

## The Generation Z BPC Consumer - UK - August 2019

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“Generation Z are defining their own parameters of beauty and are not looking for external validations for their appearance. Self-expression is essential to this group, who are already involved in their BPC routines at a young age and buying their own products.”

– **Roshida Khanom, Category Director BPC**

This report looks at the following areas:

- **Gen Z are driven by ethics**
- **Rejection of traditional norms**

Whilst much is speculated about the influence of bloggers, Gen Z are much more likely to trust their peers and family, pointing to their being mini-influencers in their own right. When it comes to BPC, ethical considerations are essential to this demographic, who are willing to leave a brand they think is unethical altogether, even calling it out on social media.

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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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### The Market – What You Need to Know

Small in number  
 Similar but different to Millennials

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Sensible spenders

The influence of friends

Social media is a concern for parents

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Gen Z are involved in purchase decisions

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Values are essential

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