

Gen Z

The Next Generation of Influencers for Brands and Retailers

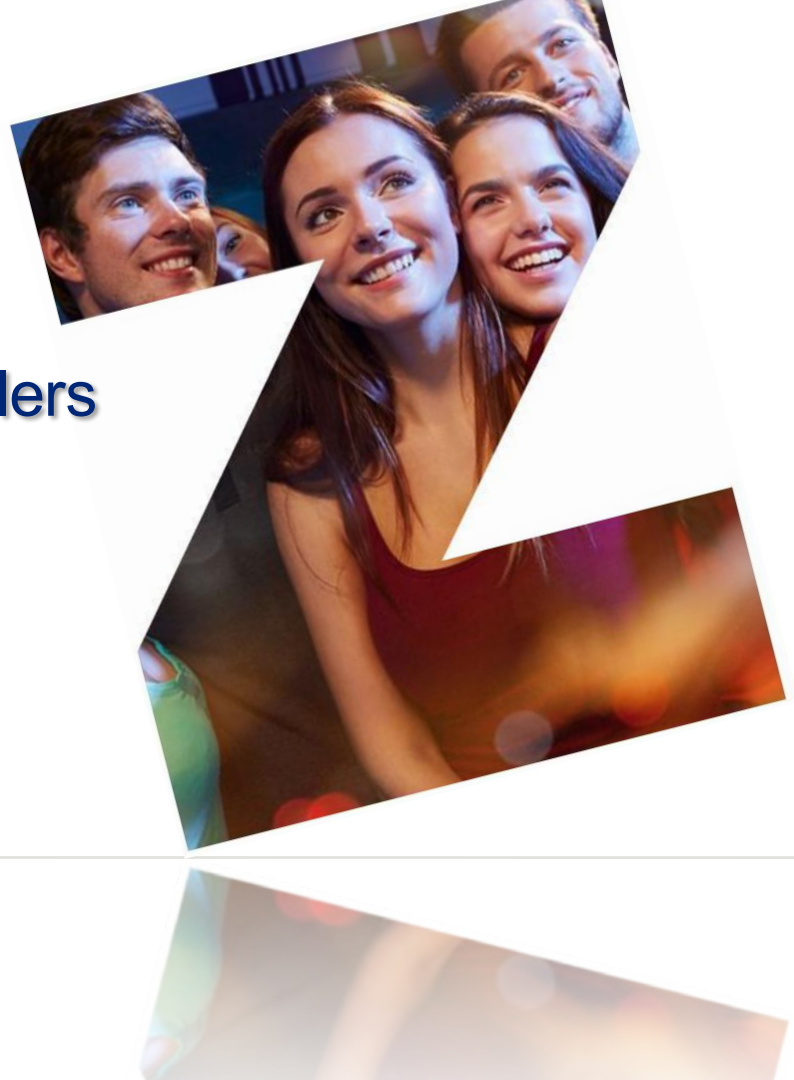


IRI

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Lynne Gillis, Principal | IRI Worldwide

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First there were Baby Boomers.
They used to be a pretty big deal.



Then there was Gen X.
But nobody cared.



Millennials followed.
They used to be a ***REALLY*** big deal.
(Actually, they still are.)

Now, there's **Gen Z.**

They're not Zennials (Mini Millennials), they are
an entirely new ***Zeneration.***

And **they will change everything.**



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% U.S. POPULATION (U.S. Census)

Silent Generation

10%

Baby Boomers

23%

Gen X

20%

Millennials

24%

Gen Z

23%



**Average
Weekly Allowance**



**Annual Purchasing
Power**



**Have No
Family Spending
Rules**



Nearly
50%

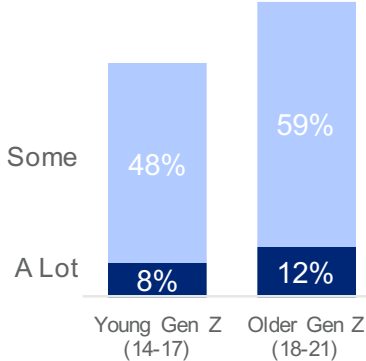
of 18-21 year olds
are participating in
their household's
grocery shopping



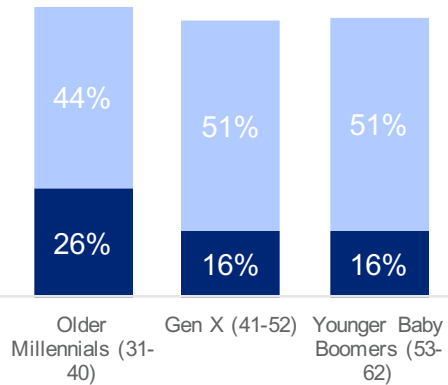
Gen Z widely influences household grocery product and brand decisions

Influence of Gen Z on Grocery Decisions

GEN Z Thinks They Have...



Their Parents Say They Have...



Gen Z is an
'instant'
generation
that's being
taught the
value of
waiting





Many Gen Zs learn early about
the value of being a savvy shopper



66%

buy products
based on price



Three primary forces shape how Gen Z sees and will ultimately influence brands and retailers



DIVERSITY

(Desire to learn & experiment)



TECH SAVVINESS

(Levels the playing field for brands and retailers)



SAFETY

(Radical transparency)



As the first minority-majority
generation in history,
Gen Z doesn't see diversity...



...until it's missing.



A photograph of Barack Obama smiling in the Oval Office. He is wearing a dark suit, white shirt, and patterned tie. Behind him is a large blue circular seal of the White House with the text 'THE WHITE HOUSE' and 'WASHINGTON'. To his left is an American flag, and to his right is the Presidential Seal. The text 'GEN Z HAS NEVER KNOWN A TIME WHEN' is overlaid in blue, sans-serif font.

GEN Z HAS NEVER KNOWN A TIME WHEN

DIVERSITY

WASN'T A POSSIBILITY IN THE OVAL OFFICE



OR WHEN MARRIAGE

EQUALITY

WASN'T A GUARANTEED RIGHT



GEN Z IS PREDISPOSED TO WANT

VARIETY



Brands will be challenged
by Gen Z's “No Limits”
orientation and
willingness to experiment



Greater product variety is prominent in Gen Z households



NATURAL CHEESE

16



COLD CEREAL

12.4



NON-CHOC CANDY

10.6



CSDs

10.2

Gen Z
Households

Unique UPCs Purchased

12.4

7.6

Non-Gen Z
Households

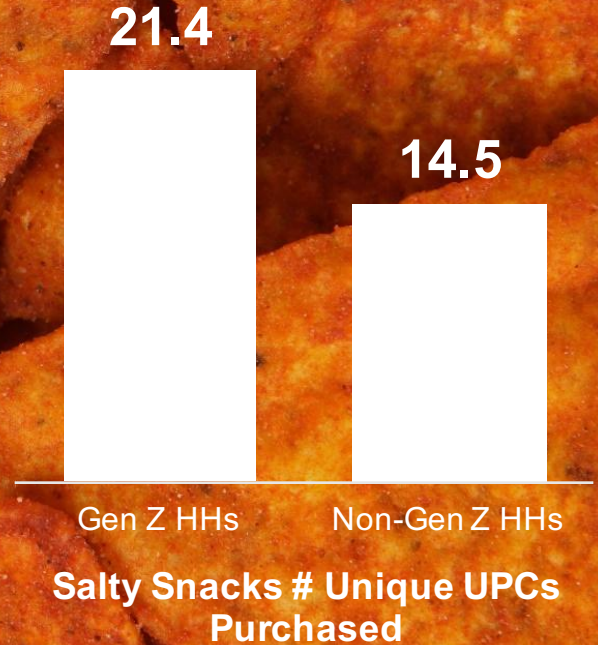
7.5

7.5



Doritos 'gets it right'

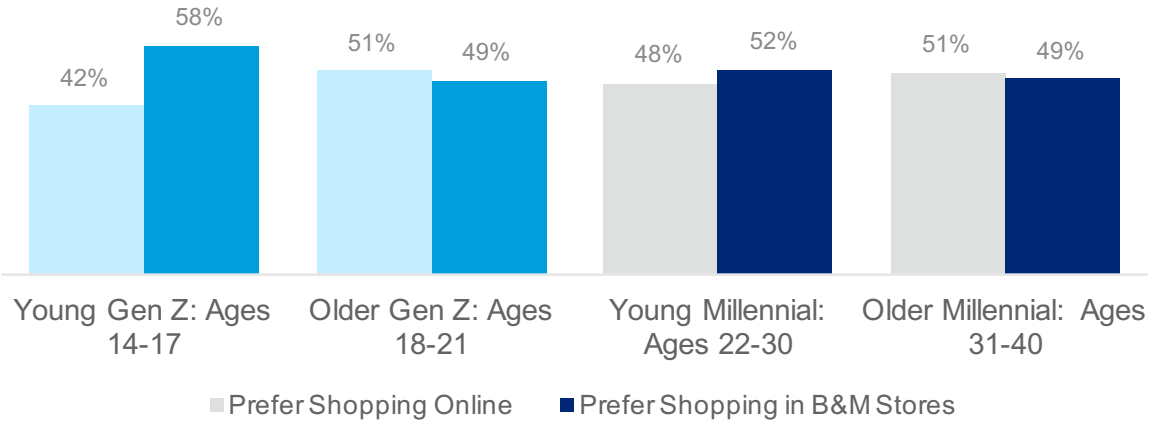
168
Active
SKUs



Gen Z and Millennials are the true omni-channel shoppers



Preference for Online vs. B&M Shopping (any product category)



A photograph of two young children, a girl on the left and a boy on the right, both wearing white chef hats and aprons over striped shirts. They are smiling broadly and clapping their hands. The air around them is filled with a fine dust of flour, suggesting they are in the middle of a baking activity. In the foreground, there are several plates and bowls containing various baked goods, including what looks like cookies and bread. The background is a kitchen setting with a window and curtains.

Gen Z's diversity and their 'no limits' orientation will significantly impact their expectations of products and retailers.

A close-up photograph of a person's hands pushing a shopping cart. The cart is filled with various groceries, including bags of oranges and green onions. The person is wearing a blue long-sleeved shirt and a grey sweater. The background is a blurred supermarket aisle.

Brands are important to Gen Z – but they must earn their way into Gen Z’s hearts and shopping baskets.

A young man with short brown hair, wearing a dark jacket, is standing in a grocery store aisle. He is looking down at a smartphone held in his hands. He is holding a green shopping basket filled with several bottles of beer. The background shows shelves stocked with various grocery items, including bags of chips and other packaged goods. A sign above the shelves reads "TRIBECA" and lists categories like "Wine", "Beer", "Spirits", "Deli", "Bakery", and "Meat".

A fluid omni-channel experience critical for Gen Z.

**They are not a generation of either/or.
They are a generation of AND.**



THANK YOU!

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