Euromonitor International

Future of Consumption: Unlocking Gen Z Behaviour for Crafting Powerful Strategies

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INTRODUCTION

Key f indings
Generation Z's influence to grow exponentially by 2040
Gen Z Market Potential Explorer: Demographics are not enough
Unveiling optimal geographies: The US stands out for overall potential
Yet, the struggle with Gen Z is their behaviour

POLARISED BEHAVIOURS OF GEN Z

Generation Z considers sustainability and social responsibility intrinsic
Overcoming the value-action gap is important for companies
"It's complicated" status with technology
Netflix gives back viewers' data to increase transparency and show where the data is used

POLARISEDBEHAVIOURS OF GEN Z

Saving in a squeeze, splurging for joy
Financial advice from Apple Savings, Samsung Money and UOB TMRW's Auto-Save

TOP FIVE VALUES TO BRIDGE THE BEHAVIOUR GAP

Top five values to tackle polarised Gen Z behaviours
Empowerment: A means to bridge the value-action gap
Empowerment: Snapchat promotes civic engagement with "Run for Office Mini" tool
Empowerment: PepsiCo Arab Youth Hackathon at COP28 inspires future leaders
Self-expression: How creativity bridges differing Gen Z's tech attitudes
Self-expression: Samsung's Future Generation Lab partners with African creatives
Belonging: Gen Z finds connection on communication platforms
Belonging: Xianyu is more than a second-hand platform, it is a community
Belonging: Starbucks cultivates connection through the Discord community
Rationality: Balancing budget and indulgence in uncertain times
Rationality: Parle Products achieves growth thanks to small indulgent bites
Retreat: Gen Z consumers strive to unplug in many forms
Retreat: Collaboration between Xbox and Calm to improve the mental health of gamers

STRATEGIES TO LEVERAGE THE KEY VALUES

Unlocking Gen Z engagement: Strategies to leverage the key values
Hyper-personalised loyalty appeals to Gen Z's individualistic and pragmatic sides
Lacoste banks on gaming and personalisation with its UNDW3 NFT loyalty card
Consumer spending research is a stepping stone for Gen Z psychographic research
Harnessing the emotional power of storytelling and nostalgia

CONCLUSION

In a nutshell: A blueprint for Gen Z engagement
Generation Z: How to win
Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/future-of-consumption-unlocking-gen-z-behaviour-for-crafting-powerful-strategies/report.