

GEN Z: THE TRUE DIGITAL NATIVES THAT CAN UNLOCK BUSINESS GROWTH

Gen Z is gaining increasing prominence globally as the cohort enters the workforce, earns income and becomes the new consumers and influencers of tomorrow. Their rise will likely drive a lasting change in the economies of the future.

This generation has grown up with constantly advancing technology and rapidly changing economies. They have seen their Millennial elders struggle with traditional paths to success. And the last couple of years have shown them just how unpredictable life can be. But remarkably, they have discovered new freedoms within that uncertainty. Gen Z is the most educated generation, but they're questioning traditional career paths and are strongly inclined toward entrepreneurship and being their own boss.

Gen Z Profile

26% of the total population across the world is Gen Z¹

85% use social media to learn about various products¹

66% state that social media is an essential part of their lives²

44% show interest in contributing ideas to brands³

Use up to 5 devices at a time and check social media about 100 times a day³

Gen Zers trust influencers because their lives are relatable³

More than **60%** of the total Gen Z population checks YouTube at least once per day¹

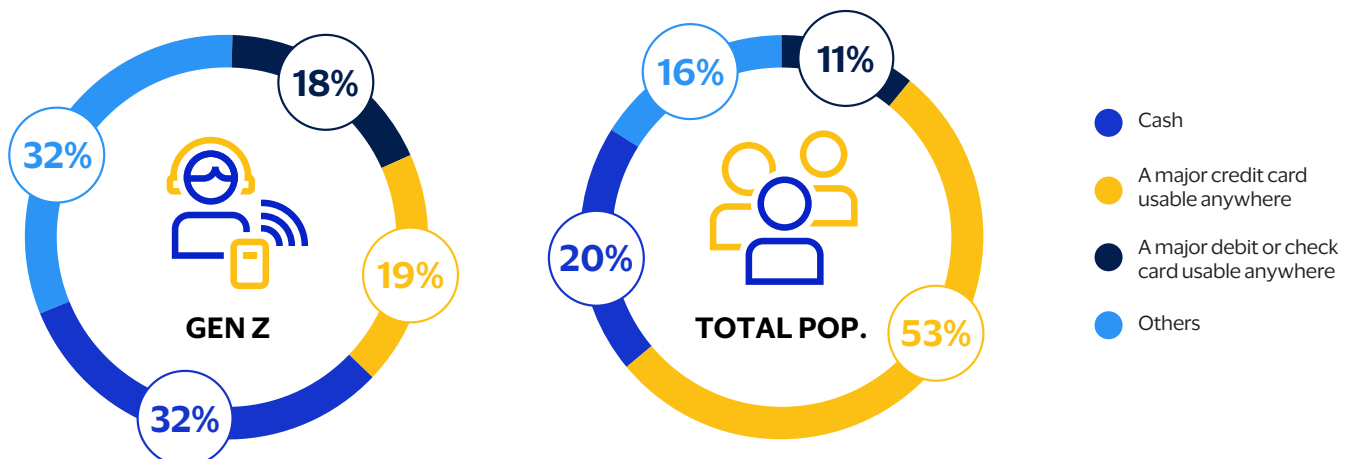
81% has played games in the past six months⁴

70% of Gen Z gamers expect to hang out in game worlds without playing the main game⁴

59% believe they could become wealthy by investing in cryptocurrencies.⁵

They were born in mid-1990s to current 2000s, these digital natives have never lived a life without internet.

Payment methods frequently used by Gen Z consumers⁶



Visa is here to help you

Contact your Visa account executive to learn how we can help you understand the consumer behavior shifts and identify opportunities to maximize your portfolios with our Consulting and Marketing services (analytics, managed services, credit lifecycle, digital roadmaps, etc.) and our Innovation & Design services (to co-create/ co-design new consumer payment and commerce experiences).

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SOURCES:

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