

Teen Trends - US - June 2019

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"Although they represent a small share of the population and spending power, teens continue to dictate where the US market is going and how it will look in the future. Parents still have a significant amount of power over teens and their choices, but teens are asserting their independence now more than ever as they increase their digital footprint."

- John Poelking, Leisure & Media Analyst

This report looks at the following areas:

- The turning point for independence
- The mobile-first experience
- The impact of pop culture
- The ability to connect to others

Mobile lives and digital interactions shape how teens discover new trends and how they interact with the world around them. The fear of judgment doesn't go away as younger generations enter teen years, but the digital world has guided wayward teens to their tribes, creating more exciting ways for brands to interact with these young consumers in real time.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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