

HUMAN8

READY FOR

# THE ZOOMERS?

Gen Z report: Latin America edition



# SHORT ON TIME? 5 REPORT TAKE-AWAYS

1

## GEN Z x MENTAL WELL-BEING

Being the most stressed-out generation with almost 1 in 2 feeling stressed, this 'it's OK to not be OK' generation expects brands to take on the role of coach, supporting them in prioritizing and discussing the topic of mental health.

2

## GEN Z x FINANCE

Redefining how to make money, Zoomers are self-educating in finance by following fin-fluencers (47%) and exploring new investment products. They want accessible and actionable advice from brands that support them in building financial resilience.

3

## GEN Z x METAVERSE

Gen Zers are embracing and shaping the metaverse, with 87% already participating in Metaverse activities. This always-on generation wants brands to create exciting experiences by seamlessly integrating the online and offline worlds.

4

## GEN Z x BRANDS

Having a strong focus on injustice, Gen Z wants brands to pursue social and environmental issues, while at the same time providing a personalised, playful experience.

5

## GEN Z x SUSTAINABLE FUTURE

Gen Z is determined to create a better future and expects the same from brands. One-off actions are a no-go; this generation wants to see an ongoing social impact.



# REPORT NAVIGATION

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READY FOR  
THE  
ZOOMERS?**

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# ARE YOU READY FOR THE ZOOMERS?

Generation Z aka 'Zoomers' – broadly defined as the generation born between 1997 and 2010 – is accounting for approximately one fourth (25%) of the LATAM population or 160 million youngsters. By 2030 the total generation is projected to reach 34% of the population. They will have entered the job market and will shape the region's consumer market for the next 25 years. But being confronted with a pandemic, stagnating GDP growth in the region, social inequality and unemployment, generation Z is distrusting institutions, politicians, and even big corporations. As cost-conscious consumers they are also looking for brands reflecting their ethical and sustainable values while being marketing and media savvy and critical about commercial strategies.

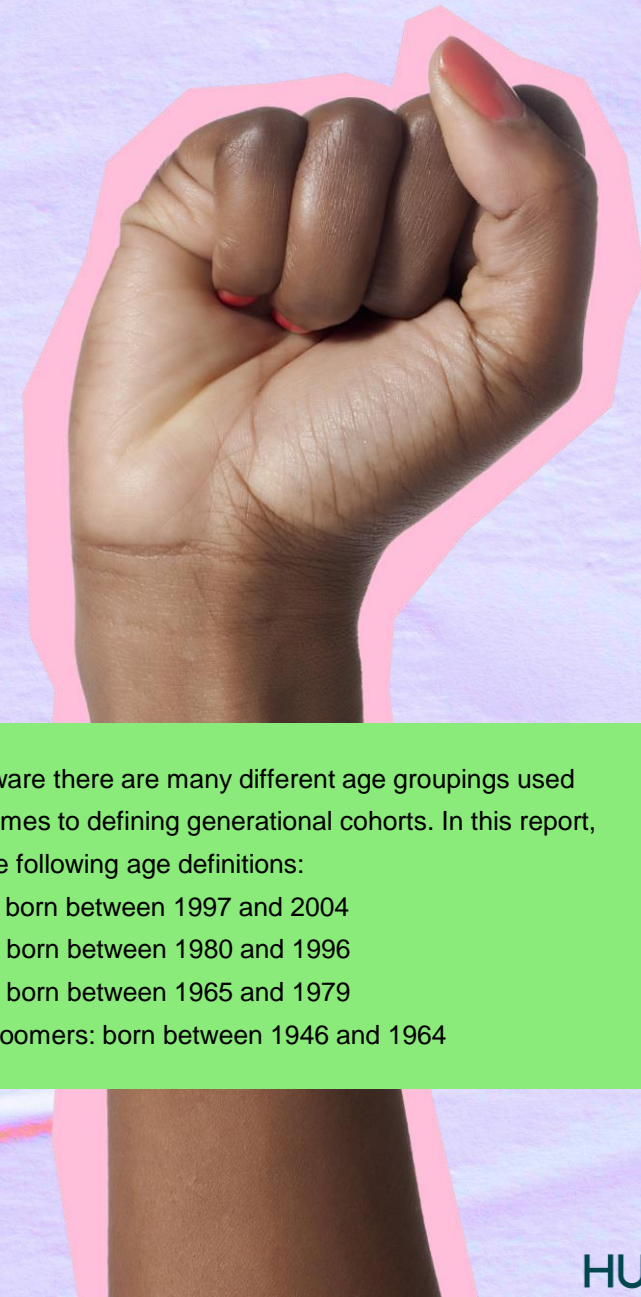
To create more authentic brands and reconnect with this generation of consumers, marketers and researchers should reinvent marketing and communication models and develop strategies that address Gen Z's values, expectations and needs.

## Who is Gen Z?

So, what characterizes these Zoomers, and how are they different from the generations before them? In this report, we shed a light on what makes Gen Z tick and what they expect from brands.

We are aware there are many different age groupings used when it comes to defining generational cohorts. In this report, we use the following age definitions:

- Gen Z: born between 1997 and 2004
- Gen Y: born between 1980 and 1996
- Gen X: born between 1965 and 1979
- Baby boomers: born between 1946 and 1964





# REPORT METHODOLOGY

To gain insight into Gen Z's attitude and behaviour, and how this differs from previous generations, we ran a global proprietary quantitative research piece with the four largest generational cohorts - Gen Z, Gen Y, Gen X and baby boomers.

The focus of this report is on Latin America, where we surveyed 4,000 consumers from four markets (Argentina, Mexico, Colombia, and Brazil) in December-January 2022-2023: 1,600 Gen Z, 800 Gen Y, 800 Gen X and 800 baby boomers.

For this LatAm report we have collaborated with Javier Barrera, Senior Human Insights Manager of Transformational Trends, and Magdal Garcia Grisanti, Human Insights Manager ARTDs at The Coca-Cola Company.

	Gen Z	Gen Y	Gen X	Baby boomers
<b>Born between</b>	1997 – 2004 *	1980 – 1996	1965 – 1979	1946 – 1964
<b>Argentina</b>	400	200	200	200
<b>Mexico</b>	400	200	200	200
<b>Colombia</b>	400	200	200	200
<b>Brazil</b>	400	200	200	200
<b>TOTAL SAMPLE</b>	<b>1,600</b>	<b>800</b>	<b>800</b>	<b>800</b>

\* Taking into account ethical research guidelines, the survey focused on 18 years and older





**01  
GEN Z x  
MENTAL  
WELL-BEING**

**STRESS, HAPPINESS & PANDEMIC**



# GEN Z x MENTAL WELL-BEING

## IT'S OK TO NOT BE OK

While everyone experiences a certain degree of stress, Gen Z is coming top in the charts for **most stressed-out generation**, with 48% saying they feel stressed (vs 42% Gen Y, 41% Gen X and 30% baby boomers). There's a lot of pressure on the mental health of Gen Z. Next to most stressed-out, this generation is also most anxious (54%), lonely (31%) and least happy (58%).

Mental health is becoming a hallmark of this generation, **their biggest stressors** being **studies/ job and financial worries**. More than any other generation, Gen Z feels stressed about their **mental health** (45%). Yet, this 'it's ok to not be ok' generation does not shy away from talking about their struggles. They are all about **dropping taboos and being open about their mental health**.

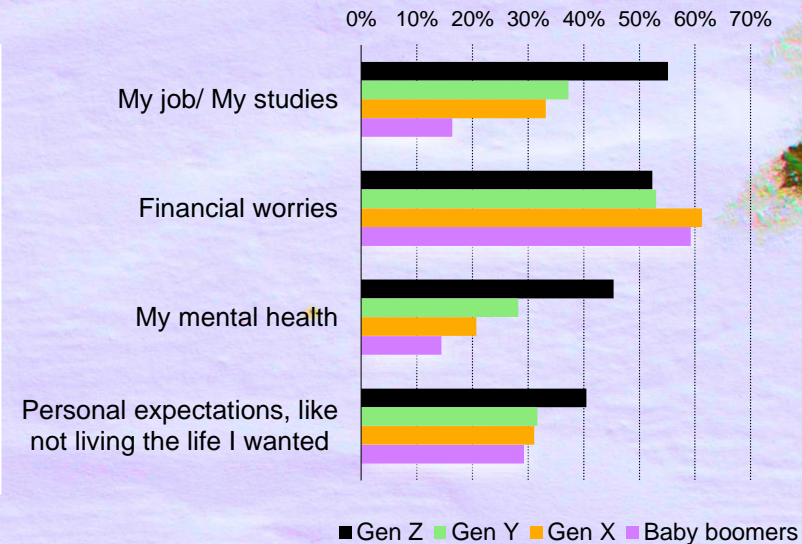
With social media being an inherent part of their lives, **comparing themselves to others** (25%) and **external expectations** (18%) only add to the stress equation. This results in a 'confidence crisis' among Gen Z, with almost 1 in 2 indicating they often lack self-assurance.

Stress manifests itself in a variety of ways in the lives of Gen Z. Specifically in constantly over-thinking (67%), feeling anxious (60%) and having a low energy level (59%). They try to escape from their worries by swiping away their stress on social media (55%). Meeting in person with friends and family (44%) also appears to be a coping method.

# 48%

OF GEN Z  
**FEELS  
STRESSED**

## TOP SOURCES OF STRESS

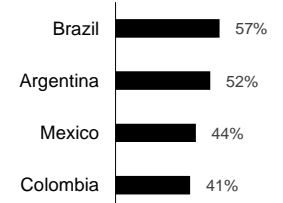


### SPRITE X YOU ARE NOT ALONE

Gen Z's focus on mental well-being can inspire brands to take on the role of life coach: supporting youngsters in prioritizing their mental health, and encouraging discussions around the topic.

For their #youarenotalone campaign, Sprite created a Reddit platform to address the most googled topics by Gen Zers in Latin America. The platform created a safe space where youngsters could anonymously talk about topics such as "I feel I was born in the wrong body". The initiative was endorsed by influencers who also shared their own struggles.

### EXTENT OF GEN Z FEELING STRESSED





# GEN Z x MENTAL WELL-BEING

## EMBRACING THE GREAT PAUSE TO FAST-FORWARD

While the pandemic forced this post-Millennial generation to be home-schooled, attend prom virtually, graduate through Zoom or start their first job in a remote working context, Gen Z shows a **greater resilience and optimism in dealing with the pandemic** in comparison to the older generations. 51% feels the pandemic helped them learn a lot about themselves.

More than any other generation, Gen Z wanted to optimize their life by using their free-time during the pandemic to **start new hobbies** (34%), focus on **personal growth** (39%), and **learn new skills** (43%).

**70%**  
OF GEN Z  
**FEELS THE  
PRESSURE  
ON LOOKS**

## SOCIAL MEDIA x MENTAL WELL-BEING

While social media is a space for Gen Z to connect, be creative and relax, it is often cited as a contributing factor to their mental-health struggles. The unrealistic depictions and filtered images put a lot of **pressure on looks for this generation (70%) with only 59% feeling comfortable to show their real, unfiltered self online**. As a result, more than any generation, Gen Z tries to **show the best version of themselves online** (51%).



**Dove**  
Self-esteem project

*Dove released the initiative Celebrándome (Celebrating Me) to boost the confidence and self-esteem of Hispanic/Latinx youth. It's a tool for parents, mentors and guardians to guide them in supporting Gen Z to build a better self-esteem in a world of social media with unrealistic body images (the normalization of filters and cosmetic surgery), the pressure on their appearance and the lack of representation in the media.*



## REXONA x EXERCISE FOR BETTER MENTAL HEALTH

*Rexona collaborated with Brazilian comedian Fabio Porchat for the Quebrando Barreiras Project. The brand wants to support youngsters to stay active and motivate them for daily sports activities by breaking barriers. Rexona emphasizes the impact of the lack of exercise on depression rates. With its program, Rexona wants to stand up for the mental health of Gen Z.*





**02**  
**GEN Z x**  
**FINANCE**  
**FROM FIN-FLUENCERS TO NFT ART**



# GEN Z x FINANCE

## REDEFINING WHAT IT MEANS TO MAKE MONEY

Growing up in the shadow of the 2008 financial crisis and against the backdrop of the COVID-19 recession, Gen Z wants to write their own money rules. **43% has a side hustle** (with more than 1 in 3 Gen Zers working full-time), and this goes beyond traditional babysitting. Flirting with TikTok and YouTube algorithms, this generation turns their social game into a business plan in no time. 79% would like to start their own business, taking their future in their own hands. However, their eagerness for entrepreneurship is not significantly higher compared to other generations (Gen Y: 84%, Gen X: 76%).

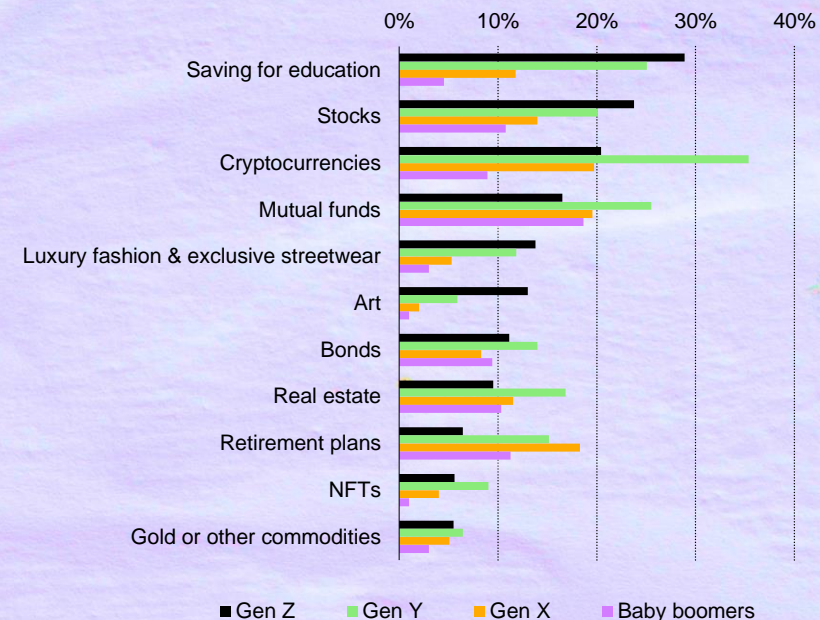
But Gen Z also lets their money do the work. Even if their disposable income does not (yet) reach the heights of that of Millennials, they are on par with their generational counterparts when it comes to financial investments. **More than 2 in 3 have made investments** in the past year.

While more traditional products like stocks and education funds take the biggest share in their investment portfolio, Gen Z is taking the lead when it comes to investing in art (13%), and luxury fashion and exclusive streetwear (15%). **34% of Gen Z believes NFTs** will increasingly replace physical artwork, and 45% would even like to be paid or get an allowance in cryptocurrencies. However, only 6% has already invested in NFTs and 20% in cryptocurrencies.

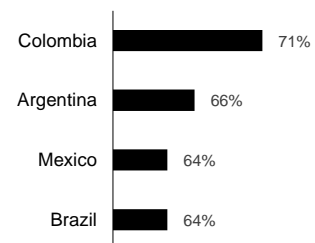
# 72%

OF GEN Z  
**HAS  
INVESTED  
IN THE  
PAST YEAR**

## TOP INVESTMENT PRODUCTS



## INVESTED IN PAST YEAR



## AMBITION FOR ENTREPRENEURSHIP

*Elenas is an entrepreneurial platform that empowers women in Colombia and Mexico by providing them with wholesale items such as cosmetics, homeware, and electronics. They can resale these items using social media platforms such as WhatsApp and Facebook.*

*Elenas wants to give women in Latin America the opportunity to start an online store, without the hassle of purchasing products, deliveries, returns and payment collection.*





# GEN Z x FINANCE

## DIGITAL FUELING FINANCIAL LITERACY

Gen Z is the first generation with an incredibly **high appetite for financial products** at a very young age: 70% states their interest in financial planning and/or investing has increased in the last 2 years. Rather than following expensive business courses, they **self-educate online**, for example by following influencers on social media, aka fin-fluencers, for financial advice.

## THE RISE OF THE 'FIN-FLUENCER'

Gen Z increasingly consults social media such as TikTok – or should we say *FinTok*, or *StockTok* – for financial education. While social media **empowers Gen Z** to take financial literacy in their own hands, following so-called 'fin-fluencers' also comes with a huge **risk of misinformation**. Without any financial background or legitimation, anyone can present themselves as an expert and trick Gen Z.

**47%**  
OF GEN Z  
**FOLLOWS  
INFLUENCERS  
FOR  
FINANCIAL  
ADVICE**



## SNEAKERHEADS BOOST RESALE MARKET

One of Gen Z's new favourite asset classes are sneakers. During the pandemic, the sneaker resale market boomed, giving Gen Z a lucrative side hustle. 14% of Gen Zers have invested in luxury fashion and exclusive streetwear. Cowen Equity Research even estimates that the sneaker market could be worth \$30 billion by 2030. Data from StockX (a marketplace for streetwear) shows that investing in sneakers offers a greater average annual return than other assets.

## BINANCE x MASTERCARD FOR CRYPTOCURRENCY

Binance and Mastercard collaborated to launch the Binance card. It is a prepaid Mastercard that allows users to make purchases with their crypto tokens. This card is part of a larger effort to raise financial literacy about cryptocurrencies.

After launching in Argentina in 2022, it's now also available in Brazil. In the last year, Gen Zers in Argentina (28%) and Brazil (27%) invested significantly more in cryptocurrencies than in Colombia (18%) and Mexico (10%).





## **03 GEN Z x METAVERSE**

**WHAT IS IT LIKE ON THE OTHER SIDE?**



# GEN Z x METAVERSE

## CONQUERING THE METAVERSE

Seamlessly blending physical and digital worlds, Gen Zers are true digital natives. For this 'always-on' generation, social media plays a central role in their everyday lives. **34% even feels anxious if they (must) disconnect for a day.**

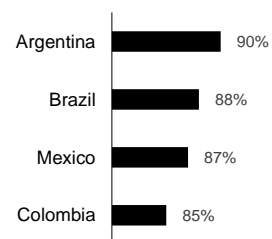
Being a **visual- and video-driven** generation, YouTube, TikTok, Instagram and Snapchat are the most popular platforms. While they turn to YouTube for **entertainment and tutorials**, TikTok provides a creative outlet for **memes and viral content**. Together with Instagram, the latter is also used for **digital activism**.

Next to these more traditional social-media platforms, Gen Z is fully exploring the metaverse, from Fortnite and Animal Crossing to Minecraft and Roblox. Hanging out with friends in virtual worlds, creating an avatar and spending money on virtual outfits is nothing extraordinary to them. While Millennials are catching up, **no generation will embrace and shape the metaverse more than Gen Z.**

# 87%

OF GEN Z  
**HAS  
ENGAGED  
IN  
METAVERSE  
ACTIVITIES**

## METAVERSE-ACTIVE



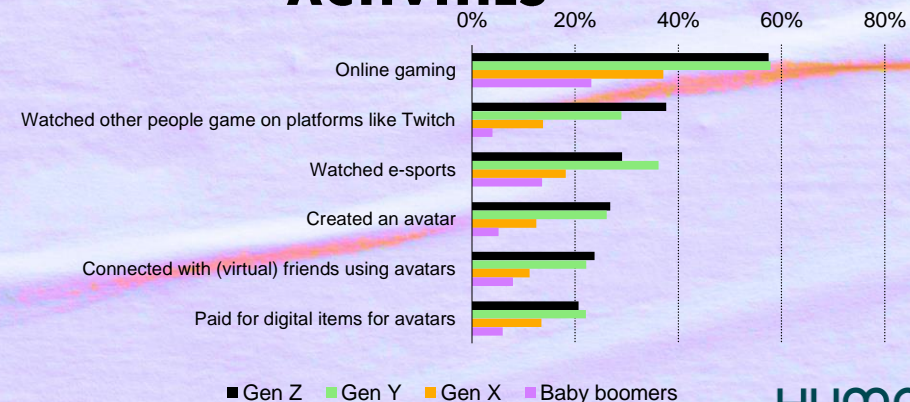
## GEN Z x GAMING

In Brazil, Listerine launched a new campaign in the Metaverse called the "breathcalypse". Gamers had to fight an apocalypse caused by bad breath. The game engaged people to connect online over their brand in a playful and engaging way.

Over 800 gamers started spontaneously livestreaming their quest, which led to over 5 million views.



## PARTICIPATION IN METAVERSE ACTIVITIES





# GEN Z x METAVERSE

## ONLINE EXPERIENCES WITH AN OFFLINE TOUCH

Putting social interactions on hold, the pandemic amplified Gen Z's time online. Gen Z goes online even more to **stay connected with the world and escape their everyday reality**. 43% of Gen Z believes that hanging out with friends online is just as good as seeing them in person. This number is even higher for Generation Y, with nearly half (47%) agreeing with this statement. But they also make new friends in this digital space that they deem more equal. 46% of Gen Z states they have **online friends they never met face-to-face**. Despite the friendships they build and maintain online, 72% of this generation says the pandemic made them realize the **importance of in-person interaction**. So, it's about combining online and offline interactions.



**47%**  
OF GEN Z  
**BELIEVES  
PEOPLE  
ARE  
EQUAL IN  
A VIRTUAL  
WORLD**

## THE FILTER OF SOCIAL MEDIA

Gen Z is critical for the 'picture perfect' mentality on social media and are **actively looking for more 'realness'**. No wonder the hashtag #nofilter has over 7.2 billion views on TikTok and 284 million posts on Instagram. More than any other generation, Gen Z relates to the social-media influencers they follow (36%).

## E-SPORTS x SOCIAL MOBILITY

In 2022, Brazil organised its first Counter-Strike: Global Offensive tournament at Rio de Janeiro's Jeunesse Arena. In just one hour, the 15,000 tickets were sold out.



E-sports are perceived as an opportunity for social mobility by youngsters in Brazilian favelas. They aspire to improve their socio-economic status by becoming professional e-sport players or streamers on platforms like YouTube and Twitch.

## COCA COLA x ONLINE/OFFLINE EXPERIENCES

Gen Z embraces brands that are present in the metaverse, but also enjoy offline interactions. The future will be about creating exciting experiences that seamlessly integrate the online and offline world.

*Coca Cola launched an exclusive pixel-flavoured Byte drink. The physical can was linked with a digital add-on and formed a portal between the online and offline world. Players could scan their Coca Cola Creations can to enter a limited edition Fortnite island "Pixel Point", where they could play mini-games and share their scores on social media.*







**04  
GEN Z x  
BRANDS**

**EXPECTATIONS TOWARDS BRANDS**



# GEN Z x BRANDS

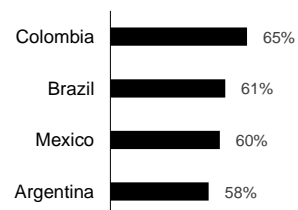
## BRANDS THAT TAKE A STAND

In comparison to older generations, Gen Z has a more positive idea of brands and **sees them less as money-making machines**. Like Millennials, they believe brands should take on an **active role in shaping a more sustainable and inclusive future**, and expect brands to communicate about their efforts and impact. 39% even refuses to buy from non-sustainable brands. Another 45% believes that brands that don't communicate about sustainability are not sustainable, showing this generation's **call for radical transparency**. With the internet at their fingertips, Gen Z knows how fact-checking works, and they do not shy away from rejecting brands that don't align with their views.

61% of Gen Z wants brands to challenge societal issues. Yet, while Gen Z expects a lot from brands, only 64% looks at brands to build a better new normal post-pandemic, which is significantly lower than the older generations. This points to how this generation embraces personal responsibility and believes in the power of individuals to create change.

**61%**  
OF GEN Z  
**WANTS  
BRANDS TO  
CHALLENGE  
SOCIAL  
ISSUES**

## GEN Z WANTS BRANDS THAT TAKE A STAND



## GEN Z's WILLINGNESS TO PAY MORE FOR BRANDS THAT



## POWER TO THE FEMALE AND BLACK COMMUNITIES

Together with Millennials, Zoomers are all about empowering the female and black community. In fact, Gen Z is willing to pay more for brands that are female-owned (39%) or black-owned (36%). For Millennials, this is 43% and 37%.



# GEN Z x BRANDS

## DATA IN EXCHANGE FOR PERSONALIZATION

Gen Z's expectations towards brands go beyond sustainability efforts. Like Gen Y, when considering a purchase, they pay attention to **personalization & co-creation** (60%). They look for brands that **understand them** (63%) and allow to **create products that reflect their identity** (55%). Gen Z does realize this comes at a cost, and they are willing to **pay for personalized experiences with their data**. Their desire to be the sole owner of their personal data is significantly lower than that of any other generation.

## ON A QUEST FOR HUMOUR AND PLAYFULNESS

In light of the pandemic, Gen Z also turned to brands for a spark of humour and playfulness helping them cope with their gloomy reality. 51% is even **willing to pay more for brands that have a sense of humour and playfulness**. Other aspects that this generation deems important when considering brands – this in common with Gen Y – are **innovativeness** (70%), **trendiness** (48%), and **exclusivity** (44%).



## ITAÚ BANK x PLAYFUL BITTERSWEET CAMPAIGN

Brands can win Gen Z's hearts by showing they understand what this generation cares about, providing a personalized playful experience.

When people in Argentina buy something, it's common to spread the cost out over several months. This is also the case for Valentine's gifts, which may lead to people still paying for gifts to ex-lovers for several months after a break-up.

*Itaú bank has a people centric view and wanted to solve real-life problems of their clients. They therefore launched an Instagram competition for Valentine's Day where their customers could submit their stories behind gifts they had bought for ex-lovers and how their relationship came to an end. The person who made the strongest submission had all their gift-related debts cleared by the bank.*





# **05 GEN Z x SUSTAINABLE FUTURE**

**UNCERTAINTY & INCLUSIVITY**



# GEN Z x SUSTAINABLE FUTURE

## FIGHTING INJUSTICE THROUGH THE POWER OF CLICKS

Gen Z shows **the highest levels of uncertainty about the future**, more than 1 in 2 is struggling with this feeling of uncertainty. This is not surprising, considering how the pandemic has caused a lot of turbulence in their journey towards adulthood.

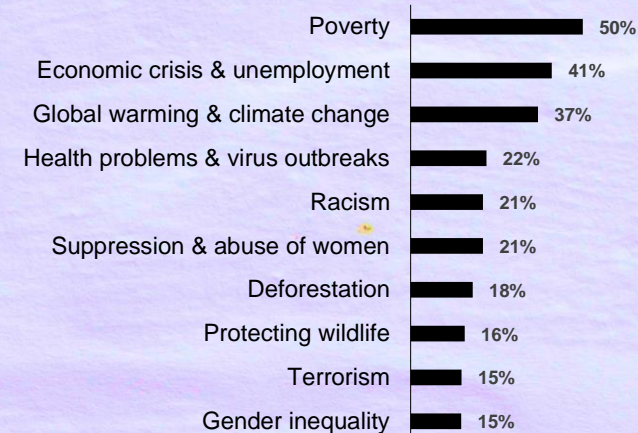
The global issues that keep them up at night are focused on **social inequalities**, yet **environmental concerns** also remain high on their agenda. Since this generation is known to be the most diverse one in history, **diversity and inclusion** are present in everything they do. And this goes beyond ethnicity. **Gender (stereotypes)**, for example, is a topic that is significantly more present in the daily lives of Gen Z, unlike with older generations. 67% agrees there are still too many gender stereotypes, 55% states that gender identity is something that can change over time, and 47% personally knows someone who prefers to be addressed with gender-neutral pronouns.

Nonetheless, it is a generation dedicated to creating a better future for the next generations. Just like other generations, they use **online channels to fight injustice**.

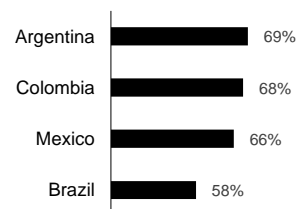
# 65%

OF GEN Z  
**FEELS  
UNCERTAIN  
ABOUT THE  
FUTURE**

## TOP GLOBAL ISSUES GEN Z WOULD TACKLE



## UNCERTAIN ABOUT FUTURE



## HAVAIANAS x INCLUSIVITY

Gen Z is striving for gender liberation and values brands that acknowledge gender diversity and tear down gender stereotypes.

*As symbol of Brazilian culture, Havaianas has a high impact on society. The brand preaches for the inclusion of all genders and wants to combat the struggle of LGBTQIA+ by launching their pride collection in 2022. It donates 7% of the profit of that collection to the All Out charity fund that fights for LGBTQIA+ rights.*



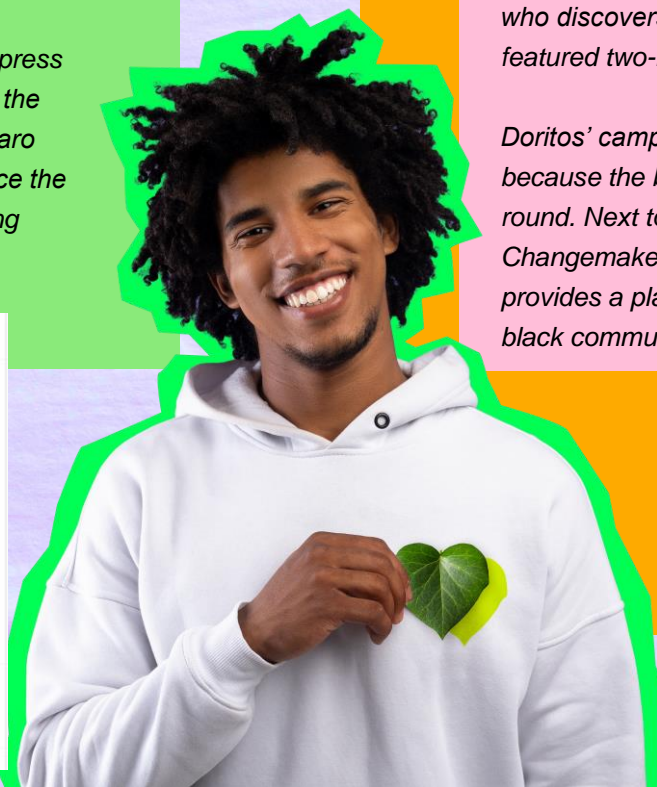


# GEN Z x SUSTAINABLE FUTURE

## FIGHTING INJUSTICE THROUGH 'CLICK-TIVISM'

Social media makes it easy for Gen Z to use the collective power of their clicks to make their voices heard. While boomers protested with sit-ins and picket signs, Gen Z is clicking for change. In fact, 28% follows accounts on social justice on social media, 32% voices their opinion on social issues on social media, and 18% participates in (online) protests. And with impact.

Memes allow millions of Brazilians to express their thoughts on political matters in a creative and entertaining manner. Although being a playful resource, memes are used as an outlet for serious and complex issues by youngsters, like mocking the Brazilian president Bolsonaro. Memes provide an (anonymous) opportunity for people to express their voices that aren't usually heard. Next to mocking the president and criticizing the government, it's also a manner for citizens to counter fake news. In 2021 #BolsoCaro ("Caro" means expensive) went viral on Twitter. The hashtag was used to denounce the economic crisis in Brazil and the role of Bolsonaro, and was often used for satirizing meme-style videos.



## DORITOS x #PrideAllYear

Gen Z challenges brands to demonstrate their ongoing social impact. Brands that try to jump the bandwagon with one-off actions risk being called out for green-washing or rainbow-washing.

*Doritos understands that there is still a long way to go in terms of inclusivity. Therefore, many actions have been planned throughout the last decade. Doritos has been supporting the It Gets Better Project to empower the LGBTQIA+ community since 2015. The brand launched its first product inspired by the Pride flag, which is only available to customers who donate to the It Gets Better Fund. In 2020 Doritos launched a touching short film that portrays a father who discovers his son's sexuality. The 2021 Mother's Day campaign featured two-mom-families as part of the #PrideAllYear commitment.*

*Doritos' campaigns are not necessarily launched around Pride, because the brand wants to support these communities all year round. Next to supporting LGBTQIA+, Doritos also helps Black Changemakers through its ongoing SOLID BLACK campaign, which provides a platform and resources to drive culture and give back to black communities.*





# GEN Z ACROSS REGIONS

COMPARING LATIN AMERICA (LATAM), EUROPE (EU),  
THE UNITED STATES (US) AND ASIA

## 1

### GEN Z x MENTAL WELL-BEING

As the most stressed-out generation, **stress about mental health** is much more outspoken in the US (60%) than in LatAm (45%), the EU (33%) and Asia (33%). About half of Gen Zers in the US **compare themselves to others**, contrary to 33% in Asia and 1 in 4 in LatAm and EU. 59% of Zoomers in LatAm and 52% in Asia feel comfortable showing their **unfiltered self on social media** (US: 46% and EU: 47%).

## 2

### GEN Z x FINANCE

Investing in cryptocurrencies is becoming more popular among the youngest generations. More than half of Asian Gen Zers would like a **cryptocurrency allowance**, and interest is expanding in LatAm (45%) and the US (41%), while Europeans are more hesitant (36%). Over more than 70% of Zoomers in LatAm, Europe, and Asia have **invested in the past year**. Whereas Gen Zers in the US are slightly behind their peers with 62%. Zoomers in LatAm have a stronger entrepreneurial spirit, with 79% intending to **start their own business** in the near future, compared to 63% in Asia and 1 in 2 in the US and EU.

## 3

### GEN Z x METAVERSE

Generally, Gen Zers in Asia are more **involved with the Metaverse** compared to other regions. If they had to **disconnect from social media** for one day, 47% of them would feel anxious, compared to only 1 in 3 in the other regions. They are also considerably more likely (57%) to have **online friends** they have never met in person (vs. LatAm: 46%, US: 46%, EU: 40%).

## 4

### GEN Z x BRANDS

**Fair treatment of employers** is the most important reason for Gen Zers in LatAm (78%), the US (69%) and the EU (58%) to pay more for a brand's products. In Asia this motivation (73%) follows after "trying to have a positive impact on society" (75%). Zoomers in Asia (63%) and LatAm (60%) emphasize on the potential for **personalization and co-creation** when considering products (US: 50% and EU: 39%). In Asia, Zoomers seek out brands with a sense of **humour** and they are willing to spend more on them (59%) than in other regions (LatAm: 51%, US: 48%, EU: 45%).

## 5

### GEN Z x SUSTAINABLE FUTURE

65% of Gen Zers in LatAm feel **uncertain about their future**, followed by 58% in Asia and only 1 in 2 in the US and EU. **Poverty** is one of the most severe issues worrying Gen Z. Particularly in LatAm (59%), but also in other regions, although relatively less (vs. US: 32%, EU: 41%, and Asia: 34%). **Fighting racism** is the most significant issue for over half of Gen Zers in the US, but only for 37% in the EU, and 1 in 5 in LatAm and Asia. Keeping all these issues in mind, brands are expected to **facilitate a sustainable and inclusive future** for the Zoomers.



# IN-COMPANY PRESENTATIONS & WORKSHOPS

Looking for a **fresh dose of inspiration on Gen Z for your company's brand, marketing, communication or innovation teams?**

Starting from the insights from our 2023 global proprietary quantitative research, Joeri Van den Bergh's new keynote '*Are you OK, Zoomers?*' highlights how Gen Z shapes future consumer behaviour and what this means for brands.

Available in different workshop and presentation formats, this new thought-provoking keynote spotlights five future-proof platforms for innovation, branding and marketing to the world's largest generational cohort.

So, are you ready for the Zoomers?

Email [joeri@wearehuman8.com](mailto:joeri@wearehuman8.com) for more information and bookings.



Joeri Van den Bergh is **Future Consumer Expert** at Human8 and has extensive experience of all aspects of **marketing to teens and young adults**. His clients include global customers such as eBay, Coca-Cola, Spotify, Danone, IKEA, Heineken, Converse, Nestlé, AXA and Unilever for whom he has provided advice on how to target the youth market. He is an **AMA-awarded global thought leader and marketing** author on the impact of NextGen on marketing, on business and on consumer trends.





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