

What Retail Needs to Know About GENERATION Z

GEN Z

accounts for almost 25% of the U.S. population and are the first digital natives.



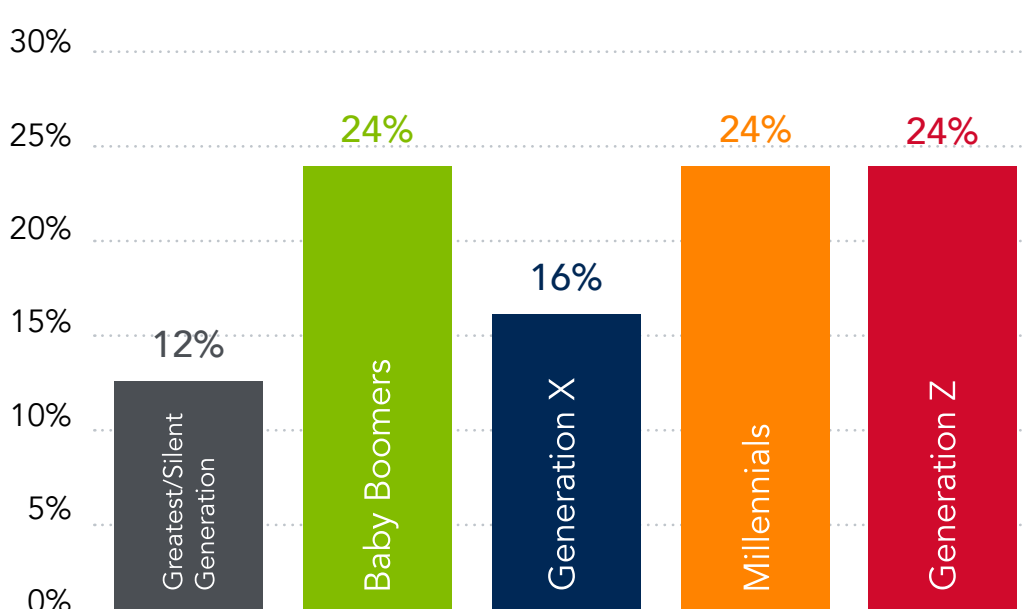
BORN:

between 1996 and 2010.

AGES:

7 to 21

POPULATION IN THE U.S. BY GENERATION



Generation Z is currently 65 million strong in the U.S. and is expected to increase by about 30% to almost 85 million by the year 2020.



WHERE DOES GEN Z SHOP?

98%



According a 2017 NRF survey, 98% of Gen Z still shops in brick and mortar stores "most of the time" or at least "sometimes".

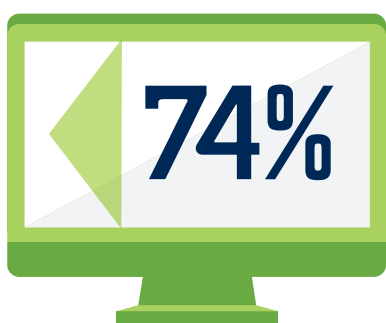
DIGITAL NATIVES

8

The average length, in seconds, of Generation Z's attention span.

25%

The % of Gen Z that usually spends their free time online.



The percentage of Gen Z that spends 5 hours or more online each day.

BUYING POWER

**\$44
BILLION**

Generation Z has access to \$44 billion in buying power and 70% of them actively influence their family's buying decisions.

70%

The Tools You Need To Win at Retail®

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