

Marketing to Gen Z - Canada - 2022

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This report looks at the following areas:

- Where Gen Zs get their spending money.
- What Gen Zs expect to do by the time they are 30.
- Their sources of stress and how that compares to older generations.
- How they think their personal skills compare to their peers.
- Their usage frequency of YouTube and the types of videos they watch.
- Their attitudes and behaviours towards mental health.
- The ways in which they support causes/charities.

By age 30, Gen Zs are more likely to have travelled abroad or started saving for retirement than they are to have gotten married or had kids – at least if their current expectations come true. These consumers are continuing a trend of shifting away from 20th century traditions. Staying at home with their parents through their 20s has become normalized, while at the same time they feel less rushed to start their own families before they are ready. These attitudinal shifts away from tradition will impact Gen Z's finances, purchasing behaviours and relationships in the years ahead.

This generation was uniquely impacted by the COVID-19 pandemic. More than any other adult generation, the past two years were irreplaceable for Gen Z; graduations, moving out to go to university/college and once-in-a-lifetime concerts and trips with friends were lost. As the world returns to normal, many of them will look to make up for lost time. And even though inflation will affect their limited purchasing power at this point in their lives, they are less worried than others about it; they are also less worried about COVID-19 exposure than others. Their focus coming out of the pandemic will be on returning to normal and enjoying their youth – COVID waves and rising price indexes will be secondary.

The biggest challenge when marketing to this consumer group going forward will be working with their complicated financial situation. In the near future, Gen Zs will be simultaneously thinking about their careers, student debt, retirement,



"Gen Z now represents the young adult market in Canada and will continue to grow in size and purchasing power in the years ahead. In many ways, they are similar to past generations – but their differences have important implications for the consumer market."

–**Scott Stewart, Associate Director, Lifestyles & Retail**

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financial independence from their parents and home buying savings – all while also considering marriage, kids and how to live their lives to the fullest after putting them on pause for two years. These consumers will have a lot on their minds and hear a lot of noise about what they should be doing with their lives, which will make it difficult for marketing messages to break through.

However, the differences between this generation and others creates clear, tangible opportunities for marketers. Their media habits – such as using YouTube, Instagram, Snapchat and TikTok – create nearly limitless ways to connect with them in highly targeted ways. And their support for causes through small gestures like online petitions means they are more receptive to taking modest steps as a contribution to a larger cause – such as buying products that support important initiatives. Gen Zs are more alike past generations than different – but one of their biggest differences has created a media landscape that marketers can leverage to communicate directly with consumers.



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