

# 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

## EXECUTIVE SUMMARY

### Key issues covered in this Report

- Overview

### Market context

- Gen Zers continue to emerge into adulthood
- Gen Zers to continue to emerge into the workforce
  - Graph 1: working status of Gen Zers, 2021

### Opportunities

- Reputational benefits for supporting Gen Z creatives
- Use men's sportswear interest to drive broader discussions
  - Graph 2: top five style types that Gen Z identify with, by gender, 2021
- Bring comfort to professional womenswear
- Help Gen Zers manage their money with digital innovations
- Digitise the travel booking experience
- Support Gen Zers emotionally as they look to a challenging future
- Tackle image pressures on social media
- Marketers must reconsider how they represent Gen Zers
- Quick download resources

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- Demographic overview
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- The impact of COVID-19 on the German economy
  - Graph 4: key economic data, in real terms, 2019-23
- The impact of the economy on Generation Z
  - Graph 5: changes in financial situation since the start of the outbreak, by generation, 2021
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  - Graph 6: working status of Gen Zers, by gender

## Generational characteristics

- An increasingly environmentally conscious generation...
  - Graph 7: extent to which consumers consider the environmental impact in their decision making, by generation, 2021
- ...with a high expectation of brands
- Billie Eilish x Telekom address the ethical values of Generation Z
- Fitness proves a key interest...
  - Graph 8: exercise frequency before the COVID-19/coronavirus outbreak, 2020
- ...as well as a strong focus on mental wellbeing
- Helping Gen Zers with their mental wellness
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## Tech and social media

- Gen Zs are well equipped with tech devices
  - Graph 9: technology devices personally owned, by generation, 2021
- Social media usage highest among Gen Z
  - Graph 10: social media users, by generation, 2021
- YouTube and Instagram are the two most popular social media platforms
  - Graph 11: Social media platforms used in the last three months, by generation
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- Gender style differences

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- Graph 16: Gen Z consumers' personal clothing style, by gender, 2021

- Gen Z men favour sporty style
- Create clothes for ambitious Gen Z women
- Formalising the athleisure movement
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- Just 13% of Gen Zers include ethical as a key word for their generation

### APPENDIX

#### Appendix – products covered, abbreviations, consumer research methodology and language usage

- Abbreviations
- Generational groups in Germany
- Consumer research methodology
- A note on language

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