

## Marketing to Gen Z: Incl Impact of COVID-19 - Canada - June 2020

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“The COVID-19 outbreak will be a truly unifying experience for adult Gen Zs, particularly 21-25s, given they likely face more severe financial setbacks to establishing their futures. Companies across all categories will need to find ways to best set up the Gen Z cohort for success amid this unstable foundation, now and in the months to come.”

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

This report looks at the following areas:

Practical solutions are a must to give them some immediate relief from monetary stresses. The outbreak will also mean that many have a prolonged reliance on their parents, suggesting a need to learn adulting skills when they are older. Mental wellness needs to be a priority as financial uncertainty is taxing and prolonged reliance on parents also means lesser control over bigger purchase decisions. As much of their current situation cannot be impacted by their own behaviour, the ability to customize products will have mental health benefits as it gives them back some semblance of control.

- **How Gen Zs define their personal identities**
- **Sources of emotional support and activities used to manage stress**
- **Gen Z consumers' outlook on life before and during the COVID-19 pandemic**

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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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COVID-19 has shaken up their financial foundation

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Gen Z expectations are driving companies to push the envelope

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Gaming will be the hub for social interactions

## What's Happening Now?

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Digital channels are preferred for communicating – most of the time

Uncertainty about the future looms large

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Helping them get a 'grip' with more mental health resources is necessary

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## Outlook on Life

Financial worry and uncertainty about the future looms large

Gen Zs were anxious before the outbreak

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There is a very real need for a 'break' when purchasing goods

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