

GENERATION Z TO SWITCH THE MAJORITY OF PURCHASES

TO RETAILERS THAT PROVIDE THE NEWEST DIGITAL TOOLS AND CHANNELS

SOCIAL MEDIA IS THE NEW DISRUPTOR FOR THE GEN Z CONSUMER

>2/3 are interested in purchasing via social media directly.

44% cite social media as a popular source for product inspiration. **37%** have increased their use of social media for purchase decision-making in the last year.



NEW SHOPPING METHODS ARE IN DEMAND

73% of Gen Z shoppers are interested in curated subscription-type offerings for fashion.

71% are interested in automatic replenishment programs.

38% are willing to try voice-activated ordering.



GEN Z SHOPPERS HAVE NOT YET FORMED STRONG BRAND LOYALTY

Only **16%** shop at a single store for clothing/fashion (U.S. Gen Z shoppers: 5%; global average for older millennials: 26%).

19% shop at a single store for health and beauty items (older millennials: 34%).

38% shop at a single place for groceries (older millennials: 55%).



FEEDBACK IS FUN FOR GEN Z SHOPPERS

Almost **70%** of Gen Z shoppers say that they have written reviews.

40% saying they give feedback often.



RETAILERS CANNOT AFFORD TO NEGLECT THE PHYSICAL STORE

60% of Gen Z shoppers prefer to purchase in stores.

46% will check in store to get more information before making an online purchase.

77% of Gen Z respondents in the U.S. said that shopping at brick-and-mortar stores is their preferred channel.

IT'S ALL ABOUT VISUALS – VIDEOS & PICTURES

YouTube is the most regularly used social media platform by Gen Z shoppers.

66% of Gen Z shoppers use Instagram compared to **40%** of millennials; they are more than twice as likely to use Snapchat.



IMPULSIVE BUYERS ARE WILLING TO PAY FOR SPEEDY DELIVERY NOW!

Gen Z shoppers are more likely than millennials to make a purchase just because they want to buy something.

58% said they would pay more than \$5 for one-hour deliveries.



DIGITAL CHANNELS ARE GROWING IN SHARE

24% of Gen Z shoppers prefer to purchase online and **13%** via mobile.

Over **40%** purchase more than 50% of their apparel and consumer electronic items online.

METHODOLOGY: Accenture surveyed nearly 10,000 respondents in 13 countries. Survey respondents come from panel data vetted by ESOMAR, which adhered to strict international guidelines for market research. The online survey limited respondents to consumers who shop in a multichannel way. For example, respondents must have shopped online and in stores in one of the following retail categories: apparel, consumer electronics, groceries, home goods and health and beauty. All shoppers also confirmed that they access the internet and their smartphones as a regular part of their daily lives. Respondents came from Australia, Brazil, Canada, China, France, Germany, Italy, Japan, South Africa, Spain, Sweden, the US, and the UK. The survey equally weighted participants between Gen Z (18 to 20 years), young Millennials (21 to 27 years) and older Millennials (28 to 37 years). Note: We are not allowed to survey minors, thus our Gen Z sample included only consumers between the ages of 18-20.