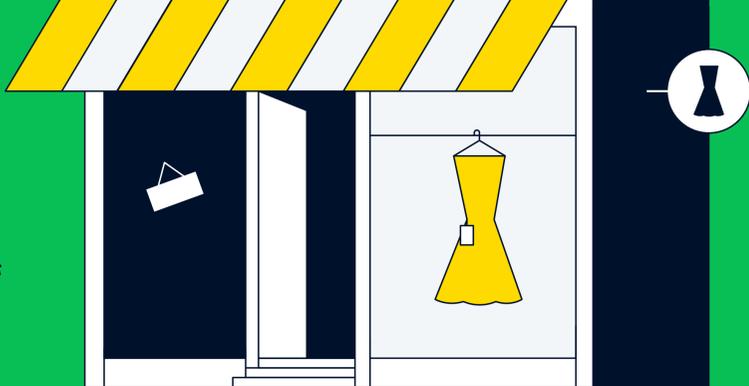


Why retailers need to get real: Gen Z prefers in-store experiences

Step aside, Millennials. Generation Z is poised to cause the next big shift in how we shop. This demographic group (between ages 4 and 24) grew up under very different economic circumstances than the Millennials (also known as Gen Y) before them, and they have much different priorities when it comes to shopping and payment preferences.

As these post-Millennials enter the workforce and their purchase power increases, retailers and marketers need to adjust accordingly. To help you understand this generation better (and see how they compare to Gen Y), we put together a few key data points with the help of global research and advisory firm 451 Research.

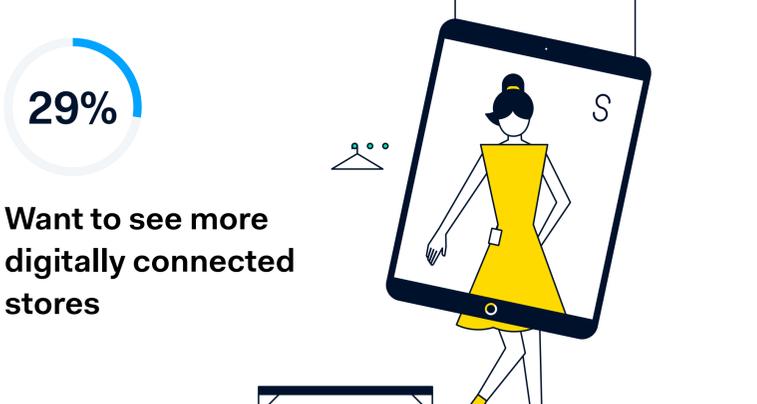


Getting to know the Gen Z shopper

According to census data, Gen Z is a segment with more than 68 million young people in it. That's 68 million potential customers with a growing share of wallet and unique behaviors that retailers need to cater to.



Gen Z are top rated generation in the following:



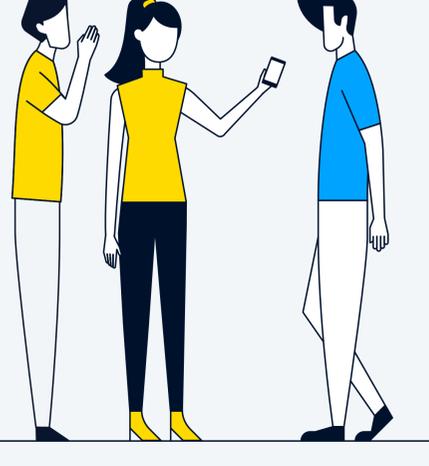
Z is for zigzag

Key differences between Gen Z & Millennials

Where Millennials zig, post-Millennials zag. Though often lumped together, there are key differences between the 2 groups that can help retailers capitalize on the changing trends.

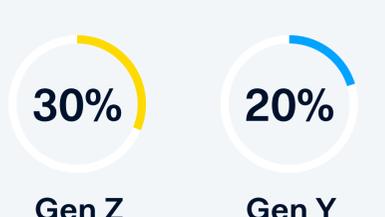
Friends & family recommendations

Gen Z cares more about word-of-mouth recommendations than product reviews



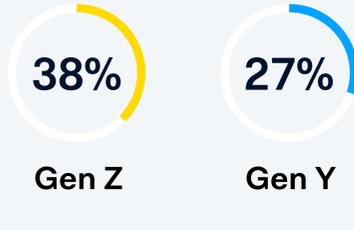
Social media discovery

Gen Z is more likely than Gen Y to use social media to discover new products

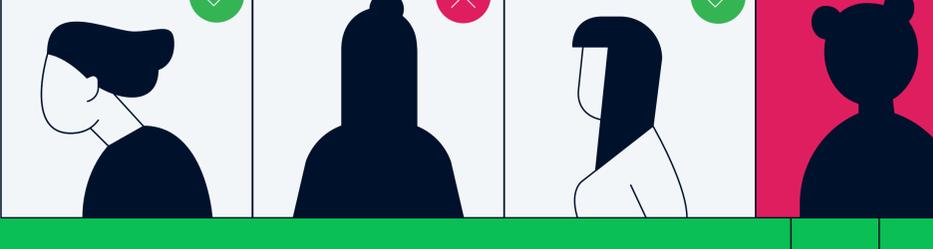


Realistic decision makers (Let's be real)

Gen Z values fraud protection even more than Millennials



This is consistent with other research, which has shown that Gen Z is more pragmatic than Millennials—likely a result of growing up with parents who faced economic recession.



Brick-and-mortar is back

Overall, here are your key takeaways: the data points to the fact that Gen Z prefers people over processes. They care more about experience than expediency, and they'll trust an assistant like Alexa, as long as she finds them a great deal.

