

Gen Z: Shaping the Future of Shopping

Afterpay, the global leader in "Buy Now, Pay Later" (BNPL) payments, has commissioned research into how the next generation of shoppers (Gen Z) are approaching shopping in today's climate. This summary highlights the top four major Gen Z findings, including an overview on shopping trends and an analysis of responses from a survey of over 1,000 adults from Australia.



1 Into The Metaverse.

Digital platforms already play a big role in the modern shopping experience. Gen Z will only see this trend continue as they increasingly seek inspiration, recommendations and buy products through digital.



2 Omnichannel or Nothing.

Access and convenience are key. Gen Zs want more ways to shop - no matter what time it is or where they are.



3 Generation Green.

Aussies love to shop sustainably, and Gen Z are leading the way in proactively seeking out sustainable brands when they shop. They're even moving away from brands that don't meet their sustainability standards in favour of those that do.

4 Make it worth my while.

Gen Z loyalty can be bought with sales and discounts, but convenience, data protection and the joy of supporting small play a role.



1 Into The Metaverse.

Social media is already a big driver for decision making.

53%

Gen Z find shopping inspiration on social media.



Instagram is the most frequently used social media amongst Gen Z respondents

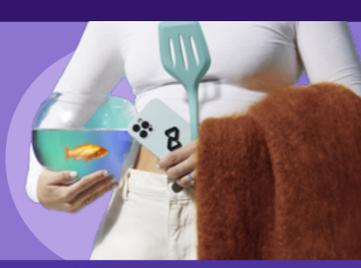
with **72%**

Followed by 70% Facebook.



More than **40%**

Gen Z are willing to purchase a product based on the **recommendation of an influencer.**



Aussies are adopting new shopping channels.

29%

Australians have voice shopped (e.g. via Amazon's Alexa) in the past 12 months.



More than **50%**

Australians believe the metaverse will be

part of their everyday lives within the next 10 years.

2 Omnichannel or Nothing.

Australians have **little preference** for in store shopping (39%) vs online (34%). However,

27%

expect to **shop online more** in the next 12 months.

The majority (53%) remain neutral.



The main reason to shop online is **it's available**

24/7

Other reasons are: **Shopping from anywhere** (57%) and **more convenient** (50%).



The most compelling reason for Aussies to shop in-store is to

feel, see and try on an item before purchasing it.

66%

Followed by **avoiding waiting for an item** (57%) and **avoiding delivery fees** (55%).



3 Generation Green.

Nearly **60%**

Aussie Gen Zs **shop sustainably** compared to 55% all Australians.

In the last 12 months, **20%**

Australians stopped buying from a brand that did not meet their **sustainability standards.**

Even higher amongst young Aussies - sitting at 33% for Gen Z.



Cancel culture is **not permanent.**

63%

Gen Z shoppers say they would likely **return to a brand who had fixed issues**

that previously did not meet their expectations related to sustainability.



4 Make it worth my while.

Key loyalty factors for Australian shoppers to keep coming back.

72%

Good discounts and sales.

57%

Allow online purchases to be **returned in store.**

54%

The brand **protects personal data.**



45%

Gen Z mentioned the brand being a **small business** as a loyalty factor.

