

Marketing to Gen Z - US - May 2019

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"Generation Z is growing up. They are focused on the future and feel tremendous pressure to succeed. They are close to their parents and still rely on them financially, but are optimistic about their future careers."

- **Kristen Boesel, Senior Lifestyles & Leisure Analyst**

This report looks at the following areas:

- **Generation Z follows in Millennial footsteps**
- **The digital world is second nature to them**
- **They are stressed out**

Born between 1995 and 2007, Generation Z consumers are teens and young adults. The unknown of the future creates anxiety for these hard workers who hope to follow their passions into the workplace. Few are financially independent, and nearly all use smartphones as their window to the world. They are plugged into social media and have helped internet influencer brand partnerships emerge as an effective 21st century marketing strategy.

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DID YOU KNOW?

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

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