

“(...) brands are trying to understand what these walking paradoxes want and how they shop. The answers will define the next era of consumerism.”

The Economist

Gen Z No Filter!

Your one-stop report to understand today's Gen Z shopper, tomorrow's shopper trends shaper

Gen Z is the largest generation globally, with growing spending power & dramatically different spending habits. It is critical for businesses to understand Gen Z to expand the shopper growth potential with this cohort.

Gen Z Shopper mindset

1. **Category involvement in FMCG & Personal Care**
 - Entry-categories, level of adoption, triggers, barriers and ways to increase engagement
2. **Shopping attitudes & category-level insights** on store selection,
 - Planning, experimentation, deal-seeking, promo & price sensitivity and importance of innovation
3. Perspectives on **brand loyalty**
4. Relationship with **private labels**
5. Key **expectations** from retailers and manufacturers
6. Trusted **sources of information**

Please contact vasi.dragomir@nielseniq.com to buy multi country reports

Gen Z Shopping behavior

1. **Omni-channel** purchase behavior
2. **Loyalty card** ownership
3. **Key store drivers** and ideal grocery shopping experience
4. Relationship with **technology** and its impact in grocery shopping

Countries in focus

Germany, France, UK, Italy, Spain, Portugal, Romania

Other countries considered on request

Methodology

- CAWI
- Sample size: 1,000 per country
- Target: 18-25 years old
- Fieldwork: July 2023

Investment € 4,000 per country