

Gen Z: Online Shopping Behaviors - US - April 2021

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This report looks at the following areas:

- The impact of COVID-19 on Gen Z adults and teens.
- The need to connect with teens early as they start their shopping exploration.
- Promoting DEI and sustainability initiatives to appeal to Gen Z.

Gen Z is a prominent generation starting to establish their shopping habits and behaviors online. As digital natives, this group of consumers already expects flexible shopping options and for brands to meet them where they are. Personalized services, a seamless experience, and convenient options will dominate Gen Z's purchase journey – all fueled by their desire to leverage technologies along the way. Unafraid to say what they want and stand for what they believe in, brands will need to look for opportunities to engage with this generation and cultivate relationships with them based on sustainability, DEI initiatives, and establishing welcoming communities.



“Generation Z is a large, and growing, consumer group looking to wield their spending power to make change. With already over \$140 billion in spending capabilities, Gen Z is a generation that knows what it wants and isn't afraid to tell brands and retailers how to meet their needs.”

- Katie Yackey, Retail & eCommerce Analyst

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APPENDIX – THE CONSUMER

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