

LIFESTYLES OF GENERATION Z

UK, JANUARY 2021



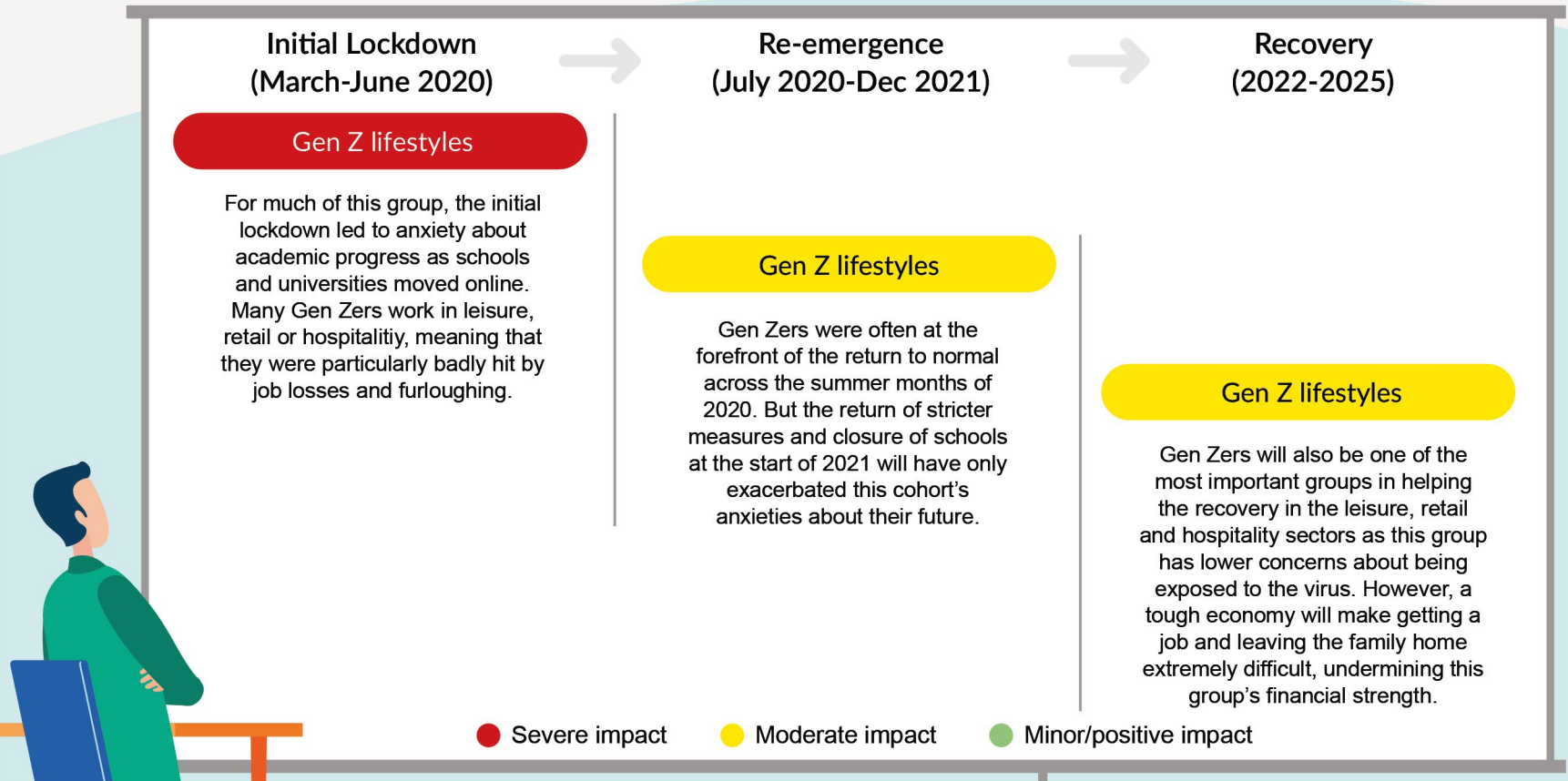
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GEN ZERS HAVE TO DEAL WITH MULTIPLE CHALLENGES, AND BRANDS CAN ENGAGE WITH GEN ZERS BY CREATING CAMPAIGNS THAT REASSURE THEM ABOUT THEIR CURRENT ANXIETIES, WHILE ALSO HELPING THEM PREPARE FOR THEIR FUTURES.

Katie Martin
Research Analyst

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SHORT, MEDIUM AND LONG TERM IMPACT OF COVID-19 ON GENERATION Z LIFESTYLES

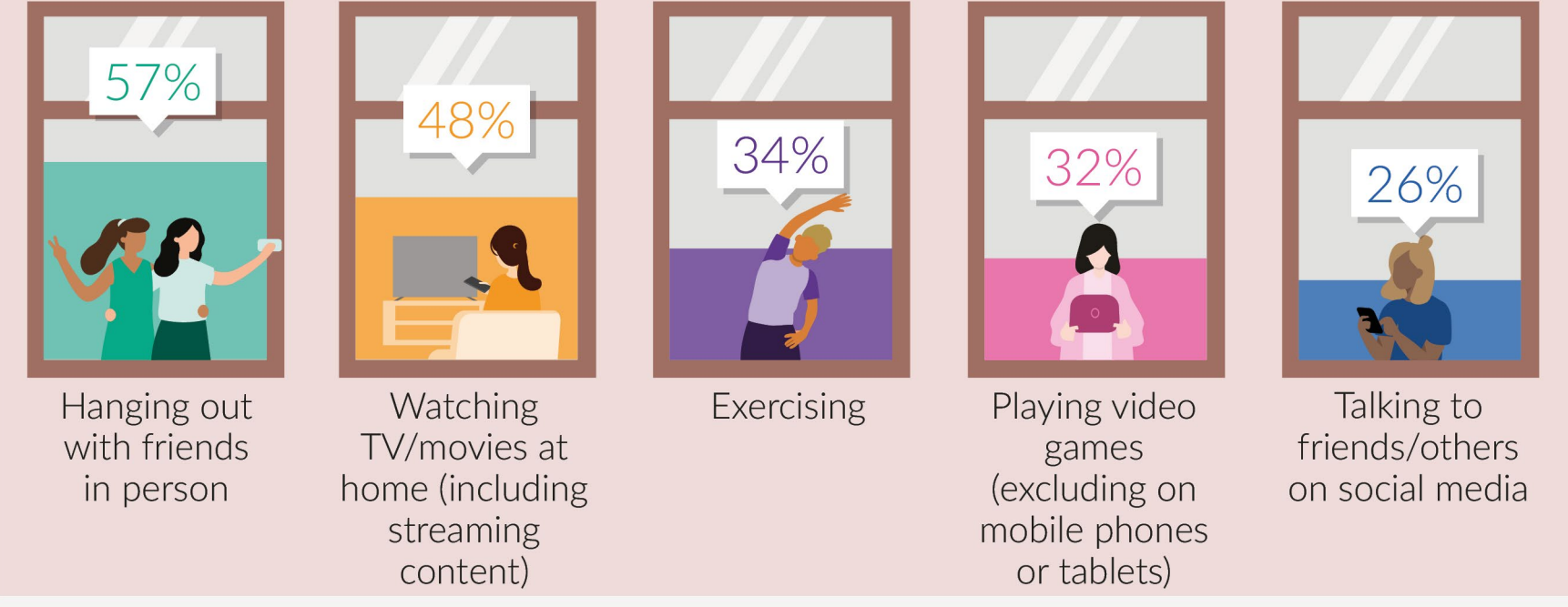


Source: Mintel

SOCIALISING IS STILL TOP OF GEN Z'S PRIORITIES

Most popular activities among Gen Zers

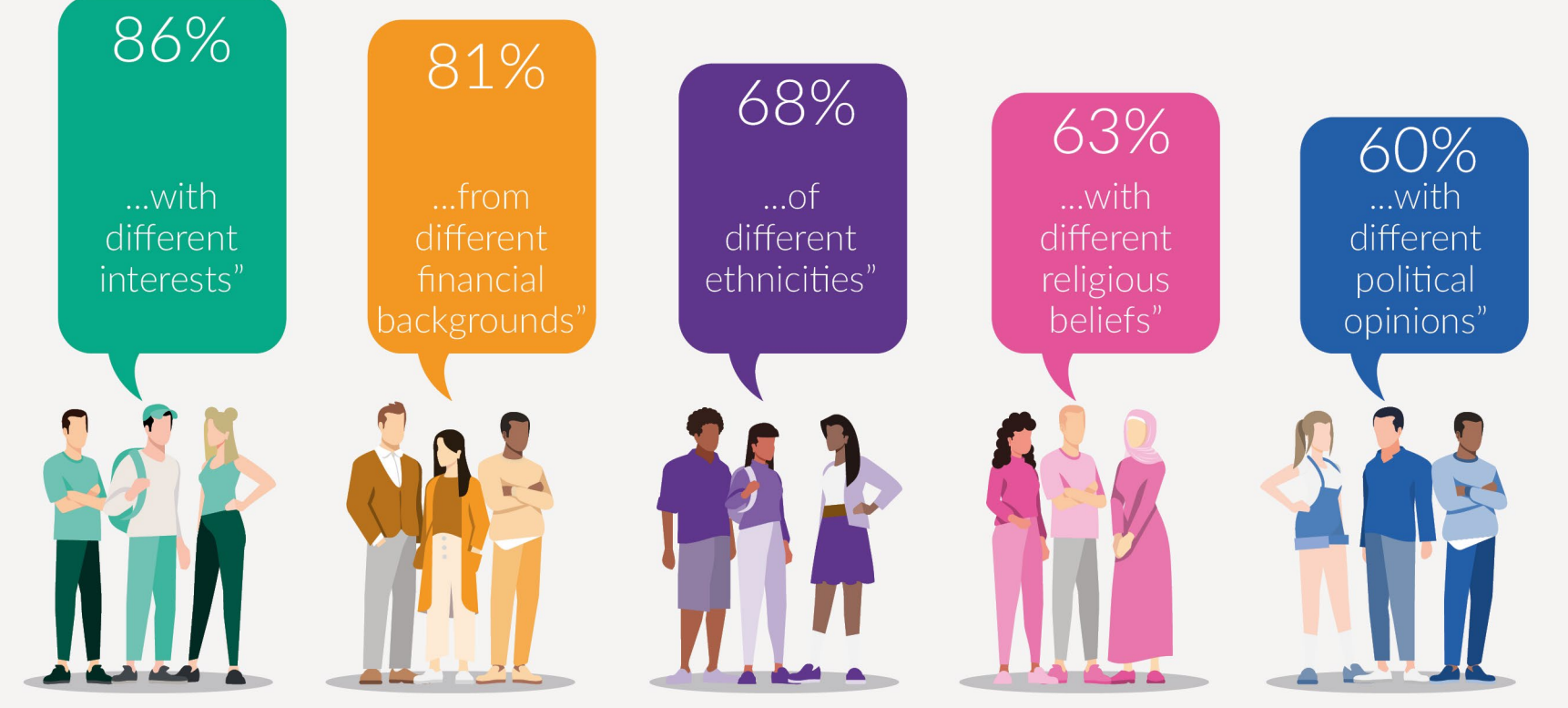
Gen Zers are an inherently sociable group; 57% include hanging out with friends among the activities they enjoy most. Despite their confidence in socialising online, many found this a poor substitute for the real thing during the lockdown, giving rise to feelings of loneliness.



Base: 952 internet users aged 16-23 | Source: Lightspeed/Mintel

A PROFOUNDLY DIVERSE GROUP

"I have friends..."



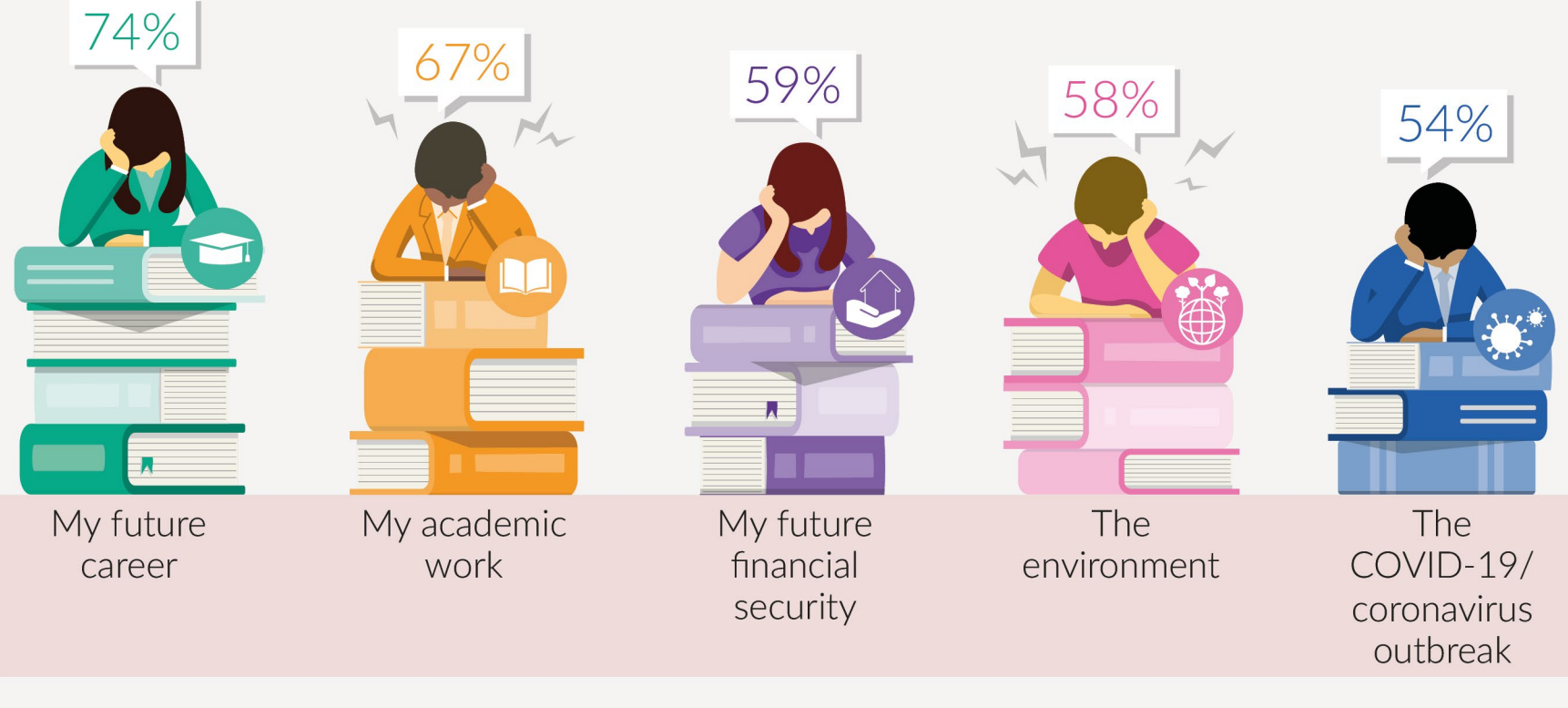
The diversity of Gen Zers' friendship circles explains why this age group, arguably above all others, feels so passionately about the importance of diversity and equality in society. It therefore also highlights just how important it is that brands are going above and beyond in their efforts to better represent diversity in their marketing

Base: 952 internet users aged 16-23 | Source: Lightspeed/Mintel

SUCCESS IN THE WORKPLACE AND AT SCHOOL IS GEN Z'S MAIN WORRY

Top 5 causes of stress and worry for Gen Z

While the COVID-19 pandemic is not the top cause of anxiety among Gen Zers, the outbreak undoubtedly underpins many of their leading concerns; the closure of schools and universities in nearly half of the year has exacerbated fears about academic work, while economic pressures and surging youth unemployment will have contributed to the widespread concerns over their future career and financial stability.

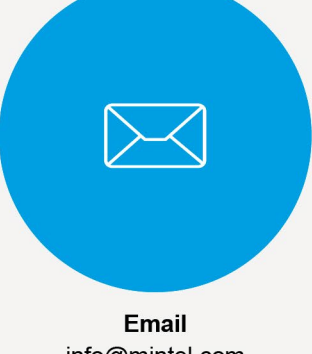


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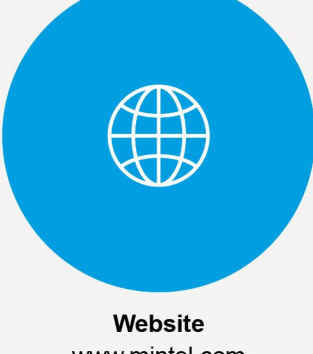
THANKS, GET IN TOUCH



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