



Future of Consumption: Unlocking Gen Z Behaviour for Crafting Powerful Strategies

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INTRODUCTION

Key findings

Generation Z's influence to grow exponentially by 2040

Gen Z Market Potential Explorer: Demographics are not enough

Unveiling optimal geographies: The US stands out for overall potential

Yet, the struggle with Gen Z is their behaviour

POLARISED BEHAVIOURS OF GEN Z

Generation Z considers sustainability and social responsibility intrinsic

Overcoming the value-action gap is important for companies

"It's complicated" status with technology

Netflix gives back viewers' data to increase transparency and show where the data is used

POLARISED BEHAVIOURS OF GEN Z

Saving in a squeeze, splurging for joy

Financial advice from Apple Savings, Samsung Money and UOB TMRW's Auto-Save

TOP FIVE VALUES TO BRIDGE THE BEHAVIOUR GAP

Top five values to tackle polarised Gen Z behaviours

Empowerment: A means to bridge the value-action gap

Empowerment: Snapchat promotes civic engagement with "Run for Office Mini" tool

Empowerment: PepsiCo Arab Youth Hackathon at COP28 inspires future leaders

Self-expression: How creativity bridges differing Gen Z's tech attitudes

Self-expression: Samsung's Future Generation Lab partners with African creatives

Belonging: Gen Z finds connection on communication platforms

Belonging: Xianyu is more than a second-hand platform, it is a community

Belonging: Starbucks cultivates connection through the Discord community

Rationality: Balancing budget and indulgence in uncertain times

Rationality: Parle Products achieves growth thanks to small indulgent bites

Retreat: Gen Z consumers strive to unplug in many forms

Retreat: Collaboration between Xbox and Calm to improve the mental health of gamers

STRATEGIES TO LEVERAGE THE KEY VALUES

Unlocking Gen Z engagement: Strategies to leverage the key values

Hyper-personalised loyalty appeals to Gen Z's individualistic and pragmatic sides

Lacoste banks on gaming and personalisation with its UNDW3 NFT loyalty card

Consumer spending research is a stepping stone for Gen Z psychographic research

Harnessing the emotional power of storytelling and nostalgia

CONCLUSION

In a nutshell: A blueprint for Gen Z engagement

Generation Z: How to win

Questions we are asking

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