

GEN Z FACTS

Entrepreneurial Mindset

With access to digital tools, resources, and a strong desire for independence, Gen Z is more likely to start their own businesses or pursue entrepreneurial endeavors at a young age. Gen Z embraces creativity, innovation, and risk-taking, exploring non-traditional career paths and seeking to make an impact through their entrepreneurial ventures.



Financial Independence

Gen Z demonstrates a strong inclination toward financial responsibility. They have witnessed economic uncertainties, such as the 2008 financial crisis and the impact of COVID-19. As a result, they prioritize financial prudence, saving money, and making informed financial decisions. Gen Z values financial independence and seeks to establish a solid foundation for their future.



Health and Wellness Focus

Gen Z prioritizes mental well-being, and self-care practices. They engage in activities such as mindfulness to manage stress and maintain a healthy lifestyle. Gen Z is also increasingly conscious of the importance of balanced nutrition and sustainable food choices. According to an Ogilvy study, 70% of Gen-Zers say their mental health needs the most attention or improvement.

