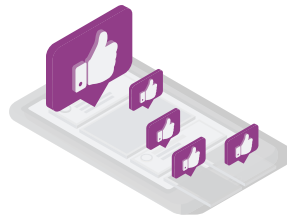
Gen Z is a **price-conscious group of buyers** - although 69% of respondents state that **sustainable shopping is important** to them, the priorities when making a purchase decision are clear: **price, quality, design** - followed by sustainability and brand image.

How to Reach Gen Z through Promotion and Ads

Most effective advertisements formats to reach the next generation of shoppers



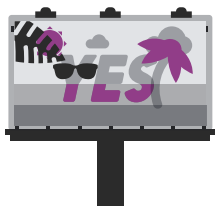
49%
TV Ads



62%
Social Media Ads



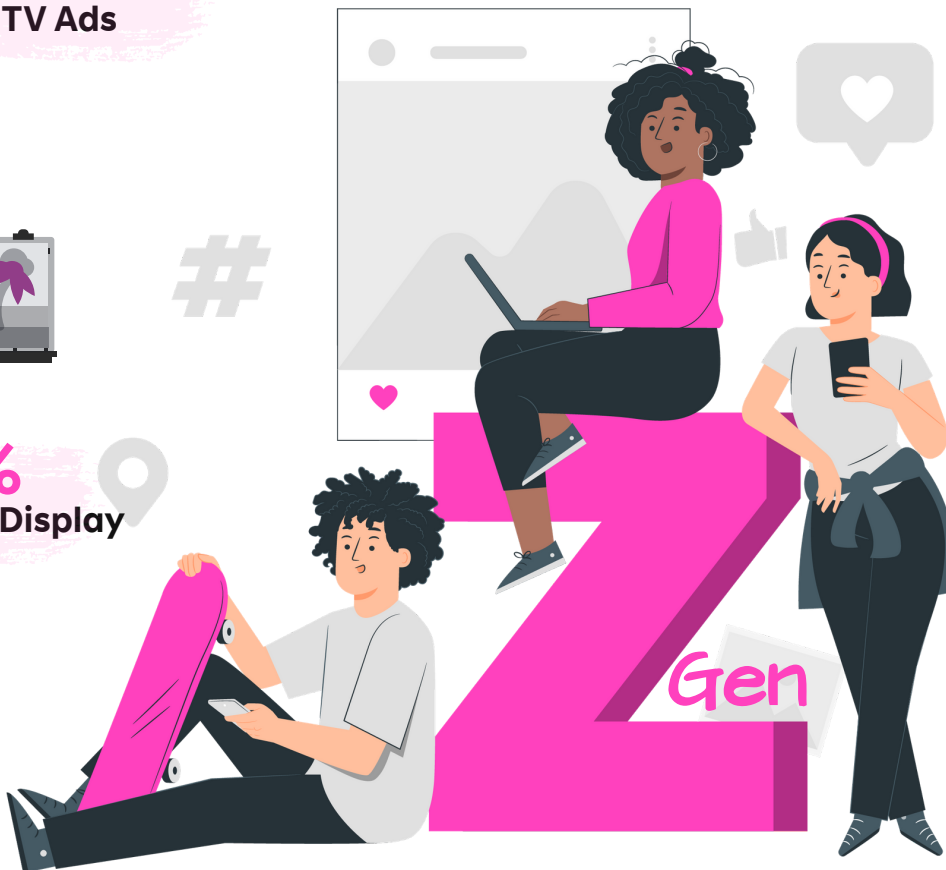
32%
Online Display Ads



32%
Digital Display Ads



20%
Cinema Ads



Most authentic



Social Media Ads



TV Ads



Digital Ads

Least authentic



Radio Ads



Newsletters



Print Ads

How should an ad be designed in order to create a connection to the Gen Z consumer?

Ads should be **educational**: present hard facts of the product or service.

Ads should **create an emotional connection**.

Ads should be done **in cooperation with celebrities or influencers**.