



YOUTH RISING

MEET THE NEXT BIG CONSUMER GROUP

By 2020, Gen Z is expected to be the single largest group of consumers worldwide. They're conscientious, hardworking, and fiercely ambitious. They have never known a world without the internet and are super informed.

As a whole, the generation has flexible identities: the inherent demographic assignments they were born with don't define who they are, and more importantly, how they see themselves. Uniqueness is a priority above all.

Follow this infographic by Pace to prepare your brand for the next major powerhouse.

THE POWER OF GEN Z

To reach this increasingly valuable group, brands need to cut through the clutter and they only have a matter of seconds to do so.

Though it will be a few years until Gen Z comes into their own multi-trillion-dollar spending power, 93% of parents say this group holds significant influence over their spending.



If you want to add some fuel to that fire, consider this: Gen Z has the average attention span of eight seconds. The average attention span of a goldfish is nine.



THE GEN Z PSYCHOLOGY

Generation Z is at the same time both 'Generation We' and 'Generation Me'.

GENERATION ME

For the most part, this side of the Gen Z persona is highly visible, documented and understood. Rooted in escapism, elements like sustainability, inclusivity and working towards a greater good are expected.



GENERATION WE

This is where Gen Z shifts from being purely self-driven to that of being belief-driven. For Gen We, caring is the new cool. They actively look to embrace, face and solve problems as well as express and embrace their vulnerability and imperfection.



EAT MORE, PLAY HARDER, WORK SMARTER

The cultural drivers of this group play out in the three main domains of eat, play and work.



EAT

As the biggest spenders in the food industry, Gen Z spends 24% of their income on food, especially on items and locations that are Instagram-friendly. They see food as a social experience and meals as a way to connect. The generation wants to know where their food comes from, how it is grown and who made it— a result of their limitless access to information.

PLAY

Quality time with friends and family is essential. They look to experience cultural immersion as a way of gaining empathy. The documenting of the adventure is as important as the experience itself. They consciously live double lives: their real identity and their filtered persona they parade on social platforms.



WORK

More than any other generation, money is a motivator. Having seen the drawbacks and lessons from Millennials, Gen Z is financially conservative and discerning on what they choose to spend money on. They're natural-born entrepreneurs and innovators who forge their own paths and invent new opportunities.

4 WAYS TO TAKE ADVANTAGE

Brands must start to think about how they can take advantage and best position themselves to benefit from this soon-to-be critical group of customers.



PLAY IN THE MIDDLE

Bridge the divide between 'Gen Me' and 'Gen We' by highlighting transgenerational qualities that are authentic to the brand story.



PURPOSE IS LONG-TERM

Purpose needs to become part and parcel to the brand. Any programs should be a long-term commitment for both time and authentic brand values.



HELP THEM ESCAPE

'Gen Me' is actively seeking escapism. Give them what they are looking for. Think emotionally led, visceral content and Instagrammable activations.



THINK HUMAN OVER INSTITUTION

Bake empathy and the human element into all communication. Gen Z craves connection and will gravitate towards the brands that facilitate that.

By understanding the underlying threads that bind the demographic—underscored by the rise towards increased individual expression—brands can position themselves to attract this group that will soon be their most important customer.