

Marketing to Gen Z - Canada - September 2019

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This report looks at the following areas:

Societal and cultural nuances have influenced Gen Z in such a way that they are not Millennials 2.0, and differ in their core values from older generations. The generation's more personal relationship with brands and mission-mindedness means they will hold brands to higher standards. While they are not currently primary household shoppers, they will be in just five to ten years and will bring their orientation to the world with them.

This report investigates the 18-24-year-old lifestage, the goals and stressors of Gen Z, how they most enjoy spending their time, their values, their relationship with brands and the impact tech is having on their preferences for interacting with others.

- The fundamental values of Gen Z differ – even from Millennials
- The future looks uncertain as Gen Z strive towards financial stability
- Gen Z shopping with their morals as they see brands representing who they are



"Like any other generation, Gen Z are a product of their times. However, unlike before, the pace of change has never been faster, influencing the mindset and core values of Gen Z to a degree which has never been seen before."

– Carol Wong-Li, Associate Director - Lifestyles & Leisure

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