

MARKETING TO GEN Z – US – 2024

As Gen Z transitions into adulthood they are navigating this crucial period during a time of rapid societal, technological and economic change.



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Marketing To Gen Z - US - 2024

This report looks at the following areas:

- Gen Z's changing attitudes towards work and education, and how they affect Gen Z priorities
- How authenticity and diversity in messaging remains important to Gen Z
- Gen Z lifestyles, how they spend free time, and their use of social media and technology
- Generational perceptions – how Gen Z is perceived and how they think of themselves and other generations
- Gen Z cultural perspectives and how they express themselves
- Gen Z spending priorities, what concerns them now and what they expect for the future
- Opportunities and strategies for marketing and analysis of successful campaigns



As Gen Z transitions into adulthood they are navigating this crucial period during a time of rapid societal, technological and economic change.

Overview

Gen Z, born between 1997 and 2010, represents a unique generation shaped by rapid technological advancements, social change and economic challenges. This distinctive upbringing has significantly influenced their values, behaviors and expectations, which are crucial for brands to understand to engage them effectively.

75% of Gen Z teens and 70% of Gen Z adults believe brands should **recognize and represent diverse cultures and lifestyles**. These statistics highlight their **expectations of inclusivity and diversity**.

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51% of Gen Z who are not yet parents **plan on waiting until they are financially stable to start a family**, continuing a trend of delaying child-rearing, which has roots in urban population shift. Current conditions – rapidly increasing housing costs, rising costs and standards of living and changing attitudes towards careers – do not suggest that this trend is going away.

41% of Gen Z adults believe their **online activities are a better representation of their true selves** than their in-person social interactions. This highlights the importance of authentic, online messaging to this generation and this is reflected in their spending patterns.

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Report Content

EXECUTIVE SUMMARY

Key issues covered in this Report

- Overview
- What you need to know
- Consumer trends: key takeaways
- Market predictions
- Challenges
- Opportunities

MARKET DYNAMICS

Market context

- Who are Gen Z and what has shaped them?

Gen Z by the numbers

- A generation in transition makes Gen Z difficult to pin down
 - Graph 1: population, by generation, 2018-28
- Gen Z: the future Gen X?
 - Graph 2: population distribution, by generation, 2018-28
- Gen Z's diversity requires diversified messaging
 - Graph 3: generations, by race, 2023
 - Graph 4: generations, by Hispanic origin, 2023

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 - Graph 5: homeownership rate, aged under 25, 2004-23
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 - Graph 6: housing situation, by generation, 2024
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 - Graph 7: median age of mother at first birth, 1980-2020
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 - Graph 9: household composition – Gen Z teens, 2024
- Gen Z teens acknowledge and accept parents' expectations

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- Graph 10: attitudes toward family pressure – any agree, by Gen Z teens and adults vs all, 2024
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 - Graph 11: parental influence – frequency of talking to a parent, by Gen Z adults vs all, 2024

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 - Graph 13: college enrollment rate, by 18-24s, 1980-2022
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 - Graph 21: attitudes toward cultural influences – any agree, by Gen Z adults and teens vs all, 2024
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 - Graph 23: attitudes toward cultural qualities – any agree, by Gen Z adults and teens vs all, 2024
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 - Graph 24: Gen Z teens' expressions of identity (up to five selected)*, 2024
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 - Graph 25: feeling more authentic interacting in-person vs interacting virtually, by key demographics, 2023
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MARKETING STRATEGIES

Opportunities

- Authenticity is still key; but go deeper
- Offer personalization and customization
- Transition and chaos are opportunities for brands to help
- Be nimble
- Focus on principles that resonate with Gen Z

Successful marketing and advertising campaigns

- Chipotle's effective outreach through TikTok
- Long-term commitment enhances Dove's Real Beauty Projects credibility
- Bold and edgy branding by Liquid Death

APPENDIX

- Market definition
- Consumer research methodology
- Correspondence analysis – methodology
- Generations

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