

# Prepare for Continued Disruption

The behaviors of millennial consumers took many marketers by surprise. Accordingly, teams are now revving up to really understand Gen Z before the full impact of their spending power takes effect. Not only is Gen Z the most diverse generation to date, they have never known a world without internet. Those two elements are enough to disrupt plenty of marketing strategies, but there are a few other surprises afoot. Below, we highlight data points that brands need to consider now, from being mobile-first, to securing seamless shipping, to abstaining from photoshop.



## MAJORLY MOBILE

There will be

**2.56 billion**

Gen Z globally by 2020



**98%** own a smartphone



**55%** of U.S. Gen Zers are on their phone for 5+ hours daily

## READY TO SPEND ... PRAGMATICALLY

- U.S. Gen Z consumers spend an estimated **\$143B** annually
  - Expect this number to grow remarkably when they are financially self-sufficient
- **78%** seek and purchase affordable products
- **Half of U.S. Gen Zers** aged 18-23 report having started saving for a home. They view that savings as more important than preparing for a wedding, shopping, or travel



## SPENDING WITH SUPPORT

Even the older range of this segment (22-year-olds) are still mostly dependent on their parents

**37%**

of 18 to 22-year-olds cover all purchases for themselves

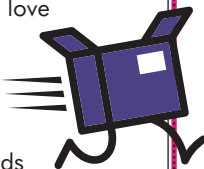


## THE NEED FOR SPEED

Gen Z consumers love fast shipping

**58%**

of 18 to 20-year-olds surveyed even said they would pay upwards of \$5 for 1-hour deliveries



## SEE YOU IN-STORE

- Over **two-thirds** said they prefer to purchase in store
  - Gen Z views retail as a social time: 44% noted that shopping with friends motivated their in-store experience
- The Gen Z expects retail to be truly omnichannel; they want e-commerce to support brick-and-mortar and will enter stores with a precise product in mind after researching on Instagram

## REAL INFLUENCE

**77%** of Gen Z like ads the "show real people in real situations. Authenticity wins over photoshop



They are highly influenced by their **(real)** friends and will offer recommendations right back