

Generations (Baby Boomers, X, Y, Z)

Baby boomers

Baby Boomers are the people who were born in 1946-1964. There was a boom into the the birth date after the World War II whence generation was called baby boomers. Precisely this group of people are responsible for creation the main brands which we can see even now like: Pepsi Cola, Coca Cola, Levi Strauss, Adidas and much more. Baby Boomers were big consumers and

Generation X

Generation X were born between 1965 and 1979. In the U.S., some called Generation Xers the "baby bust" generation because of the drop in the birth rate following the baby boom. Due to their small amount and similar upbringing, there weren't big changes in the market. Some new brands which were created in this period followed trends of baby boomers and existed brands just expand

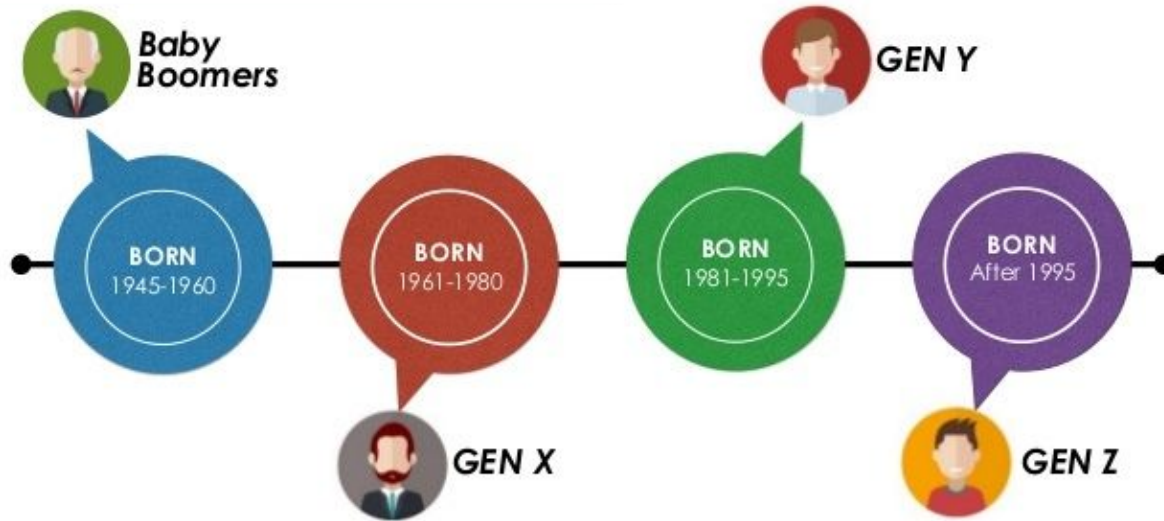
Generation Y

The Generation Y was those generation which brought about major changes in market. Yers or millennials were born between 1980 and 1994 and their population counts 60 million people which beats Boomers. However, one of the main factors, influencing changes, was the behavior of Yers. Unlike boomers they were cynical and much more practical as they have already been given

Generation Z

Generation Z was born between 1995-2012. Their key features are tolerance, cautiousness, diverse view and skepticism. Moreover, they are addicted to gadgets and due to that are likely to spend more time at home. With such characteristics, this Generation was less complicated for marketers because Zers share some traits with Yers but the thing was that they

Periodization of generations



Generation Name	Births Start	Births End
The Lost Generation The Generation of 1914	1890	1915
The Interbellum Generation	1901	1913
The Greatest Generation	1910	1924
The Silent Generation	1925	1945
Baby Boomer Generation	1946	1964
Generation X (Baby Bust)	1965	1979
Xennials	1975	1985
Millennials Generation Y, Gen Next	1980	1994
iGen / Gen Z	1995	2012
Gen Alpha	2013	2025

Personal Opinion

In conclusion, I want to say that I refer myself to the Generation Z because my attitude fits in many characteristics from this generation as I spend a lot of time with my phone and computer and like online shopping more than ordinary.