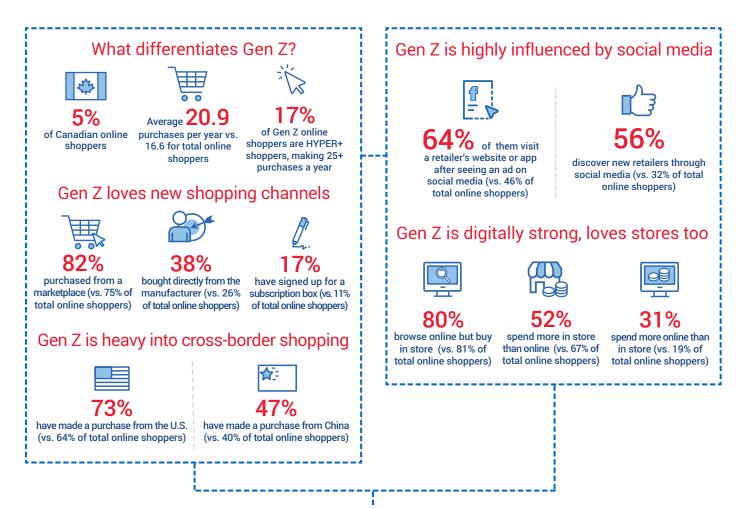


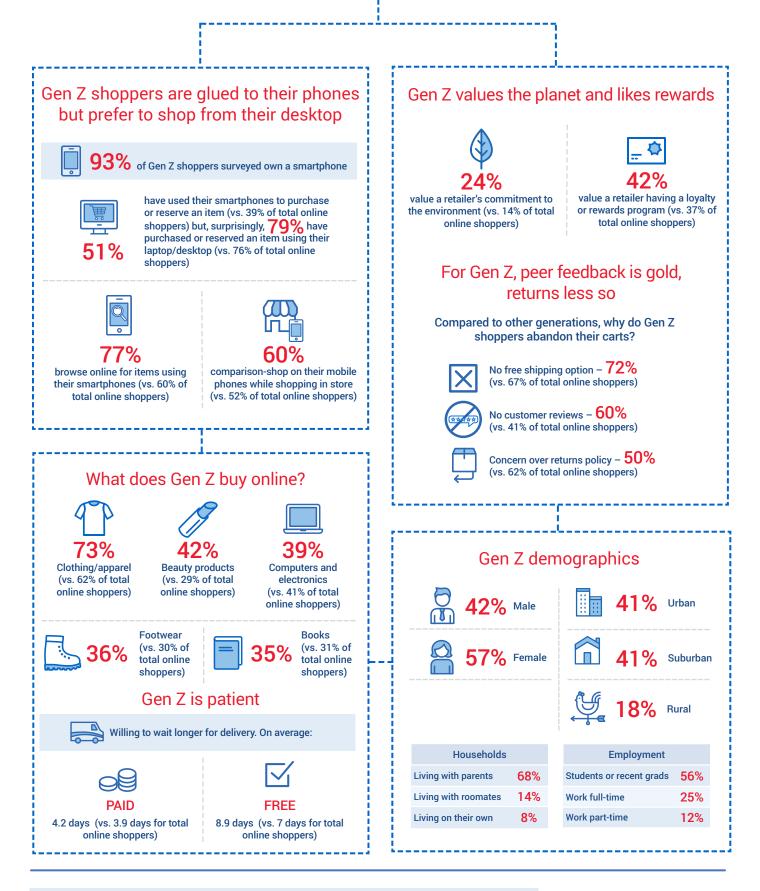
## Next-generation online shoppers – Gen Z

## Who they are and what sets them apart?

Move over millennials, a new generation of shoppers is emerging. Gen Z – born between 1995 and 2000 – behaves differently and has a new set of needs. These digital natives were brought up with the internet and fed a diet of social media. They speak a new language. Nurture Gen Z now, and your opportunities will grow with them.



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Learn more about e-commerce in Canada. Find out where to focus your resources and grow your online business. Contact a Canada Post e-commerce expert or get the full report at canadapost.ca/ecomevolution

