

Marketing to Gen Z - US - 2022

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This report looks at the following areas:

- Gen Z's top spending priorities
- Gen Z's personal priorities for the next five years
- Shifts in Gen Z's general priorities since the COVID-19 pandemic
- Gen Z's perceived sense of control over their personal futures
- Gen Z shopping preferences
- Gen Z's perception of relatability and representation in marketing

As a young population faced with certain struggles for the first time in their lives, Gen Z are in a position that requires extra guidance and support. On top of the challenges of transitioning into adulthood, Gen Z must also navigate the added uncertainty brought about by the COVID-19 pandemic and extremely high levels of inflation. For brands, this means that plenty of opportunity exists to help this generation take control over their lives as they venture toward independence. To resonate with this generation, brands can focus on helping them build their personal and financial confidence. This is especially important when targeting Gen Z women, as gendered differences still persist in terms of spending responsibilities to how they feel they are represented in advertising.



“Whether they are teenagers or young adults, Gen Z are in a transitory phase in their lives, as even the adult members of this generation are not yet fully financially independent of their parents.”

- **Klaudia Kondakciu,**
Consumers and Cultures
Analyst

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