

LIFESTYLES OF GENERATION Z – GERMANY – 2022

Brands that can prove they understand the challenges faced by Gen Zers and their future-conscious outlook will prove most engaging for this cohort.



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Lifestyles Of Generation Z - Germany - 2022

This report looks at the following areas:

- Types of job held currently by working Gen Zers in Germany and roles non-working Gen Zers aspire to
- How Gen Zers describe their personal sense of style
- How Gen Zers fund their lifestyles; what they pay for themselves and to what extent are they still reliant on their parents for support
- Gen Zers' attitudes towards their future
- The importance of identity and individualism to Gen Zers
- How Gen Zers describe themselves and how this compares with their impression of others in their age group



Brands that can prove they understand the challenges faced by Gen Zers and their future-conscious outlook will prove most engaging for this cohort.

Overview

German Gen Zers prove highly ambitious in their outlook; **35% strongly agree that it is important to have clear goals in life**, while the most common word that Gen Z consumers use to describe themselves is 'ambitious'.

However, like Millennials before them, Gen Zers have entered a challenging job market, while the pandemic also carries many other uncertainties for the future. This instability arguably underpins much of this generation's anxiety for the future; indeed, **72% of all Gen Zers** agree that it is hard not to be anxious about the future.

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Gen Zers' financial confidence is currently being upheld by support from parents, making them an appealing youth market. But longer term, this phase will almost certainly have set them back on their journeys towards traditional life-stage goals before they have even gotten started.

For marketers, there is scope to move away from presenting Gen Zers as *Enfants Terribles*, who are determined to challenge and change everything that has come before them. Instead, **brands can focus on proving that they understand the challenges they face and that their products and services can support Gen Zers in their efforts to make future-conscious decisions.**

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Report Content

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APPENDIX

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- A note on language

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