



# KANTAR

## Going viral: How to reach Gen Z through social and ecommerce

Panel discussion

Kate McGee

Digital Commerce Conference

June 2024

rizz cap  
yeet GRWM mid  
bussin drip cheugy  
bet OOMF  
delulu FR beige flag  
glow up menty b  
ELI5 H/T

# Gen Z

Who are they?

**12-27** years old  
in 2024

Birth years: 1997 to 2012



Population size

**70** million  
in 2023

**21%** of the total US  
population



Spending power

**\$984 billion\***

\* Kantar analysis of Census Bureau data; reflects only Gen Z heads of household 16-26 in 2023



# Gen Z

What do they value?

## Core values



### Resilience

“Don’t let failure stop you”



### Realism

“Stay grounded”



### Agency

“Be the change”



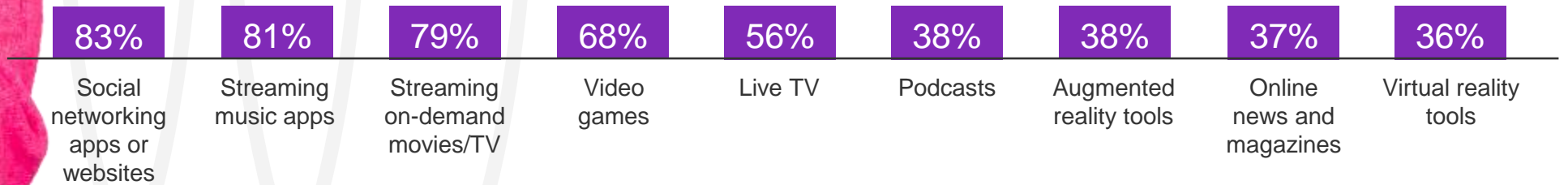
### Openness

“Permission to be different”



# Gen Z

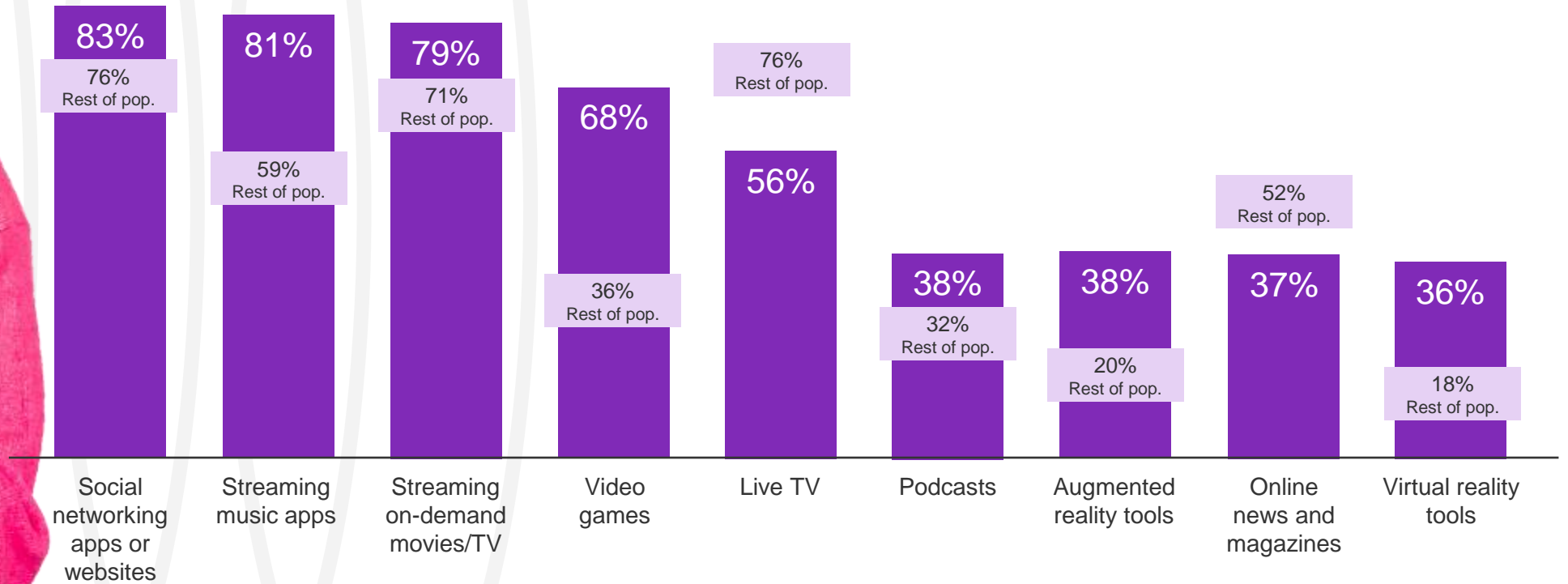
What media do they engage with?\*



\* Among those who have a social media account and use it monthly or more often; how often watch (at least weekly)

# Gen Z

What media do they engage with?\*



\* Among those who have a social media account and use it monthly or more often; how often watch (at least weekly)

# Gen Z

## What matters to them when shopping?



Value



Experience



Tech-enablement



Note: Among 18+; two-box summary. “+# ppt” indicates significant difference vs. all shoppers (95% confidence level).



**KANTAR**

# THANK YOU

For further information please refer to  
[retailiq.kantar.com](https://retailiq.kantar.com)

Contact:  
Kate McGee  
Head of Syndicated Retail Platforms

[kate.mcgee@kantar.com](mailto:kate.mcgee@kantar.com)

Renata de Moura  
Senior Director, Shopper Insights

[renata.demoura@kantar.com](mailto:renata.demoura@kantar.com)

Colombe Bommelaer  
Senior Director, Category Insights

[colombe.bommelaer@kantar.com](mailto:colombe.bommelaer@kantar.com)

Michelle Brisson  
Senior Consultant, MONITOR

[michelle.brisson@kantar.com](mailto:michelle.brisson@kantar.com)



**Copyright © 2024 Kantar LLC. All Rights Reserved.**

111 Huntington Ave., 20th Floor, Boston, MA 02199

### Notice

No part of these materials may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photography, recording, or any information storage and retrieval system now known or to be invented, without the express written permission of Kantar Consulting. The printing of any copies for backup is also strictly prohibited.

### Disclaimers

The analyses and conclusions presented in these materials represent the opinions of Kantar Consulting. The views expressed do not necessarily reflect the views of the management of the retailer(s) under discussion. These materials are not endorsed or otherwise supported by the management of any of the companies or organizations discussed herein.