



EVERYTHING RETAILERS SHOULD KNOW ABOUT GEN Z

The Generation Driving Retail Innovation

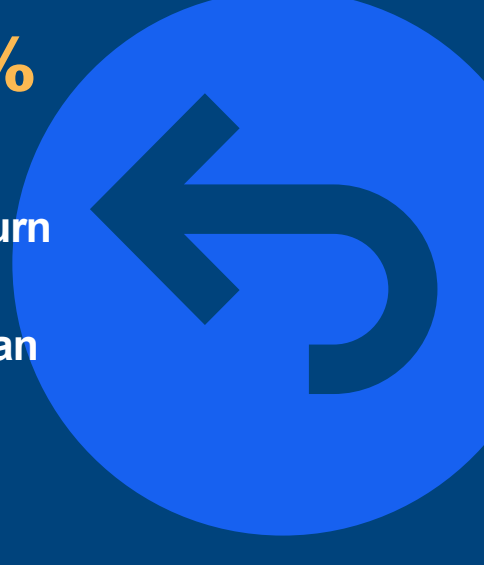


LOVING THE STORE

GEN ZERS VALUE
IN-STORE SHOPPING

76% pick stores
as a shopping destination

65%
would
rather return
an item to
a store than
return via
shipment



Nearly half (42%) prefer
to shop in-stores over online

48% identified location convenience
as a top reason to shop in stores

46% are influenced to purchase
more goods by in-store browsing

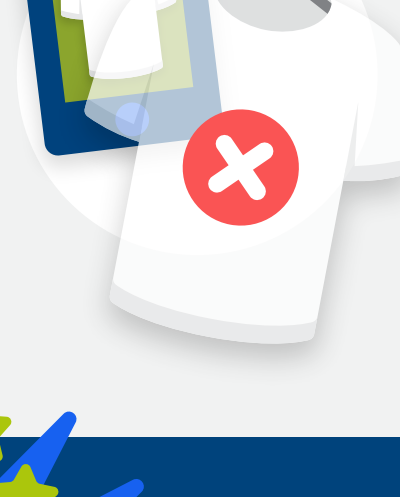
INVENTORY ACCURACY MATTERS

ON-SHELF AVAILABILITY
IS THE KEY TO ENSURE
BRAND LOYALTY



60% check online
for product availability
before going to a
store to purchase

21% would
NEVER shop
at a retailer again
if an item marked
"available" online
was **out of stock**
when they got to
the store



59%
say inaccurate
online/store
availability would
leave them very
frustrated,
with a
negative
opinion



GIVING FEEDBACK

GEN ZERS ARE VOCAL
ABOUT EXPERIENCES

Gen Zers want to have a
positive digital footprint, with
11% more likely to give more
positive reviews than negative

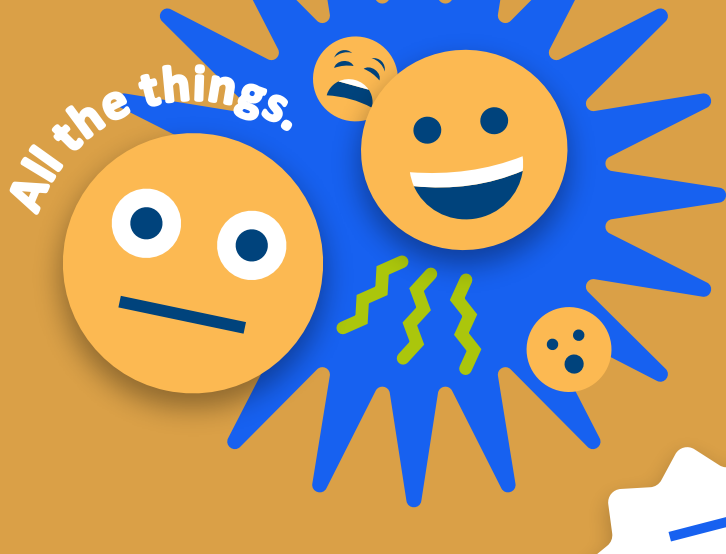
Up to **64%**

of Gen Zers
leave online
reviews
(positive or negative)



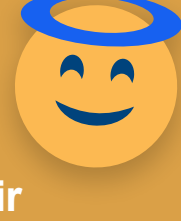
BUYING MORE, MORE, MORE

GEN ZERS SHOP BASED
ON EMOTIONS



67%

add more items to their
shopping basket based on
their **feelings** at the time



73%

are influenced to add to their
carts by in-store and online
advertisements



87%



consider **exchanging** returned
items for something new



DEMANDING PRESCRIPTIVE GUIDANCE

GEN ZERS WANT TO WORK
SMARTER NOT HARDER

Nearly half of Gen Z (44%) have worked in retail or grocery

