

eCommerce Behaviors: Gen Z vs Millennials: Incl Impact of COVID-19 - US - June 2020

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This report looks at the following areas:

- The impact of COVID-19 on the online shopping behaviors of Gen Z and Millennials.
- The effect unemployment and limited discretionary funds as a result of the recession will have on each generation's online spend.
- Current online shopping behaviors and preferences of Gen Z and Millennials.
- Key elements of ecommerce shopping.

Gen Z and Millennials are two of the largest, most diverse generations and are avid ecommerce shoppers, moving seamlessly between online and offline activities. COVID-19 has escalated online shopping habits across the board. With a recession in full swing, Gen Z and Millennials are becoming more selective about how and where they spend their money. Brands that want to connect with these consumers need to meet their expectations of an inclusive, tech-first, and value-driven shopping experience. As explored in this Report, both generations are driven by experiences, technology, and value, which play out differently depending on their lifestage.



"Gen Z and Millennials are similar in many ways: they are digital natives who enjoy the online experience; they expect brands to leverage technologies to meet their specific needs; they hold brands accountable for their actions. Online, Gen Z and Millennials prioritize different value-added offerings from brands as they navigate different stages of life."

– Katie Yackey, eCommerce Analyst

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