

Marketing to Young Adults - The Older Gen Z - Brazil - 2022

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This report looks at the following areas:

- Understand which categories they influence on the purchase
- Understand the Gen Z perception of value and causes that they support
- Understand Gen Z social media perception
- Understand Gen Z preferences, habits and attitudes

Young adults from Generation Z have been greatly impacted by the pandemic and the economic crisis. Many have experienced difficulty continuing studying and or entering the labor market. Despite the fact that they are not the main buyers of many categories of products used in their households, young adults from Generation Z have a great influence on the purchase decision, especially when it comes to fashion items, beauty and personal care products and foodservice.



"Young adults from Generation Z have been severely impacted by the pandemic and economic issues in recent years, with a growing number of them neither studying nor working."

- Ana Paula Gilsogamo,
Senior Research Analyst

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What's included

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- Previous editions

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