

# GEN Z INFOGRAPHIC STATS



By **2030**



Gen-Z will make up the **largest consumer segment worldwide**, according to Euromonitor.

*Euromonitor, 2020*



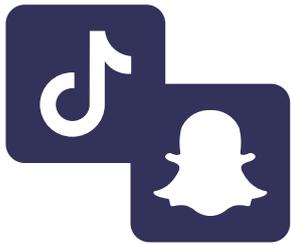
Gen Z are the **largest group commercially** making up **40%** of the market.



They spend on average **10.6 hours** a day online.

*Gen Z Insights, 2021*

**85%** Gen Z research online before purchasing, **92%** use a discount code regularly and **82%** are loyal to brands who offer codes. They are your core consumer, or they soon will be.



**TikTok** and **Snapchat** are the most over-indexed apps among Gen Z, indicating the importance of a photo and video-first strategy.

*Drapers, 2021*



**53%**

want to see QR codes used more broadly in the future.

*Market Reach, 2021*



**44% of Gen Z and 48% of millennials** said that, before the pandemic, their preferred shopping channel was physical stores.

*Drapers, 2021*



**44%** of Gen Z say they get inspiration from social media influencers.

*Drapers, 2021*

In **2020**

**65%** said they shopped on fashion apps, and in **2021** this has jumped to **85%**.



*Drapers, 2021*



**GEN Z**



**MILLENNIALS**

Gen Z shoppers are more likely to shop online for fun, relaxation or inspiration, while millennials value convenience, being able to shop around for deals and avoiding trips into physical stores.

*Drapers, 2021*



**51%** of Gen Z and millennials say it is fairly or very important to them that a brand shows it is environmentally and ethically sustainable.

*Drapers, 2021*



**38%** of Gen Z consumers have stopped shopping completely with a brand that doesn't reflect their values.

*Drapers, 2021*