

# What Your Advertisers Need to Know About Gen Z Buyers



What are the secrets to attracting Generation Z buyers? Lots of data can improve how your advertisers market to them!

## Gen Z Demographics

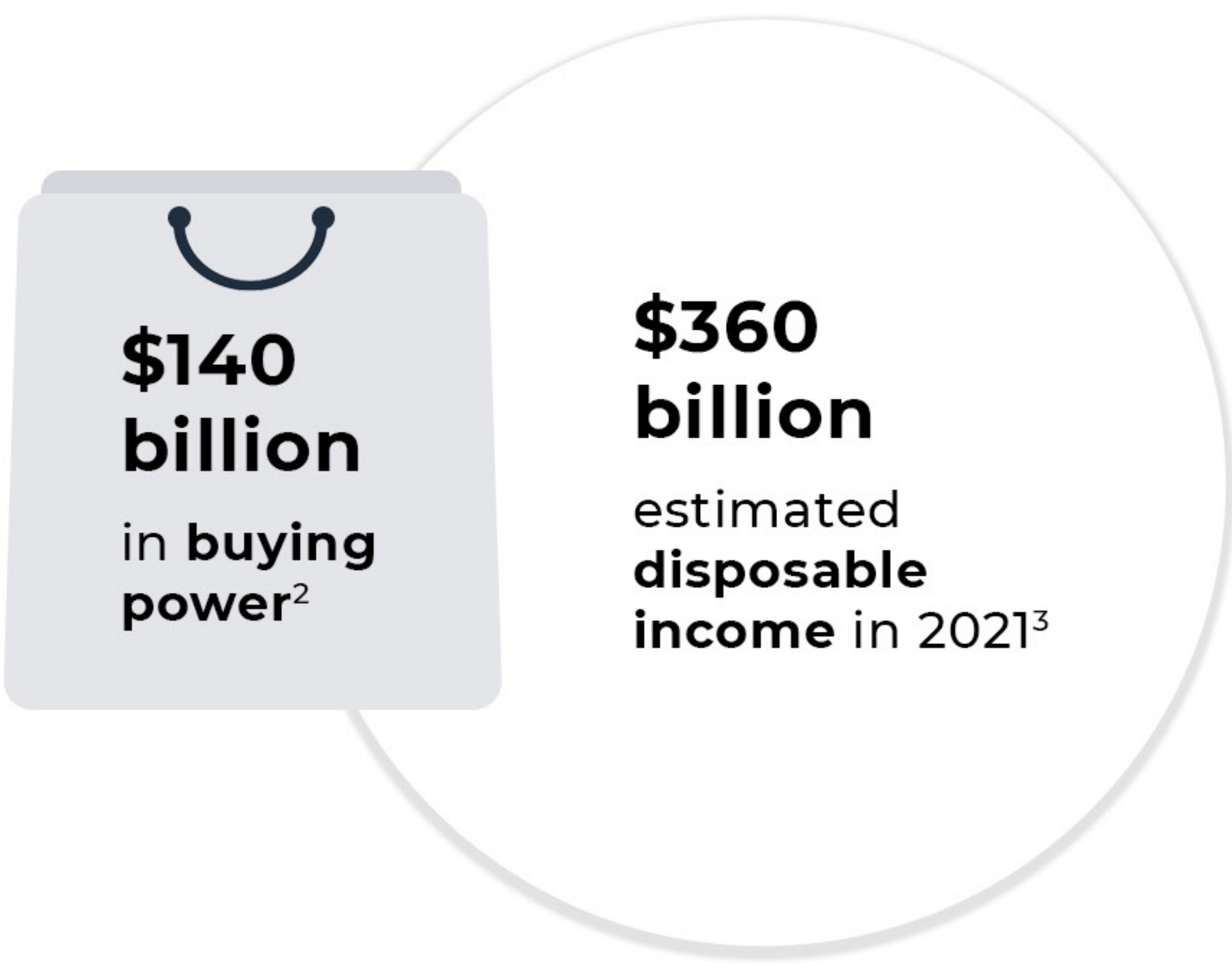


Gen Z refers to those born between **1997 and 2012**.



They account for **20.66%** of the U.S. population.<sup>1</sup>

## What They Have to Spend and How They Spend It



Spending was **up 3%** year over year (YOY).<sup>4</sup>

**Female buying** was **up 10%** YOY, with clothing and footwear as the top categories.<sup>4</sup>

**47%** have purchased **secondhand** items.<sup>4</sup>



**Beauty purchases** were **up 20%** YOY, with cosmetics as the top category.<sup>4</sup>

The top “splurge” categories are **electronics and technology, health and wellness, and clothing and fashion**.<sup>5</sup>



Gen Z **shops evenly** online and in stores.<sup>6</sup>

These are the areas where Gen Z is most likely to spend disposable income:<sup>5</sup>

- ✓ Dining out
- ✓ Travel and experiences
- ✓ Clothing and fashion
- ✓ Electronics and technology
- ✓ Health and wellness

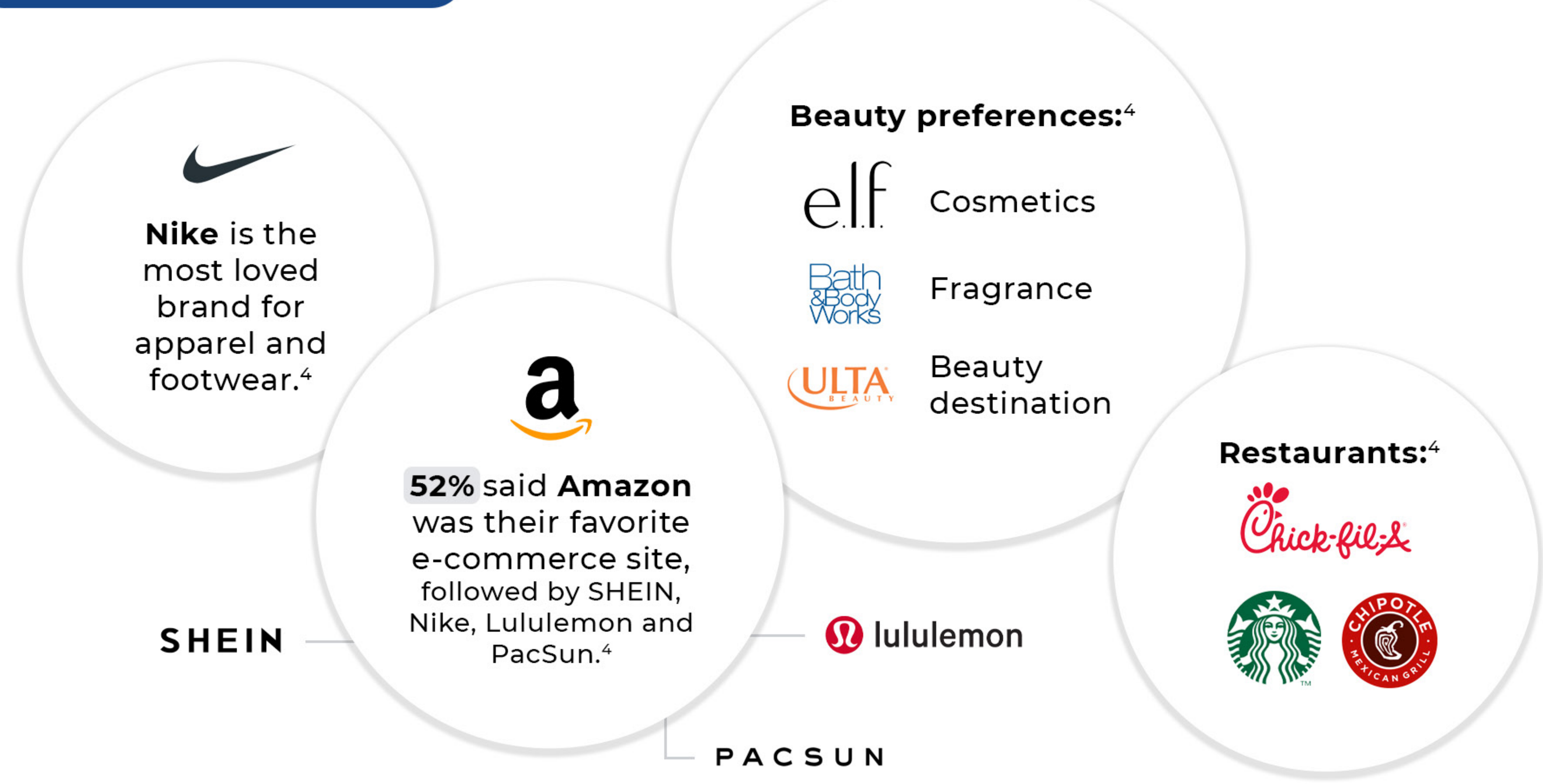


They are the biggest share of **pet owners (32%)**<sup>7</sup> in the U.S. and spend the most on them.<sup>8</sup>



**36.8%** have used the buy now, pay later (BNPL) method for purchases.<sup>9</sup>

## Gen Z Favorite Brands



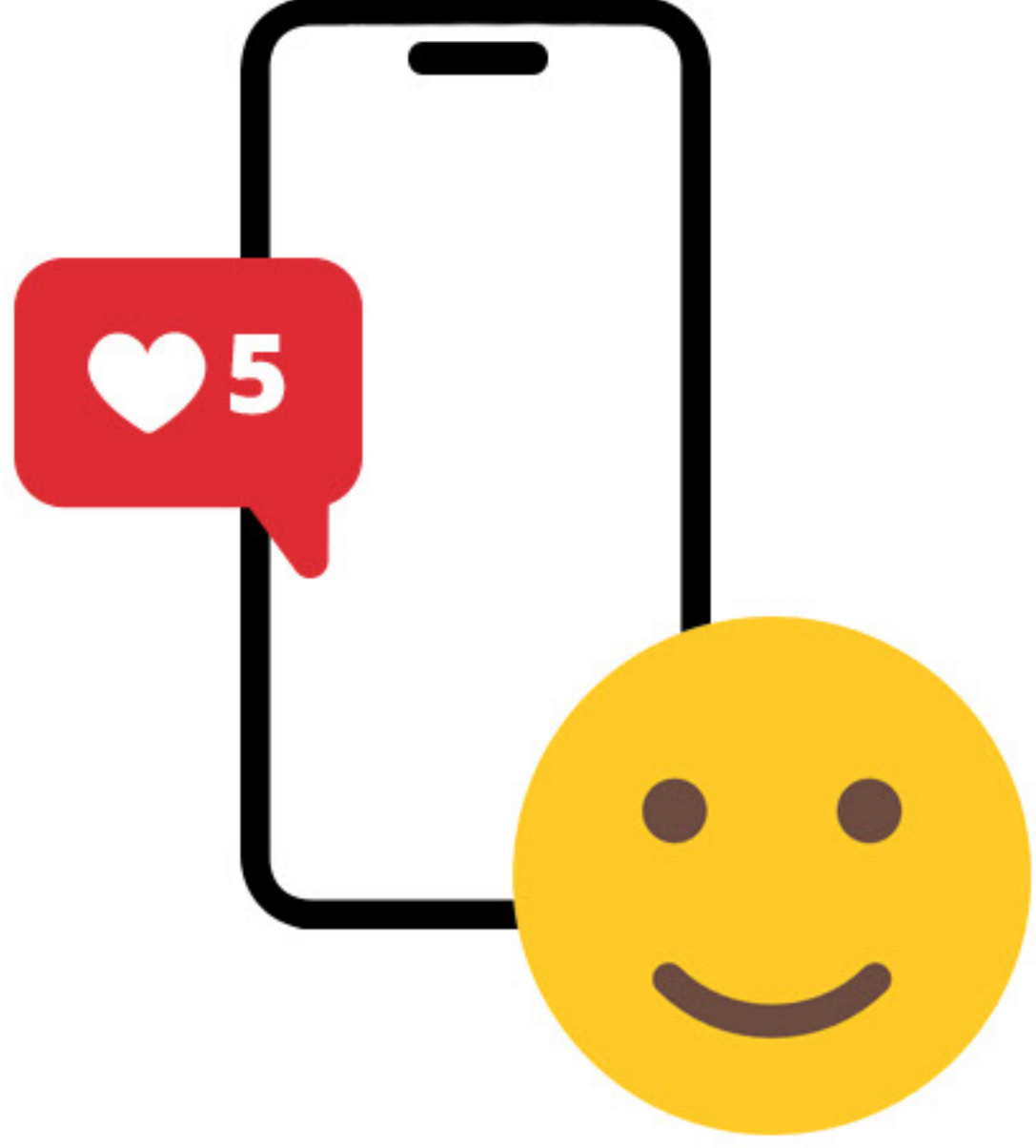
## Social Media and Content Influences on Gen Z in Purchasing

**61%** follow brands on social media (the most of any demographic).<sup>10</sup>

“ Use my affiliate link.”

**60%** use Instagram for new product and service discovery.<sup>11</sup>

**70%** of Gen Z teenagers see YouTube personalities as more relatable than traditional celebrities.<sup>12</sup>



**TikTok** is their favorite social platform, followed by Snapchat and Instagram.<sup>4</sup>

**32%** of video consumption time is spent with Netflix; 29% on YouTube.<sup>4</sup>

**55%** have made at least one purchase through social channels.<sup>13</sup>

## What Gen Z Cares About When Making Purchasing Decisions



**25%** admit that a brand’s failure to consider sustainability impacts decisions.<sup>14</sup>



**30%** view climate change as the issue of greatest concern.<sup>14</sup>



**23%** research ethical and sustainable standards before every purchase.<sup>5</sup>



Gen Z is the most selective group regarding disposable income, at **42%**.<sup>5</sup>

**Poor customer experience** was the leading reason Gen Zers lost trust in a brand.<sup>15</sup>

