

Gen Z Online Shopping Habits - US - 2022

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This report looks at the following areas:

- The impact of economic factors on Gen Z adults and teens
- Gen Z online shopping behaviors
- Item purchases and retailers shopped
- Social media behaviors
- Attitudes toward shopping online and brand efforts
- Interest and usage of digital offerings

Gen Z is the second fastest-growing generation in the country and a prime audience for brands and retailers across categories. Currently, their spending is being impacted by various economic factors and rising prices across categories. As a result, these consumers are prone to switch retailers/brands when shopping, and they leverage the online channel in search of the best deal. To appeal to this group, it will be important to offer value in its different forms such as through promos/discounts, free shipping, alternative shopping options or flexible payment plans.

While in-store shopping behaviors continue to make a comeback, many Gen Zs plans to continue doing most of their shopping online in the future. This highlights the continued opportunity to engage with this audience across digital channels, while also continuing to evolve the omnichannel experience to best serve this generation regardless of the channel where they decide to shop.

Social media platforms and digital offerings present unique opportunities to appeal to Gen Zs. Moving forward, brands and retailers will want to maximize their presence on existing and emerging social platforms. For Gen Z adults, 42% have made a purchase on social and would do so again, while 30% have not but would be interested in doing so. For Gen Z teens, 50% have made a purchase on social and would do so again; 26% have not but would be interested in doing so. Furthermore, Gen Zs' interest in digital offerings present new opportunities across categories. Of Gen Z teens, more than half are



“Gen Zs have unique interests, behaviors and expectations when they shop. Brands and retailers looking to target and appeal to them will want to tailor shopping experiences and product offerings to meet their needs and preferences.”

– Marisa Ortega, Retail & eCommerce Analyst

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interested in metaverse experiences (58%) and learning about NFTs (52%); for Gen Z adults, interest shifts to 48% and 45% respectively (ie metaverse/NFTs).

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