

# The Emerging Gen Z Powerhouse



# Who is Generation Z?



**2.6 BILLION**  
MEMBERS GLOBALLY



**60 MILLION**  
LIVING IN THE U.S.

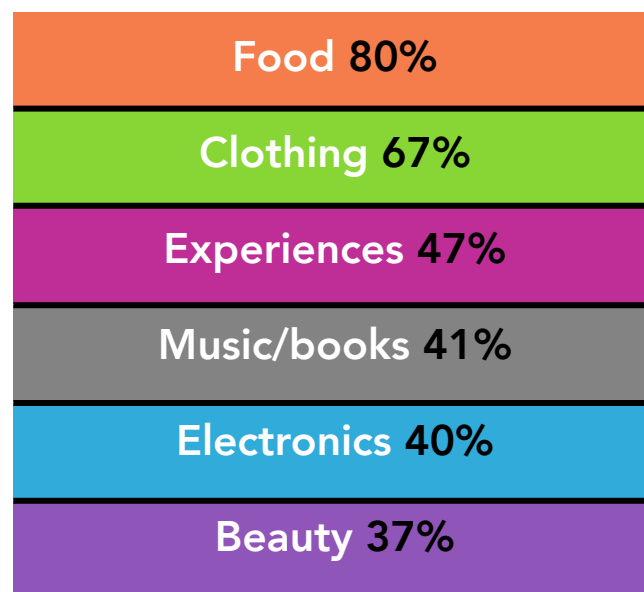
- Carry on-hand 5 devices
- Very short attention span of “7 seconds”
- Spend 7.6 hours a day socializing
- Like vintage brands
- Like to be connected to humans
- Personalization equals brand trust and loyalty
- They like to experience vs. accumulate
- Perform research online

Although smart phones keep them well informed, they don't keep them back from brick and mortar. Generation Z wants the satisfaction of trying it, seeing it, and having it.



# How Gen Z Spends Money

They are decisive on where they spend money each week:



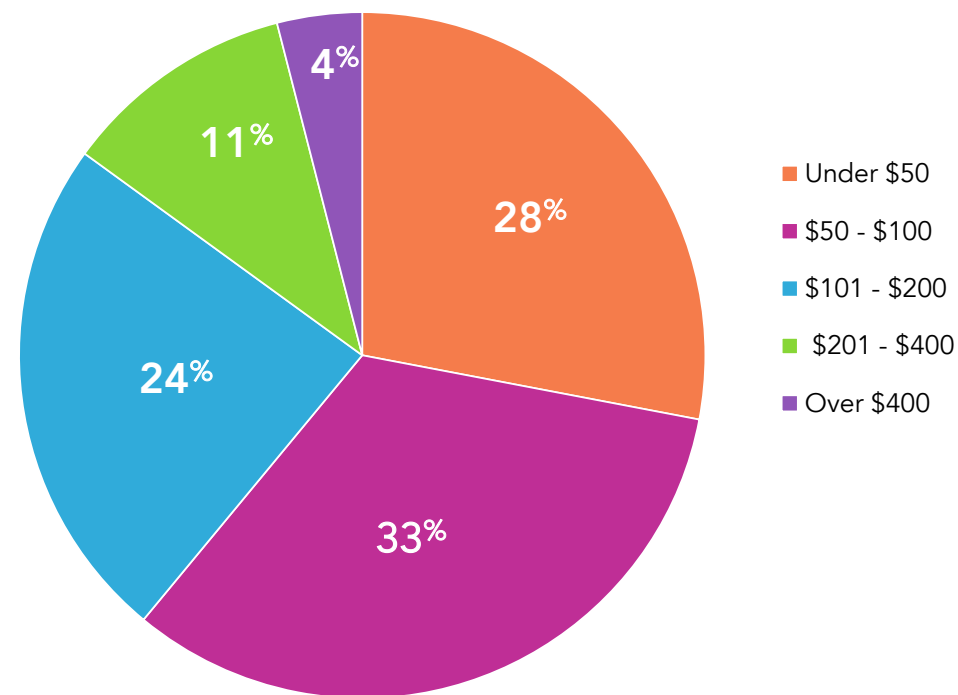
62%

say their parents give them an allowance

24%

have part-time jobs

Spending habits and preferences of today's teenagers



# Gen Z is the Driving Voice in the Household

Categories Gen Z says they have  
the most influence in the household

Clothing 93%

Footwear 91.4%

Products purchased for me 91%

Beauty 71%

Phones 74.9%

Accessories 70.7%

Restaurants 70.6%

Jewelry 57.3%

Categories parents are most  
influenced by Gen Z

Clothing 86%

Footwear 79%

Games 77%

Restaurants 57%

Phone 51%







Beauty 46%

Jewelry 40%



# Gen Z Spends Most of Their Time on Facebook and YouTube

Over 90% average **3 OR MORE APPS** running throughout the day

						
Daily	54.7%	50.4%	35.8%	35.7%	25.1%	14.7%
Weekly	26.9%	16.4%	20.7%	19.4%	19.2%	26.9%
Monthly	7.4%	4.0%	4.9%	6.1%	4.9%	7.4%
Never	6.4%	22.9%	34.5%	34.5%	43.9%	6.4%



# The Influence of Social Media in Shopping

FRIENDS

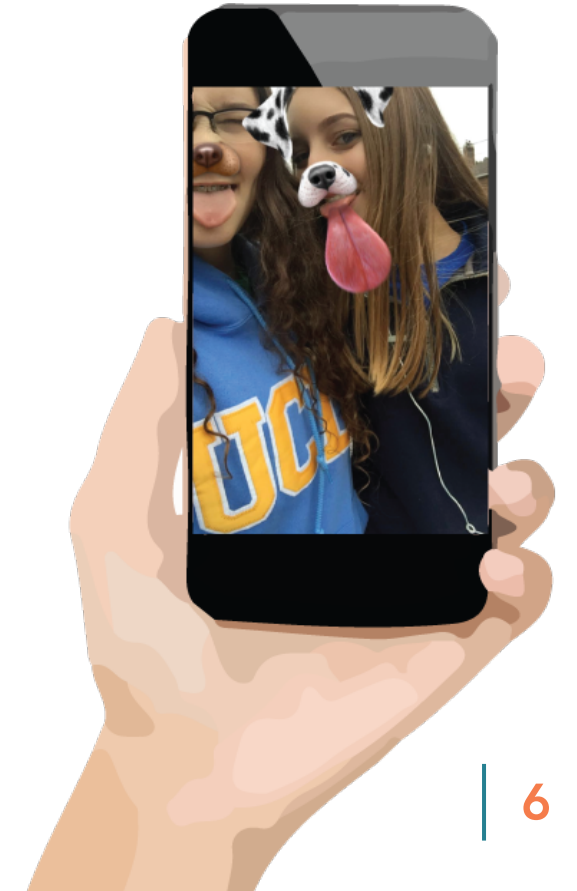
94.7%

BLOGGERS

87.1%

TOP MODELS

42.2%



# Friends Influence Gen Z's Purse



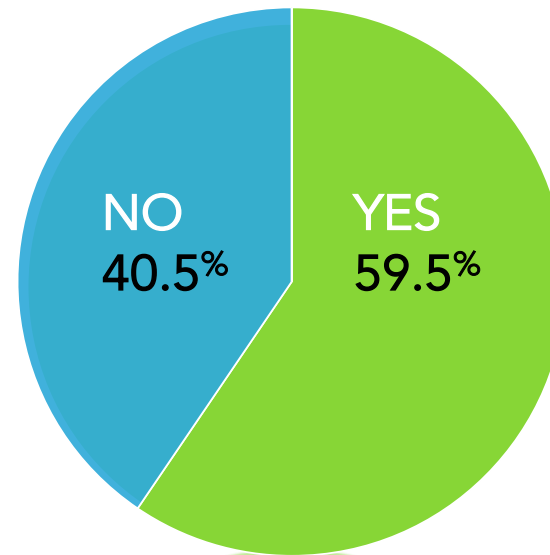
**51.1%** of Gen Z share pictures via networking, await friends' opinions

Only **20%** share with parents

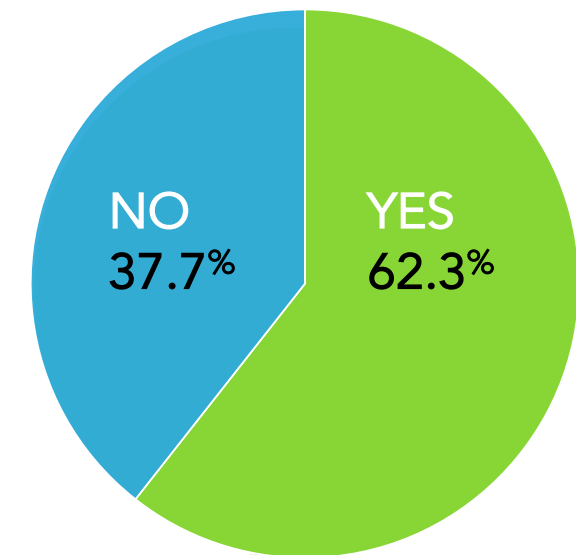
Parents rely on children over **60%**, share pictures with them

**70%** go shopping with friends, **50%** with parents

Influence on making a purchase



Influence on returned clothing





# Amazon Voted Most Popular Site

## MILLENNIALS

67% of Millennials place an order once a month

VS

## GEN Z

50% of Gen Zers place an order once a month

Most popular sites:

79% **amazon.com**

35% **ebay**

Generation "Z" are driving the Millennials to malls (50% shop with parents)  
Generation "Z" use the Internet to research products and sales vs. purchase





## But, Gen Z Prefers to Shop In-Store



**72%** Go to a mall  
once a month

**30%** Go every  
2 weeks

**50%** Visit 3–5  
stores



**61%** say technology, like magic  
mirrors to share images, are  
important to their experience

**57%** go to the mall with a  
clear intention to buy

**56%** spend more than 90  
minutes during their visit



# Most Important Tech For Gen Z: Wi-Fi



Over **90%**

say a strong **WI-FI** signal is important to them



**63.8%**

of Generation Z say they would use **STORE APPS** to pay in-store





# Gen Z Responds to Social Pressures and Digital Tactics

Items in window **91%**

Where friends shop **89%**

Sales and coupons **85%**

Website **79%**

Interactive videos **77%**

TV **72%**

Social media messages **63%**



# How to Reach Gen Z

1

Depict them  
as **DIVERSE**  
(ethnically, socially,  
fashionably)

2

Communicate  
more frequently  
in short bursts  
using content:  
Talk to them in  
**IMAGES, EMOJIS,**  
and **VIDEOS**

3

Allow them to  
**PERSONALIZE**,  
give them control  
and preferences

4

Talk to them  
about **VALUES** and  
**SOCIAL CAUSES**

5

Use **REAL PEOPLE**  
to market your  
brand





# Thank You

Farla Efros, President HRC Retail Advisory

