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GENERATION Z



# GENERATION Z

Architects of the  
New World Order




How the first generation to grow up in the digital realm is changing the way the world works





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# INTRODUCING GENERATION Z

The COVID-19 pandemic will be a defining life event for Generation Z, in much the same way 9/11 and the 2008 global financial crisis shaped the millennial generation's views on global politics and economics. It will reaffirm their convictions around climate change, corporate greed, social inequality and global solidarity. It will also give them impetus to shout, "I told you so" to their predecessors.

**The post-pandemic, new world order, which the world will struggle to adapt to, is what Gen Zs have been waiting for. As the first generation of true digital natives, the courage of their convictions will converge into a potent force that will reengineer the old world order in the next decade.**

Yet, even before COVID-19, Generation Z came of age at a time of fear and uncertainty. Born in the late 1990s, the older Gen Zs, the Class of 2020, were in preschool on 9/11. Their childhood has been punctuated by terrorist attacks, government corruption scandals and the spectre of catastrophic climate change. While the millennials walked into a job market shaped by the 2008 recession, Gen Z is likewise walking into a job market shadowed by the economic crisis triggered by the coronavirus, and future prospects of prosperity and growth dimmed by the realities of environmental constraints.

## Introducing Generation Z //CONTINUED

***“We stepped into  
the world as it was  
starting to fall  
apart.”***

Indeed, Climate Change and COVID-19 are a perfect pair of catastrophes, one acute, one chronic, that will shape the course of Generation Z's lives and world view.

In the same ways the Great Depression of the 1930s raised children who became frugal adults, the sacrifices required to fight the climate catastrophe and the lingering economic effects of COVID-19 will have a long-run effect on Generation Z's spending and saving habits.



# Provocative, Precocious and Difficult to Predict

Independent, proactive and provocative - and old beyond their years - Generation Z could be exactly what the world needs to pull it out of the current cycle of conflict and destructive consumerism.

However, this same precocious, self-aware and socially-conscious nature makes **Generation Z a difficult target market for brands to penetrate.**

**This report aims to give brands and businesses an important insight into this complex generation; as well as a clear idea of the best way to communicate with tomorrow's outspoken consumers.**



“  
***For Gen Z, it's all about going your own way — starting your own company or creating a new product without having to wait for permission, the right skill set, an academic degree, or even years of work experience.***  
”



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