

The **Now** Generation

New *attitudes*
driving new *needs*

Makis Theodorou

*Regional Retail Director, WSE GfK
Managing Director, GfK Greece*

November 2019



Why Now... *Now!*



The **Now** Generation



A significant next wave
of adult consumers



*By **2020**...they will account for
a third of the **global population***

up from 26% (1.9 billion) in 2015



Generations **matter**



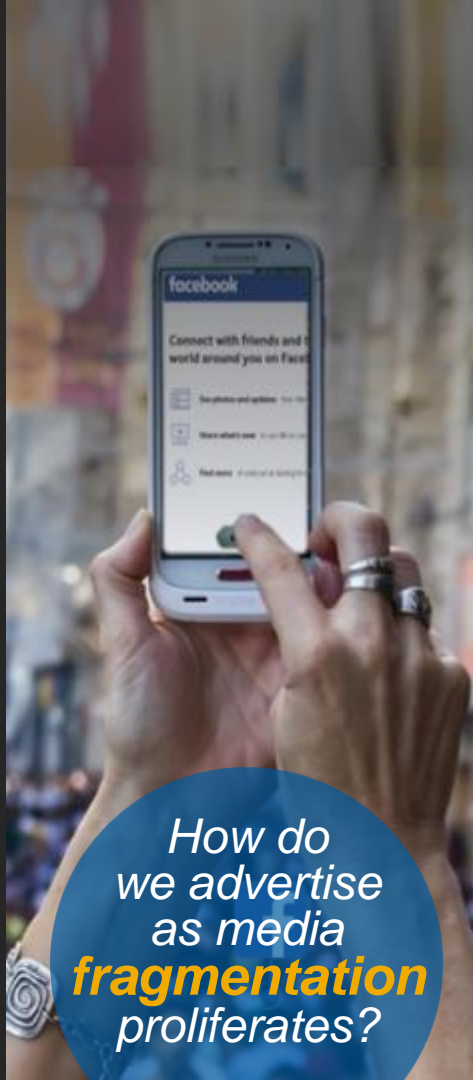
The background is a dark gray color with several light gray question marks scattered across it. The text is centered in the middle of the image.

New **questions**
from clients



They're just
like Millennials
but **more tech-
savvy**, right?

How do we target
consumers who
may **never**
enter a retail
store?



How do
we advertise
as media
fragmentation
proliferates?



How do
consumers
feel about
AI?



You're **late to the game**
if you're not **already**
thinking about
them.



AIRFRANCE

“Junior Lab”
imagining future
of travel

The young are **acting older**



RISING VALUES:

Creativity,
Internationalism,
Ambition,
Equality,
Knowledge,
Learning

ON DECLINE:

Sex,
Being
Youthful





Do I take a **different** approach?



INDIVIDUALITY
one of the **fastest-declining** values
globally, driven the
most by younger
consumers

Think Group – *“My individuality is reflected in how I look & what I buy”*

...is the **fastest-declining life attitude** globally, driven
by younger consumers **no longer eager to stand out**

Do I take a **different approach** to difference



**SOCIAL
TOLERANCE**

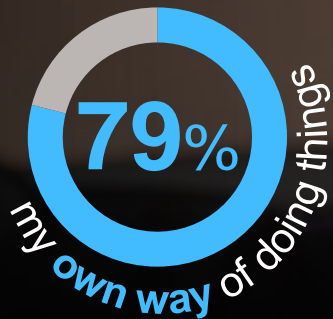
Respecting
differences is a
growing value
among
youth

NO ONE
IS
ILLEGAL

How **do** they **see themselves**?



Strong sense of **self**
AND **social sensitivity**



Marketers increasingly **focus on creation** (vs. products) to **connect**



“

More than any before, this generation **speaks through its images**. So we sent a Nikon camera on a journey to help seven people, with something to say, make their mark. See what they said with their images. Then **make a statement of your own**.

”

I AM

GENERATION IMAGE

Nikon

Stress test



84%

have at least
one **major**
stressor

#1
*Self-
Pressure*

#2
Money

47%

don't have
enough **free**
time



Security will be imperative



FINANCIAL SECURITY

The global recession made **Thrift** much more top of mind for teens

PHYSICAL SECURITY

“I am **always concerned** about my safety & security”



Security concerns – a potential challenge to AI adoption



Now Gen
more likely to...
shut off locator on
their phone, keep
camera covered, go
incognito on their
browser, do a privacy
check on social
media sites

A laptop screen displays a graphic of a padlock with a network of lines and nodes inside it, symbolizing digital security or privacy. Below this graphic, the word 'PRIVACY' is written in white capital letters.

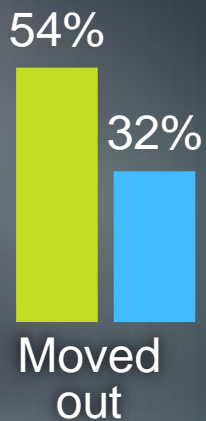
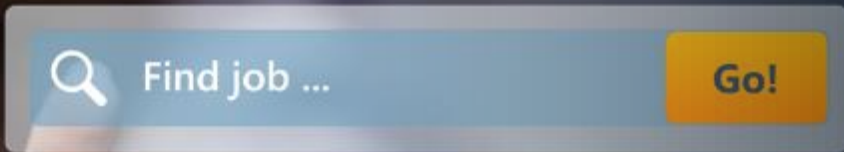
PRIVACY

“

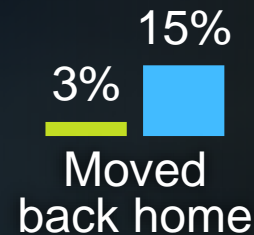
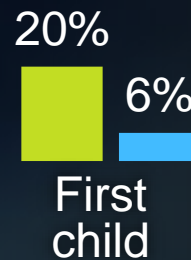
It happens
constantly now.
Every site remembers
something you
entered or looked at,
advertising on-line
everywhere uses it.
Facebook uses it.
Even my phone uses
it for remembering
details.

”

Growing up **later**

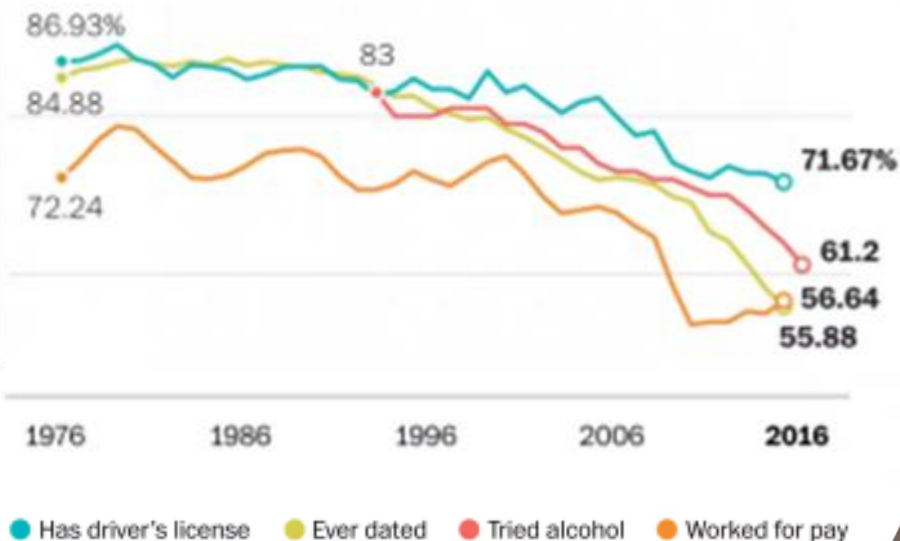


Experienced event in the past 5 years



■ Millennials (2002) ■ Now Gen (2011)

The delaying of '**adulthood**' continues



Note: wording of a question about alcohol habits was changed in 1993. Chart uses data from 1993 onward. 2016 data about driving, dating and working is unavailable.

Source: The Washington Post, 9-19-17; Jean Twenge, Analysis of data from "Monitoring the Future," a survey by the Survey Research Center in the Institute for Social Research at the University of Michigan



Strategic shoppers focused more on **access** than **ownership**



% who did the following in the past month

Used **mobile phone coupons**

Group	Percentage
All adults	23
Now Gen	32

Used **online coupons**

Group	Percentage
All adults	28
Now Gen	33

Bought a **used item**

Group	Percentage
All adults	22
Now Gen	33

Bought **less expensive no-name brand**

Group	Percentage
All adults	44
Now Gen	48

■ Now Gen ■ All adults

Savvy & pragmatic shoppers



PRIMARK

48% ↑

strongly agree
the **most important**
thing about a **brand**
is that it offers
good value for
the money

FOREVER 21



Abercrombie
& Fitch

36% ↓

say they **like to**
buy prestigious
brand name
products



HOLLISTER

Convenience is worth the **money**



37%
strongly agree
they're prepared
to **pay more** for
products that
make life
easier

They're **more** **than digital**



68%

Self-perception:
**tech smart,
savvy**

*biggest
shift from
Millennials*

Yet,
ranks only
6th of **18**
descriptions of
themselves

Understanding **Now Gen**



TECHNOLOGY

RETAIL

BRANDS

MEDIA



So that's
Why Now...
Now!

SOCIAL

SHARE

CONNECT

Thank You