

Gen Z Online Shopping Habits - US - May 2019

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"Despite the lifestyle differences of teens and adults, Gen Z shoppers demonstrate consistent shopping behavior, with a preference for shopping both online and in stores. It's crucial to acknowledge that, despite their heavy online engagement and social media integration in their purchase journeys, they aren't solely shopping in one channel."

Alexis DeSalva, Retail & Apparel Analyst

This report looks at the following areas:

- **Gen Zs love Amazon**
- **Multi-channel shopping is an opportunity for other retailers to engage young shoppers**
- **Opinions of others influence Gen Z purchases**
- **Use social media to socialize with young shoppers**

Gen Z shoppers consist of both teenagers and adults, making for a unique group of consumers who both largely rely on others to finance their purchases and are newly independent and assuming purchase responsibilities. Despite that difference, this generation holistically shops both on and offline, appreciating the speed, convenience and value some competitors offer, while also seeking a personal and unique shopping experience in person. Acknowledging their multi-channel behavior by offering experiences and services that facilitate seamless omni-channel shopping will be crucial to reaching Gen Z and keeping them engaged. Further, the brands and retailers that can connect to shoppers in a fun but personal way, using social media to inspire, educate and establish relationships with young consumers, will have an easier time retaining them as loyal shoppers.

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