

The shift: Gen Z's regeneration

Gen Zers are, in many ways, the group most transformed by the COVID-19 pandemic. And as they redefine concepts like identity, activism, community, commerce and resilience, Gen Zers are literally shaping the future for all of us.



IDENTITY IS A CALL TO ACTION

Having grown up with all the world's information at their fingertips, Gen Zers are driven not only to be constantly learning—but to translate what they learn into meaningful action.

Among Gen Zers surveyed globally,

79%

believe it's important to develop new skills throughout life¹

"I was born into a revolutionary generation, one that is tipped to bring new levels of innovation and change on a global scale."

—Jeremiah, Gen Zer²

ACTIVISM TAKES EVERYONE

Taking on social injustice, sustainability and other causes, Gen Zers share a powerful belief that they can change the world—and they expect companies to join them.

Among Gen Zers surveyed globally,

71%

would like to see more diversity in advertising³

79%

say the pandemic has made it more important to reduce their environmental impact⁴

79%

say the pandemic has made it more important for companies to behave sustainably⁴



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COMMUNITY IS A FEELING

Gen Zers' own words reveal that that community feels like home, like acceptance and belonging. But you might not find these communities on a map. For many Gen Zers, community is increasingly digital and dispersed.

More than
1 in 3

Gen Zers in Europe say they've been using social media more to connect with others through groups and communities since the pandemic began²

"Communities become a space where people can be themselves whilst supporting others ... in my freelancing community on Facebook, we share job opportunities and advice and celebrate each other's achievements."

—Sahra-Isha, Gen Zer²

COMMERCE DEMANDS DISCOVERY

Gen Zers see shopping as an expression of their values. They also prize efficiency and convenience: Rather than having to search, they increasingly expect brands and products to find them.

In the UK, Gen Zers are

1.4x

more likely than other generations to say they'd pay a premium for eco-friendly products⁵

At the same time,

67%

of global Gen Zers say there's too much choice online¹

RESILIENCE REQUIRES ADAPTABILITY

Even as many Gen Zers look to better the world, they're often starting with their own physical and mental wellness. And their adaptability is serving them well, as they find new ways of connecting to their interests—many of which seem here to stay.

Gen Zers globally are more likely than average to say they'll keep up behaviors that spiked due to the pandemic:⁴

1.5x

more likely to keep using online learning platforms more

1.4x

more likely to keep watching more online videos

1.3x

more likely to keep using messaging apps and services more

1.2x

more likely to keep dedicating more time to pastimes and hobbies



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WHAT IT MEANS FOR MARKETERS

- 1 Support Gen Zers in creating meaningful connections:** As much as they prize their individuality, Gen Zers also value feeling like they are understood and that they belong to communities. Build community with Gen Zers by meeting them where they are—for example, in messaging, stories or groups.
- 2 Connect authentically:** A considerable challenge for marketers is that Gen Z makes purchase decisions based on more than just price and convenience. Brands that clearly champion causes and authentically connect with Gen Z through their values tend to resonate most powerfully.
- 3 Partner for success:** Reflect Gen Z's collaborative worldview by unleashing the power of partnerships yourself—whether with an organization Gen Zers respect or with Gen Zers themselves. Draw inspiration from brands like COLLUSION that have worked with Gen Zers, from polling them in an Instagram Stories ad to designing a new product line together.



Facebook IQ sources:

1. "Global Trends Among Gen Z" by GlobalWebIndex (online survey of 79,000 people ages 16-22 in AE, AR, AU, AT, BE, BR, CA, CH, CN, CO, DE, DK, EG, ES, FR, GB, GH, HK, ID, IN, IR, IT, JP, KE, KR, MY, MX, MA, NL, NZ, NG, PH, PO, RO, RU, SA, SE, SG, TH, TW, TR, US, VN, ZA), Sep 2019. 2. "Meet the Future" by YouGov (Facebook-commissioned online survey of 9,038 people ages 18-25 in DE, DK, FR, GB, NO, SE who use Facebook or Instagram), Aug 2020. 3. "Gender Equality Study" by Qualtrics (Facebook-commissioned study of 4,000 Facebook and Instagram users in BR, GB, IN and US), May 2019. Gen Z defined as people ages 18-24. 4. "Coronavirus Research" by GlobalWebIndex (online survey of 15,271 people ages 16-64 in AU, BE, BR, CN, FR, DE, ES, GB, IN, IT, JP, NZ, PH, PL, RO, SG, US, ZA), Jun 29-Jul 2, 2020. Gen Z is defined by GWI as people ages 16-24. 5. "Industry Micro-Shifts Monthly Tracker" by Kantar Profiles (Facebook-commissioned online survey of online people ages 18+ in GB), May 2020. Gen Z defined as people ages 18-24.



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