

Gen Z: Shaping the Future of Shopping

Clearpay, the leader in "Buy Now, Pay Later" (BNPL) payments, commissioned research into how the next generation of shoppers (Gen Z) are approaching shopping in today's climate. This summary highlights the top three major Gen Z findings, including an overview on shopping trends and an analysis of responses from a survey of over 2,000 adults from the UK.



1 Into the Metaverse.

Gen Z believes the metaverse is the way of the future, and wants to shop for everyday items through new technologies and channels.

2 Omnichannel or Nothing.

Gen Zs want more ways to shop - no matter what it is or where they are.

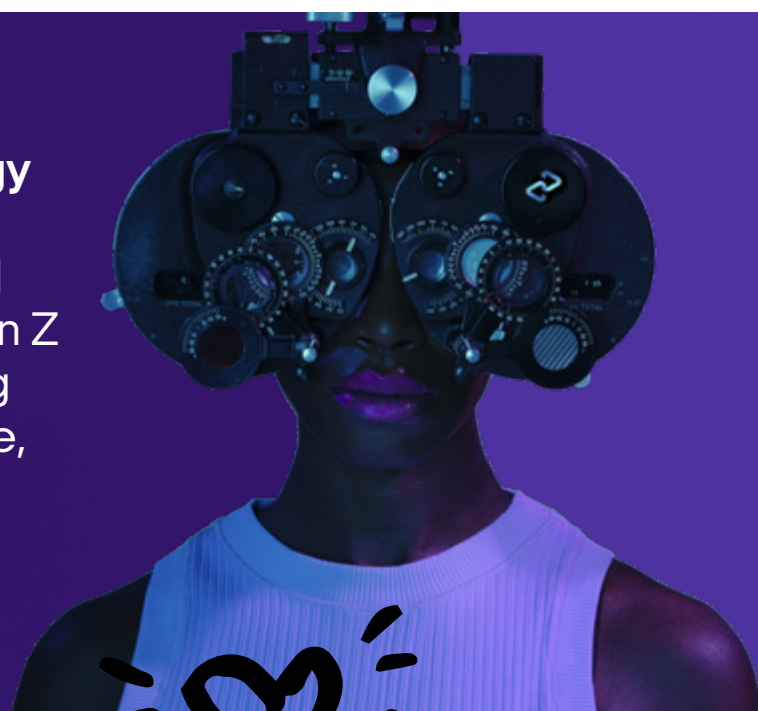
3 Generation Green.

Gen Z shoppers are proactively seeking brands with sustainable values and products.



1 Into the Metaverse.

Technology has been an integral part of Gen Z upbringing and culture, influencing the way they shop.



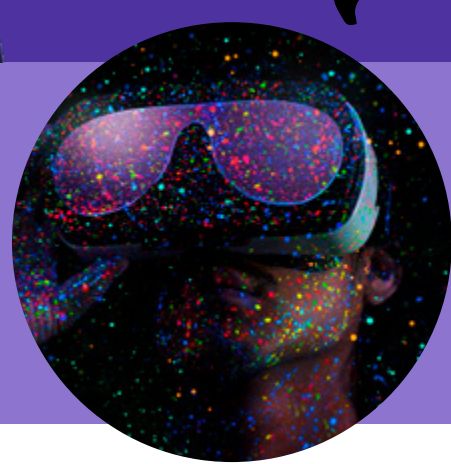
53%

Gen Z Brits believe the metaverse will be

part of their everyday lives within the next 10 years.

About **80%**

Brits are interested in buying real world items in the metaverse.



2 Omnichannel or Nothing.

46%

Gen Z Brits value brands that have **both online and offline stores.**



Data protection across omnichannel channels is critical for over

60%

Gen Z.



Gen Zs tend to shop more **in-store for items they want immediately**

to avoid waiting for delivery and associated fees.

Gen Zs attribute

convenience as well as reviews and ratings of products

as key reasons to shop online.

3 Generation Green.



Over half British Gen Z shoppers say a brand's sustainability practices are **key to maintaining their loyalty.**

55%

Over **30%** abandon brands with poor sustainability.

51% are committed to buying eco-friendly.

Almost **20%**

UK shoppers have **stopped buying** from a brand that didn't meet their sustainability standards

Climbing up to 32% for Gen Z.

