

Technology Habits of Generation Z - UK - September 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Growing up with constant connectivity and universal smartphone use has seen Generation Z integrate digital communication and technology into every aspect of life. Social media platforms and messaging apps dominate smartphone use, while gaming is extremely popular across all devices”.

– **Matt King, Category Director - Technology**

This report looks at the following areas:

With creativity and expressing identity priorities for Gen Zers, brands must look beyond traditional advertising and towards more engaged, interactive campaigns that place the emphasis on user content.

- Can new platforms challenge the dominance of the leading social media brands?
- Advertisers cannot rely on traditional methods to reach Generation Z

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Technology Habits of Generation Z - UK - September 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

The market

Appearance is important to over eight in 10 Gen Zers
Figure 1: Importance of appearance, June 2019

The risk of technological overload
Figure 2: Online attitudes of Generation Z, June 2019

A third of Gen Z prioritise having the latest technology
Figure 3: Priorities of Generation Z, June 2019

Children's live television viewing has halved since 2010
Figure 4: Average daily minutes of TV viewing, 2010-18

Companies and brands

Rebrand sees TikTok rapidly build a large Generation Z base

Facebook continues to innovate to attract younger users

Instagram hides public likes count to remove pressure

The consumer

Smartphone ownership is almost universal among Gen Zers
Figure 5: Personal device ownership, June 2019

Most Gen Zers are living in technologically engaged homes
Figure 6: Household device ownership, June 2019

Gaming is the most popular digital activity across devices
Figure 7: Digital activities performed by Generation Z, June 2019

YouTube remains the most popular platform among Generation Z
Figure 8: Social networks accessed at least once a week, June 2019

Social media stories are as popular as traditional posts
Figure 9: Social media activities, June 2019

Only 18-19 year olds are likely to buy technology devices themselves
Figure 10: Buying technology devices, by age, June 2019

Recommendations from friends and family are most important for Gen Z
Figure 11: Researching new technology products, June 2019

What we think

Issues and Insights

Can new platforms challenge the dominance of the leading social media brands?

The facts

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Technology Habits of Generation Z - UK - September 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The implications

Advertisers cannot rely on traditional methods to reach Generation Z

The facts

The implications

The Market – What You Need to Know

Appearance is important to over eight in 10 Gen Zers

A third of Gen Z prioritise having the latest technology

Children's live television viewing has halved since 2010

Rising mobile focus of digital advertising is making Gen Z more accessible

Market Background

Generation Z accounts for 15% of the UK population

Figure 12: Age structure of the UK population (projected), 2019

Appearance is important to over eight in 10 Gen Zers

Figure 13: Importance of appearance, June 2019

The risk of technological overload

Figure 14: Online attitudes of Generation Z, June 2019

A third of Gen Z prioritise having the latest technology

Figure 15: Priorities of Generation Z, June 2019

Children's live television viewing has halved since 2010

Figure 16: Average daily minutes of TV viewing, 2010-18

Rising mobile focus of digital advertising is making Gen Z more accessible

Brands must look beyond follower numbers when it comes to influencers

Figure 17: Top 5 Instagram influencers, by cost per post, 2019

Figure 18: Top 5 Instagram influencers in the beauty sector, by cost per post, 2019

Influencers on fringe platforms provide opportunities for targeting

Companies and Brands – What You Need to Know

Rebrand sees TikTok rapidly build a large Generation Z base

Facebook continues to innovate to attract younger users

Spotify looks to boost integration with Facebook and Instagram

Apple and Google continue to upgrade digital addiction tools

Instagram hides public likes count to remove pressure

Launch Activity and Innovation

Rebrand sees TikTok rapidly build a large Generation Z base

Advertisers on TikTok encouraging creative interaction

Figure 19: Content created and uploaded online in the last 12 months, by age, December 2018

Facebook continues to innovate to attract younger users...

...while fake news remains a major concern

Spotify looks to boost integration with Facebook and Instagram

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Technology Habits of Generation Z - UK - September 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Apple and Google continue to upgrade digital addiction tools

iOS 13 update boosts media editing tools

Android 10 introduces focus mode to aid concentration

Figure 20: Android Focus Mode

Instagram hides public likes count to remove pressure

Fairphone to launch third edition of its environmental smartphone

Figure 21: The Fairphone 3 smartphone

The Consumer – What You Need to Know

Smartphone ownership is almost universal among Gen Zers

Eight in 10 Gen Zers personally own three or more devices

Most Gen Zers are living in technologically engaged homes

Gaming is the most popular digital activity across devices

Generation Z are prioritising short-form videos

YouTube remains the most popular platform among Generation Z

Female Gen Zers more likely to use Instagram and Snapchat

Social media stories are as popular as traditional posts

Only 18-19 year olds are likely to buy technology devices themselves

Recommendations from friends and family are most important for Gen Z

Device Ownership

Smartphone ownership is almost universal among Gen Zers

Figure 22: Personal device ownership, June 2019

Eight in 10 Gen Zers personally own three or more devices

Figure 23: Repertoire of personal device ownership, June 2019

Gen Z females more likely to own smartphones and laptops

Laptop ownership peaks with young adults at nearly nine in 10

Figure 24: Personal device ownership, by age, June 2019

Most Gen Zers are living in technologically engaged homes

Figure 25: Household device ownership, June 2019

Digital Activities

Gaming is the most popular digital activity across devices...

...but social media and messaging are close behind

Generation Z are prioritising short-form videos

Figure 26: Digital activities performed by Generation Z, June 2019

Most activities are carried out more on smartphones...

...but longer form video lends itself to larger screens

Figure 27: Digital activities performed by Generation Z, by device, June 2019

Half of 18-19 year olds are using smartphones for banking

Figure 28: Revolut's rainbow card campaign

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Technology Habits of Generation Z - UK - September 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Social Media Activity

YouTube remains the most popular platform among Generation Z

Facebook is not as popular as Instagram or Snapchat among Gen Zers

Female Gen Zers more likely to use Instagram and Snapchat...

...while nearly all 16-19 year old social media users are using YouTube regularly

Figure 29: Social networks accessed at least once a week, June 2019

Social media stories are as popular as traditional posts...

...and are the most popular way to share content for Gen Z girls

Gen Zers are keen to use social media logins with third parties

Gen Zers are happier sharing news and good causes than political views

Figure 30: Social media activities, June 2019

Purchasing Technology Products

Only 18-19 year olds are likely to buy technology devices themselves

Figure 31: Buying technology devices, by age, June 2019

Most buying devices for themselves are using money they have earned

Figure 32: Paying for technology devices, June 2019

Recommendations from friends and family are most important for Gen Z

Professional reviews and user reviews are equally popular

Figure 33: Researching new technology products, June 2019

Over half of Gen Zers research three or more sources before purchasing

Figure 34: Repertoire of research sources, June 2019

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com