

# Gen Z: Shaping the Future of Shopping

Afterpay, the leader in "Buy Now, Pay Later" (BNPL) payments, has commissioned research to evaluate the spending habits of the next generation consumer (Gen Z) and how they are approaching shopping in the current macroeconomic environment. With a unique understanding of the Gen Z consumer, Afterpay's insights will help key decision makers unlock the next big opportunity amongst this age group. This summary highlights the top three major Gen Z findings, including an overview of the critical shopping trends to be aware of and an analysis of responses from a survey of over 2,000 adults from the U.S. & Canada.



## 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.



About **60%** Gen Z believe the metaverse will be **part of their everyday lives within the next 10 years.**

More than **70%** Gen Zs in North America are interested in **buying real world items in the metaverse.**



### 2 Omnichannel or Nothing.

**54%** Gen Zs in North America value brands that have **both online and offline stores.**



Data protection across omnichannel channels is critical for over **60%** GenZ.



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.

Nearly **50%** American Gen Zs shop sustainably and an astounding **72%** Canadian Gen Zs shop sustainably where possible.



Over **50%** Canadian and **35%** American Gen Z actively researched a brand's sustainability.



A commitment to eco-friendliness inspires **brand loyalty** for **49%** of Americans and **over 58%** of Canadians.

