



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.

What differentiates Gen Z?



5%

of Canadian online shoppers



Average **20.9**

purchases per year vs. 16.6 for total online shoppers



17%

of Gen Z online shoppers are HYPER+ shoppers, making 25+ purchases a year

Gen Z loves new shopping channels



82%

purchased from a marketplace (vs. 75% of total online shoppers)



38%

bought directly from the manufacturer (vs. 26% of total online shoppers)



17%

have signed up for a subscription box (vs. 11% of total online shoppers)

Gen Z is heavy into cross-border shopping



73%

have made a purchase from the U.S. (vs. 64% of total online shoppers)



47%

have made a purchase from China (vs. 40% of total online shoppers)

Gen Z is highly influenced by social media



64%

of them visit a retailer's website or app after seeing an ad on social media (vs. 46% of total online shoppers)



56%

discover new retailers through social media (vs. 32% of total online shoppers)

Gen Z is digitally strong, loves stores too



80%

browse online but buy in store (vs. 81% of total online shoppers)



52%


spend more in store than online (vs. 67% of total online shoppers)




31%

spend more online than in store (vs. 19% of total online shoppers)

Gen Z shoppers are glued to their phones but prefer to shop from their desktop

 **93%** of Gen Z shoppers surveyed own a smartphone

 **51%** have used their smartphones to purchase or reserve an item (vs. 39% of total online shoppers) but, surprisingly, **79%** have purchased or reserved an item using their laptop/desktop (vs. 76% of total online shoppers)

 **77%** browse online for items using their smartphones (vs. 60% of total online shoppers)

 **60%** comparison-shop on their mobile phones while shopping in store (vs. 52% of total online shoppers)

What does Gen Z buy online?

 **73%**
Clothing/apparel
(vs. 62% of total online shoppers)


 **42%**
Beauty products
(vs. 29% of total online shoppers)

 **39%**
Computers and electronics
(vs. 41% of total online shoppers)

 **36%**
Footwear
(vs. 30% of total online shoppers)

 **35%**
Books
(vs. 31% of total online shoppers)

Gen Z is patient


 Willing to wait longer for delivery. On average:

 **PAID**
4.2 days (vs. 3.9 days for total online shoppers)

 **FREE**
8.9 days (vs. 7 days for total online shoppers)

Gen Z values the planet and likes rewards

 **24%**
value a retailer's commitment to the environment (vs. 14% of total online shoppers)


 **42%**
value a retailer having a loyalty or rewards program (vs. 37% of total online shoppers)

For Gen Z, peer feedback is gold, returns less so

Compared to other generations, why do Gen Z shoppers abandon their carts?

 No free shipping option – **72%**
(vs. 67% of total online shoppers)

 No customer reviews – **60%**
(vs. 41% of total online shoppers)

 Concern over returns policy – **50%**
(vs. 62% of total online shoppers)

Gen Z demographics

 **42%** Male

 **41%** Urban

 **57%** Female

 **41%** Suburban

 **18%** Rural

| Households | | Employment | |
|-----------------------|------------|--------------------------|------------|
| Living with parents | 68% | Students or recent grads | 56% |
| Living with roommates | 14% | Work full-time | 25% |
| Living on their own | 8% | Work part-time | 12% |



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