

Lifestyles of Gen Z: Inc Impact of COVID-19 - UK - November 2020

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This report looks at the following areas:

- The impact of COVID-19 on Gen Z lifestyles
- Gen Zers' favourite activities
- Who pays for Gen Zers' lifestyles
- The importance of the diversity and inclusivity movement to Gen Z
- The leading causes of stress
- The increasing shift towards online learning

Gen Z is an inherently social generation both in the real world and online; 57% of all 16-23-year-olds include hanging out with friends in person among the activities they enjoy most, while talking to their friends on social media is included by 26%.

But despite their confidence in socialising online, ultimately many found this an inadequate replacement for the real thing during the lockdown periods in 2020 and into 2021. Loneliness in the young population had already become an increasing concern in recent years with the COVID-19 outbreak and associated lockdowns only exacerbating the issue. There will therefore be a growing opportunity for brands to create more initiatives that help tackle feelings of loneliness amongst the young in the coming years.

Beyond feelings of loneliness, the pandemic also sparked a range of other anxieties in Gen Zers. The closure of schools and universities in the first half of the year and again in January 2021 has raised fears about academic work, while severe economic pressures and surging youth unemployment will have contributed to the cohort's widespread concerns for their future career and financial stability.

This high level of anxiety is in turn likely to drive cautious behaviours among this already relatively sensible generation, perhaps particularly when it comes to their finances. More broadly, these pressures are set to impact people's mental health, creating further opportunities for businesses to instigate campaigns that



"Like Millennials before them, Gen Zers are set to come of age in a deeply unstable economic climate, albeit with the added challenge of potentially persistent social distancing measures. This will stifle opportunities for this generation for the foreseeable future and is likely to put significant pressure on their financial capabilities."

- Katie Martin, Research Analyst

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illustrate the role their products and services can play in improving mental wellbeing.

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Table of Contents

OVERVIEW

- Key issues covered in this report
- COVID-19: Market context
- Impact of the January lockdown and the vaccination rollout
- Economic and other assumptions
- Definitions
- Mintel generational definitions

EXECUTIVE SUMMARY

- **Impact of COVID-19 on Gen Z lifestyles**

Figure 1: Short-, medium- and long-term impact of COVID-19 on Generation Z lifestyles, December 2020

- **The market**

- **Gen Z become more important audience**

Figure 2: Age structure of the UK population, 2019

- **Learnings from the last recession**

- **The consumer**

- **Who pays for what?**

Figure 3: Gen Z spending habits – sources of payment for selected outgoings, July 2020

- **Socialising proves top Gen Z activity**

Figure 4: Activities most popular with Gen Zers, July 2020

- **Missing school and socialising**

Figure 5: The impact of COVID-19 for Gen Z on selected factors, July 2020

- **Gen Zers enjoy highly diverse friendship circles**

Figure 6: Diversity within Gen Z's friendship groups, July 2020

- **Differing viewpoints within friendships**

Figure 7: Agreement with the statement "I think it is important to have friends who agree with your views," by age, July 2020

- **Success in the workplace and at school is Gen Z's main worry**

Figure 8: Causes of stress and worry for Gen Z, July 2020

ISSUES AND INSIGHTS

- Supporting Gen Zers as they face up to a post-COVID-19 future
- Taking education online
- Social distancing measures drive feelings of loneliness

THE MARKET – KEY TAKEAWAYS

- The population of Gen Zers

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- Schools and universities closed, causing exam stress
- Gen Zers to struggle in troubling employment market
- Parents help to inflate financial confidence
- Gen Z and social media usage

DEMOGRAPHIC OVERVIEW

- **The population of Gen Zers**
Figure 9: Age structure of the UK population, 2019
- **Learnings from the last recession**

MARKET DRIVERS

- **Schools and universities closed in lockdown...**
- **...sparking exam result scandal**
- **Gen Zers to struggle in troubling employment market**
Figure 10: Unemployment rate, aged 16 and over, January 2008-August 2020
- **Parents help to inflate financial confidence**
Figure 11: How respondents would describe their financial situation, by generation, November 2020
- **Gen Z anxious about the future**
Figure 12: Consumer sentiment for the coming year, by generation, September 2020
- **Brexit only fuels concerns for the future**
Figure 13: Gen Z's views on Brexit's impact on selected issues, November 2020
- **TikTok takes off during lockdown**
Figure 14: Use of social media platforms, 19-30 March 2020

THE CONSUMER – KEY TAKEAWAYS

- Gen Z's exposure concerns are below average, but lifestyle concerns remain high
- Lockdown sparks feelings of loneliness
- Socialising dominates Gen Zers' free time
- Gen Zers still reliant on parents for essentials
- Gen Z fashion expectations outpace financial capabilities
- A highly diverse friendship circle...
- ...but opportunities remain to expose Gen Zers to different points of view
- COVID-19 increases Gen Z's travel anxiety
- An increasingly environmentally-conscious generation...

IMPACT OF COVID-19 ON GEN Z LIFESTYLES

- Gen Z's exposure concerns sit below population average...

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Figure 15: Mintel COVID-19 exposure anxiety and lifestyle impact index, 28 February -1 October 2020

- **...But fears for lifestyles remain high**

- **Missing school and socialising**

Figure 16: The impact of COVID-19 for Gen Z on selected factors, July 2020

- **Women feel less pressure surrounding their appearance**

Figure 17: Proportion of Gen Z feeling less pressure surrounding their appearance, by age and gender, July 2020

- **Gen Z see masks as a necessary fashion statement**

Figure 18: Extent to which Gen Z think mask usage is important in selected situations, 11-19 November 2020

- **Comfort with out-of-home activities remains limited**

Figure 19: Level of comfort felt by Gen Z when participating in selected activities, 11-19 November 2020

GEN ZERS' FAVOURITE ACTIVITIES

- **Socialising proves top Gen Z activity**

Figure 20: Activities most popular with Gen Zers, by gender, July 2020

- **Streaming services boosted by lockdown**

Figure 21: Proportion of Gen Zers who include "watching TV/movies at home (including streaming content)" among their three most enjoyed activities, by age within gender, July 2020

- **Exercise equally popular amongst young men and women**

Figure 22: Proportion of Gen Zers who include "exercising" among their three most enjoyed activities, by age within gender, July 2020

- **Diversity and keeping fit**

WHO PAYS FOR WHAT?

- **Gen Zers still reliant on parents for essentials**

Figure 23: Gen Z spending habits – sources of payment for selected outgoings, July 2020

- **Three-quarters of Gen Z live at home or have help paying rent**

- **Gen Z's fashion expectations outpace financial capabilities**

- **The importance of targeted marketing**

Figure 24: Gucci's "Off Grid" pack for The Sims 4, October 2020

- **Gen Z prove important audience for recovery in travel sector**

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GEN ZERS AND THEIR FRIENDSHIP CIRCLE

- **A profoundly diverse group**
Figure 25: Diversity within Gen Z's friendship groups, July 2020
- **Friendships across age groups**
Figure 26: Proportion of Gen Z with friends from different age groups, July 2020
- **Differing viewpoints within friendships**
Figure 27: Agreement with the statement "I think it is important to have friends who agree with your views," by age, July 2020
- **Campaigns can raise awareness of different points of view**
- **Identity and individuality important for Gen Z**
Figure 28: Attitudes towards friendship influence and individuality, July 2020

CAUSES OF STRESS FOR GEN Z

- **Success in the workplace and at school is Gen Z's main worry...**
Figure 29: Causes of stress and worry for Gen Z, July 2020
- **... underpinning opportunities to engage with the young about their mental wellbeing**
- **Moving education online**
Figure 30: Causes of stress and worry for Gen Z, by age, July 2020
- **However, appearance remains important**
Figure 31: Proportion of Gen Zers who include 'my appearance' as a cause of worry, by age within gender, July 2020
- **An increasingly environmentally-conscious generation...**
- **...but opportunities remain to address eco-gender gap**
Figure 32: Proportion of Gen Zers who include 'the environment' as a cause of worry, by age within gender, July 2020

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

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