

Generation "Z" (1995-2010)





Highly motivated

Independent

Internet lovers



The average Gen Zer received their first mobile phone at age 10.3 years. Many of them grew up playing with their parents' mobile phones or tablets. They have grown up in a hyper-connected world and the smartphone is their preferred method of communication. On average, they spend 3 hours a day on their mobile device.

Representatives of generation Z, like their parents, are a generation of consumers. Their life is filled with advertising. This generation did not face serious crises and unemployment. For them, spending money has become not just entertainment, but a need

For most of the generation Z, the main thing in life is comfort and bright new impressions. For this they are willing to spend a lot of money



Shopping

Impressions



Comfort

Internet

we are citizens of the world, distance is not a barrier for us



we love testing new products



everything we buy should emphasize our individuality

we pay attention to bright and provocative ads

Words for summary

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Shopping

Impressions

New brands

