



GENERATION ALPHA



WHAT?

“Generation Alpha” applies to those born between 2011 and 2025. The term was coined by futurist and demographer Mark McCrindle. About 2.5 million Gen Alphas are born every week around the world, making them one of the world’s largest consumer groups – even though some of them cannot walk or talk yet. Although Gen Alphas do not buy directly, this demographic has a large influence on their parents’ spending patterns.

WHERE?

An example is Sophie Cruz, who in 2015 appealed to Pope Francis to speak up for undocumented immigrants in the US. She is currently advocating for immigrants’ rights and is only six years old.

INFLUENCERS: Sophie Cruz

KIN TRIBES: Future Tribes

INDUSTRY: Social Media, Activism, Diplomacy

TAGS: #generationalalpha #theybies #tribes2018 #newurbantribes #futuretribes #genalphas

