

_ CONSUMER INSIGHT 2015**GENERATION Z**

La Petite



CUIDADO CON EL MUNDO, LA GENERACIÓN Z ESTÁ DECIDIDA A CAMBIARTE. UNA CONEXIÓN DE POR VIDA CON LA TECNOLOGÍA ESTÁ CREANDO UNA GENERACIÓN QUE PREFIERE LA ESTABILIDAD PROFESIONAL A LOS ALTOS SALARIOS, EL ACTIVISMO A LA FIESTA Y LA COMIDA FRESCA A LA COMIDA RÁPIDA, Y TIENE OCHO SEGUNDOS PARA CAPTAR SU ATENCIÓN.

- Muévete sobre los Millennials, la Generación Z está dando paso a un 'tsunami de población'. Con estimaciones actuales de 2 mil millones a nivel mundial, este grupo demográfico está programado para ser el grupo de consumidores más grande del mundo en 5-7 años.
- Visto como el grupo demográfico más tolerante hasta la fecha, muchos Gen Z-ers se identifican como pluralistas y creen que la existencia de diferentes tipos de culturas, creencias y opiniones dentro de una sociedad es vital y buena.
- Apodados Clicktivistas, utilizan la tecnología para causas sociales y claman por justicia, y están cambiando constantemente la cara del activismo.
- La Generación Z tiene 'filtros de ocho segundos altamente evolucionados' y la investigación sugiere que sus cerebros han evolucionado para procesar más información a velocidades más rápidas, y son expertos en manejar desafíos cognitivos más grandes
- La generación Z está madurando mental y físicamente más rápido que las generaciones anteriores, pero esto puede estar alimentando una obsesión poco saludable con la apariencia física



Supre

“ GEN Z ARE REALISTS,
THEY’VE GROWN UP IN
A WORLD FILLED WITH
CONSISTENT REMINDERS
OF WHAT IS WRONG AND
WHAT NEEDS TO CHANGE.
MILLENNIALS GREW UP AS
OPTIMISTS, CONSTANTLY
TOLD THEY ARE SPECIAL
SNOWFLAKES AND
DESERVE THE BEST THE
WORLD HAS TO OFFER ”

- LANCE SHIELDS,
CHIEF EXPERIENCE OFFICER, [IID](#)



Internet Marketing Inc.

THE POPULATION TSUNAMI

Based on the growing monikers used to describe the generation that follows Millennials, they could be dubbed 'the multi names'. While dispute rages over parameters, the post-Millennial generation are loosely defined as those born in the mid-90s to 2010. Sometimes referred to as iGens, Digital Natives or the Conflict Generation, the most widely used and globally recognised name is Generation Z (Gen Z).

While the name debate rages on, marketers, researchers and analysts agree that Gen Z is "first and foremost a population tsunami" with current estimates at 2 billion Gen Z-ers globally. Euromonitor International's 2011 Strategy Briefing details record growth in both emerging and established economies: more than a quarter of America's population belongs to Gen Z (25.9% compared with 24.5% Millennials); as of 2009, India and China counted the largest numbers of teens and tweens with 286 million and 215 million respectively, and Brazil counts 41 million Gen Z-ers. In the Philippines, Egypt, Saudi Arabia and South Africa, 8-19 year-olds represent one quarter or more of the population, making them "potentially very important consumers of the future".

Current estimates by Fitch Media suggests that Generation Z will grow to be the single largest group of consumers worldwide within the next five to seven years.



Tinta adolescente



Introducción NYC



Tinta adolescente

THE PLURALISTS

Childhoods rooted in the post-9/11 world and global recession, added to a lifelong connection to technology, have helped to make Gen Z the most tolerant demographic within a new era of blended identities where race, gender



helped to make Gen Z the most tolerant demographic within a new era of blended identities where race, gender, religious beliefs, socioeconomic status and ethnicity are increasingly blurred. As traditional identifiers collapse at

accelerated rates, many Gen-Zers identify as Pluralists: "a person who believes that the existence of different types of people, beliefs and opinions within a society is a good thing".

The increase in **multiracial unions** in the US is astonishing and has increased the multiracial youth population by 50% since 2000. The rise of **The Unhyphenated** is growing right across the globe.

Gen-Z believes firmly in equality. Seventy-three percent believe in marriage equality in the US, 74% believe in equal rights for transgender people, and nearly two-thirds say their generation is pushing the boundaries of what it means to be feminine and masculine.



What I Be Project

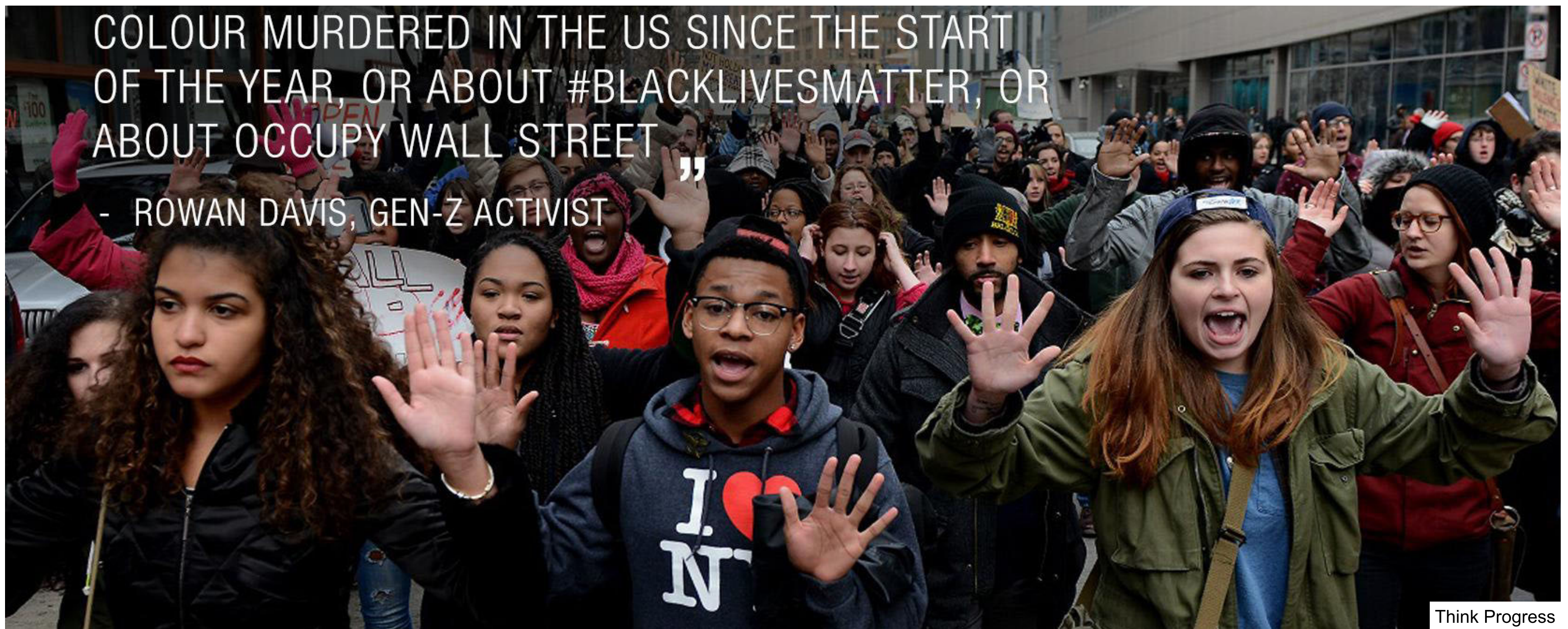


What I Be Project



I Am Not A Joke





CLICKTIVISTS

From protesting preschoolers to ABC books depicting feminist activists, Generation Z are highly motivated to change the world: according to a study by marketing agency Sparks & Honey, 60% say they want to have an impact on the world, compared with 39% of Millennials. They are outpacing other generations in volunteer work, with roughly one in four (26%) currently volunteering.

As highlighted in *The Vision S/S 17 – Digital Wave*, Gen-Z activists are tech-savvy, utilising social media channels to further increase attention around their causes. Most importantly, social media allows for quicker response times for organised protests, rallies and marches. Whereas 10 years ago it took weeks to organise protests, Gen-Z are able to gather together at the swipe of a smartphone, earning them the nickname of "clicktivists".



Emerging Gen-Z activists worth following include Sophie Houser, 17, and Andrea Gonzales, 16, creators and coders of the popular game **Tampon Run** created to help break down taboos surrounding menstruation, and **Logan LaPlante**, 15, an advocate for DIY education whose 2013 TED Talk, Hackschooling Makes Me Happy, has surpassed 5 million views. Additional inspirational Gen-Z activists [can be found here](#).



Black Lives Matter



Think Progress



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Think Progress

THE 8-SECOND FILTER

A common myth about Generation Z is that they have a limited attention span. The reality however is that Generation Z-ers have 'highly evolved eight-second filters'. As the first generation raised on technology, [research suggests](#) that their brains have evolved to process more information at faster speeds, and so are able to handle bigger cognitive challenges.

However, the same study finds that this generation severely lacks spatial awareness due to extreme screen-multitasking. While Millennials average three screens multitasking, Gen Z-ers average five: TV, phone, laptop, desktop and either a tablet or gaming device.



Gen Z is the ultimate consumer of bite-sized data and communication – emojis are a massively popular language shortcut; Snapchat, Secret and Whisper are always-on communication tools... and Facebook has been rendered passé: although it remains the largest social media network, Gen Z-ers are deserting it in record numbers (3 million teens in three years) and heading instead to Tumblr, which was the fastest growing

social media platform in 2014, with 120% growth (Facebook logged just 2%). Gen-Z consumers expressly prefer visual platforms such as Tumblr that also allow self-expression and privacy – two key priorities for this generation.

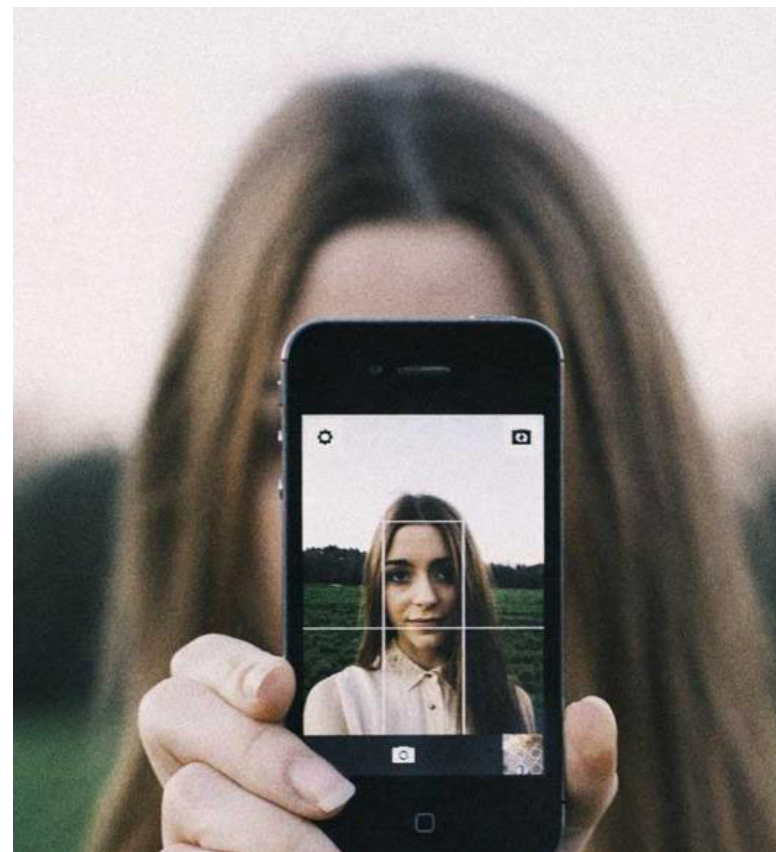


Fast Company

EYE BUYS

This generation is the most sensorily stimulated to date. They have been born in a world where touch (swiping, zooming and pinching) is the ultimate remote control and they have never lived without hi-def, surround sound and 3D.

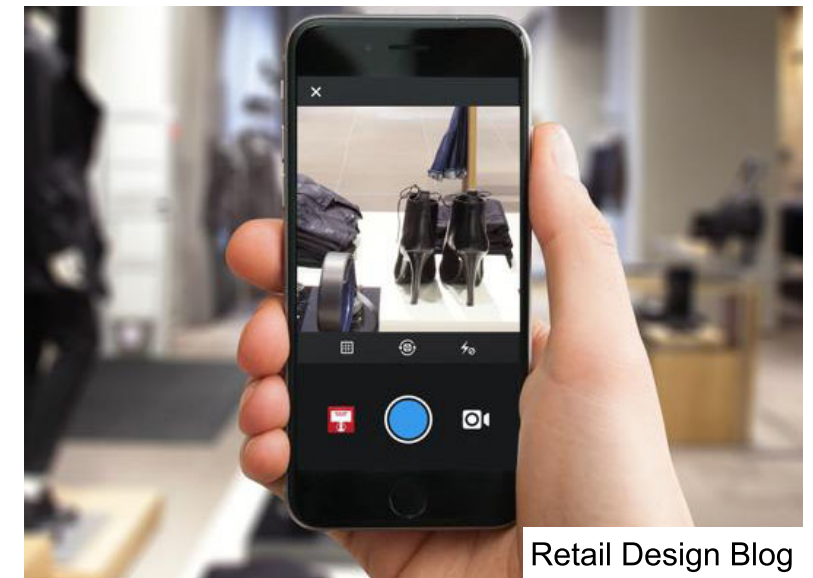
For retailers and brands, engaging this visually driven, multi-screen consumer is challenging but not impossible. According to Alasdair Lennox, creative director at design agency Fitch, brands need to reshape their infrastructure in a bid to remove silos and operate more seamlessly. He says, "The highly structured corporate silos within large retail organisations need to become more fluid and collaborative, to build future-ready infrastructures." Lennox suggests that in order to win over this consumer group, knowledge and innovation need to flow from the top down. "If the chief executive puts his or her head in the sand and says 'I don't understand these kids'.



Wired

this won't happen. As ever, great retail businesses will be driven by great leaders. They need to have a sense of who their future audience is."

This future audience relies heavily on serendipitous discovery; liking and pinning product to social media platforms such as Pinterest and Tumblr. Brands should create 'aspirational browsing' experiences that highlight the authenticity of the product and steer clear of obvious product pushes.



THE THREE ES: EDUCATED, ENTERPRISING, ENTREPRENEURS

Having been born in the 'Great Recession', the majority of Gen Z-ers are extremely concerned about financial stability and motivated to craft their own futures through higher education and entrepreneurship. In a recent [Northeastern University study](#), 63% of respondents said they want to learn about entrepreneurship in college, including how to start a business; 72% said that colleges should allow students to design their own course of study or major. Unlike previous generations, Gen Z has grown up with the ability to research and study at their fingertips, and according to [Euromonitor](#) "are smarter than ever before, with high IQs and a strong business sense learnt from playing social media games and negotiating in virtual worlds. They are calculated and practical, used to taking risks and making instant decisions."

While this generation is motivated by financial stability, they are not fixated on salary or company perks (flexible work hours, vacation time). Their top priorities are career growth (36%), fulfilling work (19%) and stability (19%). Surprisingly, the highest salary (6%) was the lowest priority. Since this generation will enter the workforce in the years ahead (Gen-Z is currently beginning to enter college), companies are advised to offer careers-focused benefits (outlined growth plans, educational tools) to attract and retain future employees.





Popular Science



Dear World

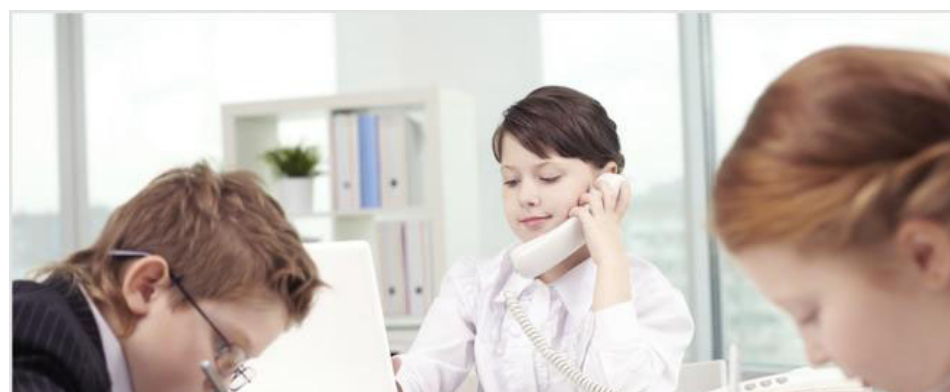


Macleans

AGE COMPRESSION

Every generation claims the next one is "growing up way too fast", but the stats show that this statement is pretty accurate for Generation Z. Gen Z-ers are maturing more quickly than previous generations, with modern childhood 'ending' at age 12. Digital natives prefer electronic gadgets (smartphones, tablets, computers) to traditional childhood toys and are ditching dolls and trucks at much younger ages. "We call this 'age-compression'. So if girls were playing with Barbies until age 12, it's probably now like 8 or 10," says Virginia Lee, senior research analyst at Euromonitor International.

While online connectivity is quickening the pace for mental maturation, the age of puberty is also starting younger, causing concern among some medical professionals. At the turn of the 20th century, the average American woman started her period between the ages of 16 and 17. Today's average age for the beginning of menstruation is 13, and nearly 10% of girls are starting puberty at 8. Rising obesity levels and higher exposure to pollution have been cited as two leading factors. For some Gen Z girls, early body maturation is driving an unhealthy obsession with physical appearance; **NPD Group** reports that girls aged 8-12 years old use an average of 4.5 different beauty products. A study by **Common Sense Media** found that 80% of American girls say they've been on a diet by age 10.



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Spelling Mistakes Costs Lives

THE HEALTHY GENERATION

As they are more aware of their physical appearance at an earlier age, it's not surprising that Gen Z have healthier eating habits, preferring organic and locally sourced foods over junk food and processed meals. The **Future of Eating** report by NPD has found that Generation Z are more likely to eat fresh, home-cooked meals than their predecessors, and projects an 11% rise in fresh food consumption by 2019.

This is a culinary-savvy consumer, one that prefers the stovetop to the microwave and considers healthy food an investment, with 41% of Gen Z-ers willing to pay a premium for 'healthier' products.

Sus paladares son más sofisticados también. Las ventas de café gourmet están reemplazando las gaseosas con cafeína como Coca-Cola y Pepsi (las ventas han bajado un 40% con los adolescentes en los últimos 10 años) para la Generación Z, y los desayunos caseros que incluyen tortillas y tostadas francesas son preferibles a los cereales fríos.

Como se destacó en el informe de perspicacia del consumidor **Little Luxuries** 2015, las industrias de restaurantes y hostelería están comenzando a responder a la Generación Z ofreciendo clases de cocina y campamentos culinarios de verano, adaptando comidas 'para adultos' para satisfacer los paladares en desarrollo y creando servicios de entrega de alimentos frescos que atender específicamente a niños y adolescentes.



Teen Vogue





Macleans



Food Savvy Kids

