Gen Z No Filter!

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

Gen Z Shopper mindset

1. **Category involvement in FMCG & Personal Care**
   - Entry-categories, level of adoption, triggers, barriers and ways to increase engagement
2. **Category-level insights & shopping attitudes** 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**

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

Methodology

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

Investment

€ 4,000 per country

NIQ

32 categories under in-depth analysis:

Groceries

- Fresh product
- Cold meat/Charcuterie
- Ready to Eat Meals and Pre-cooked meals
- Frozen products
- Plant based products
- Laundry detergents and household cleaners
- Staples
- Dairy products
- Petfood
- Breakfast cereals

Beverages

- Bottled mineral water
- Coffee
- Tea
- Beers
- Wines
- Spirit drinks
- Soft drinks

Impulse

- Chocolate
- Biscuits
- Chewing gums / candies / gummies / jellies
- Ice creams
- Salty snacks

- Tobacco/nicotine products

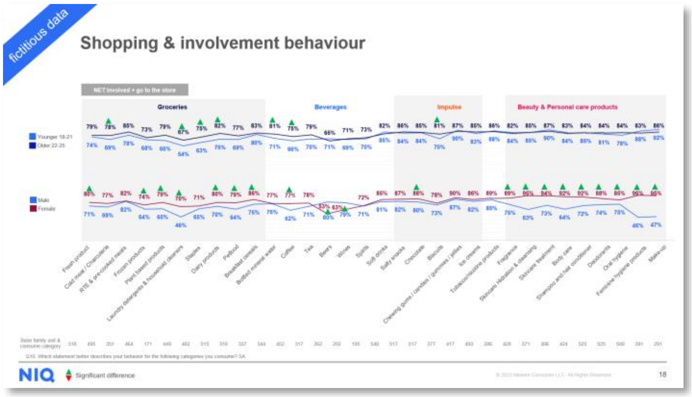
Beauty & personal care

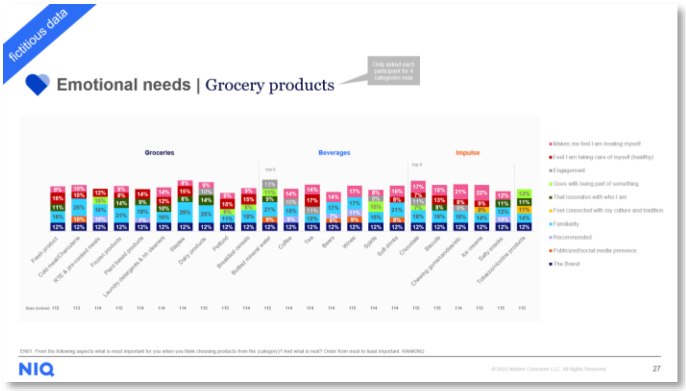
- Fragrance
- Facial Skincare hydration & cleansing
- Facial Skincare treatment
- Body care
- Shampoo and hair conditioner
- Deodorants
- Oral hygiene
- Feminine hygiene products
- Make-up

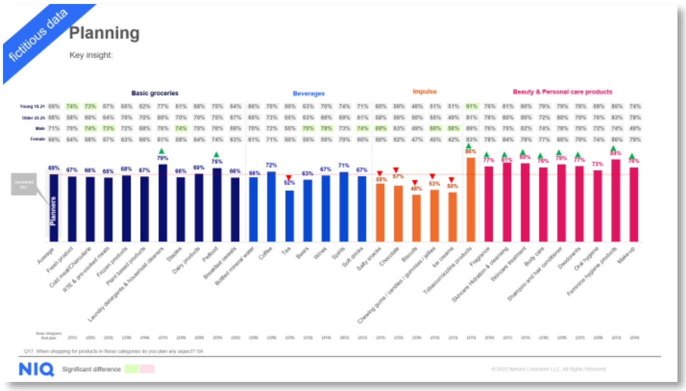
Key takeaways for each category:

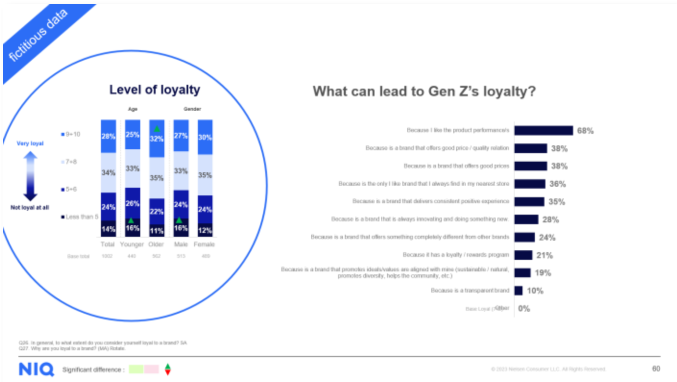
1. **penetration**
2. **involvement** and **shopping behavior**
3. **key drivers of involvement**
4. **key barriers** for being involved, yet not doing the shopping
5. **preferred** shopping **channel**
6. **category adoption funnel**: the 1st category for which they become sole decision makers up to the 5th
7. **top 5 emotional & functional drivers** fueling the purchase
8. **level of planning** and key aspects planned
9. **the most effective** pre-store & in-store **touch-points**, on & offline
10. **brand loyalty** and openness to **private labels**

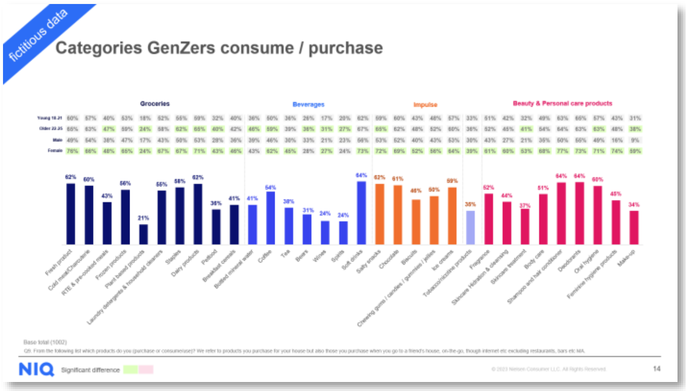
Gen Z No Filter! report output examples:

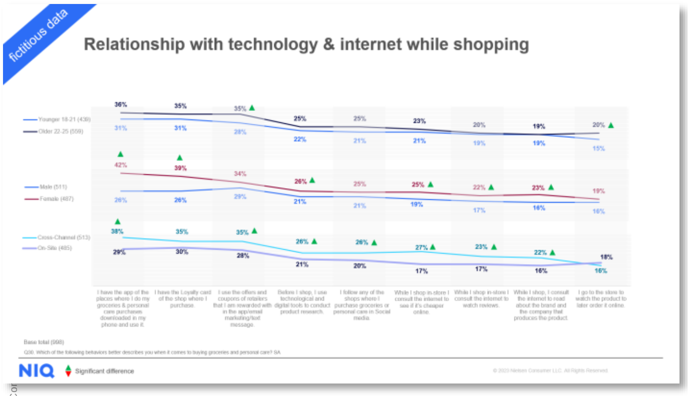


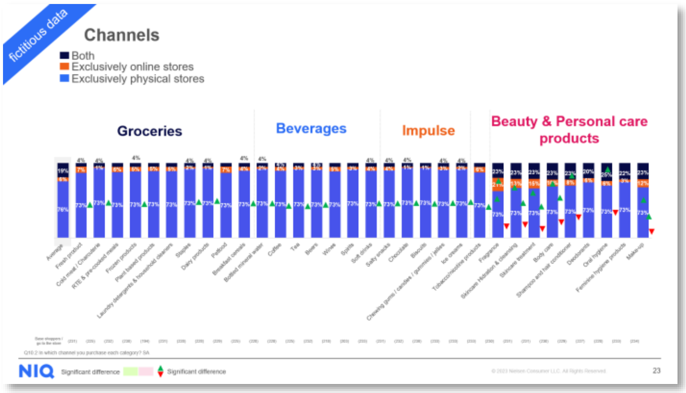












Contact your NIQ representative and join those who already use the powerful insights on Gen Z shopper when shaping the pathways to grow.