

Savanta:

If Millennials are old, and Gen Z are young, who are Generation Alpha?



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make better decisions



Millennial

1.8 billion
1980-1994



Gen Z

2 billion
1995-2009

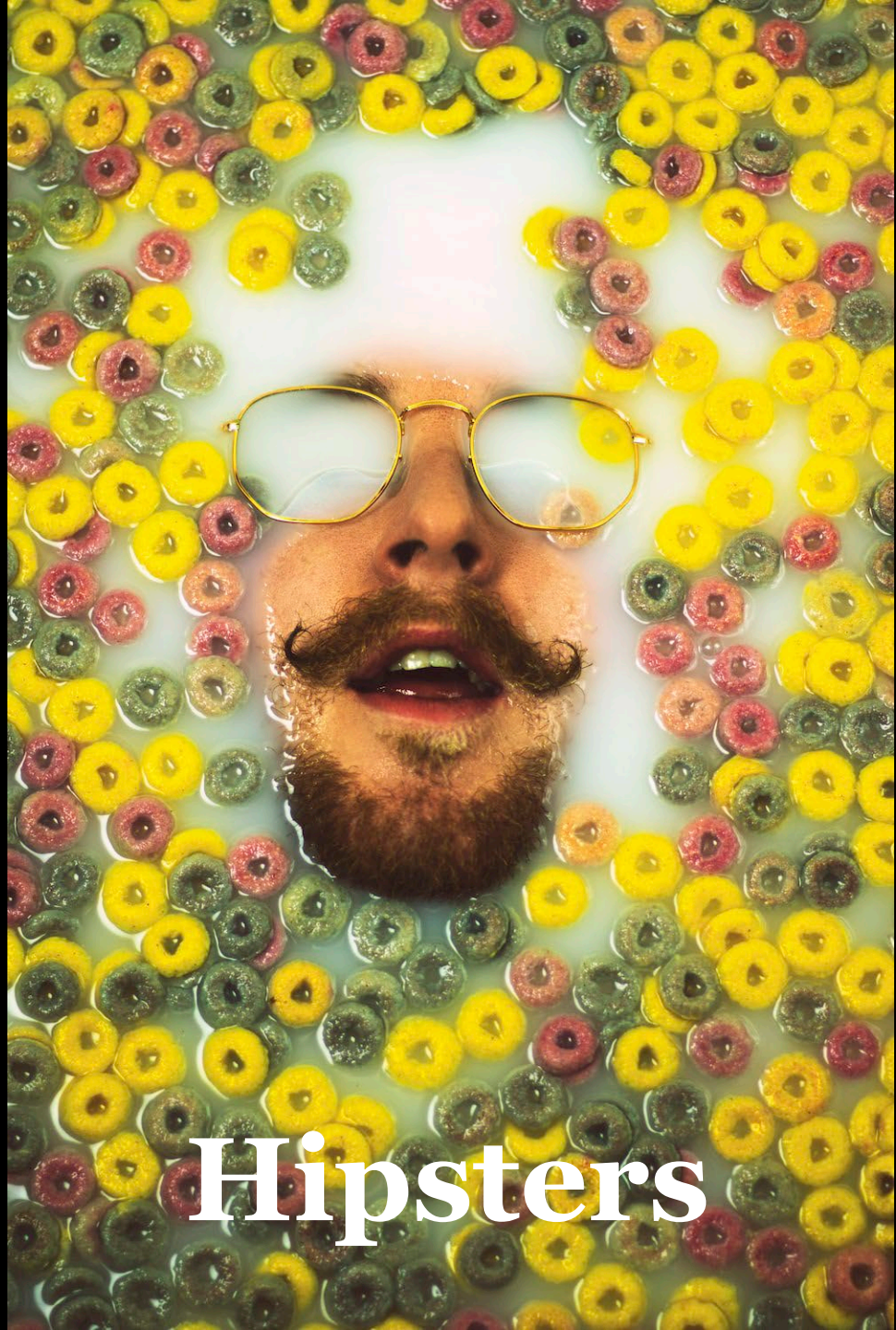


Gen Alpha

2.5 billion
2010-2024







Hipsters



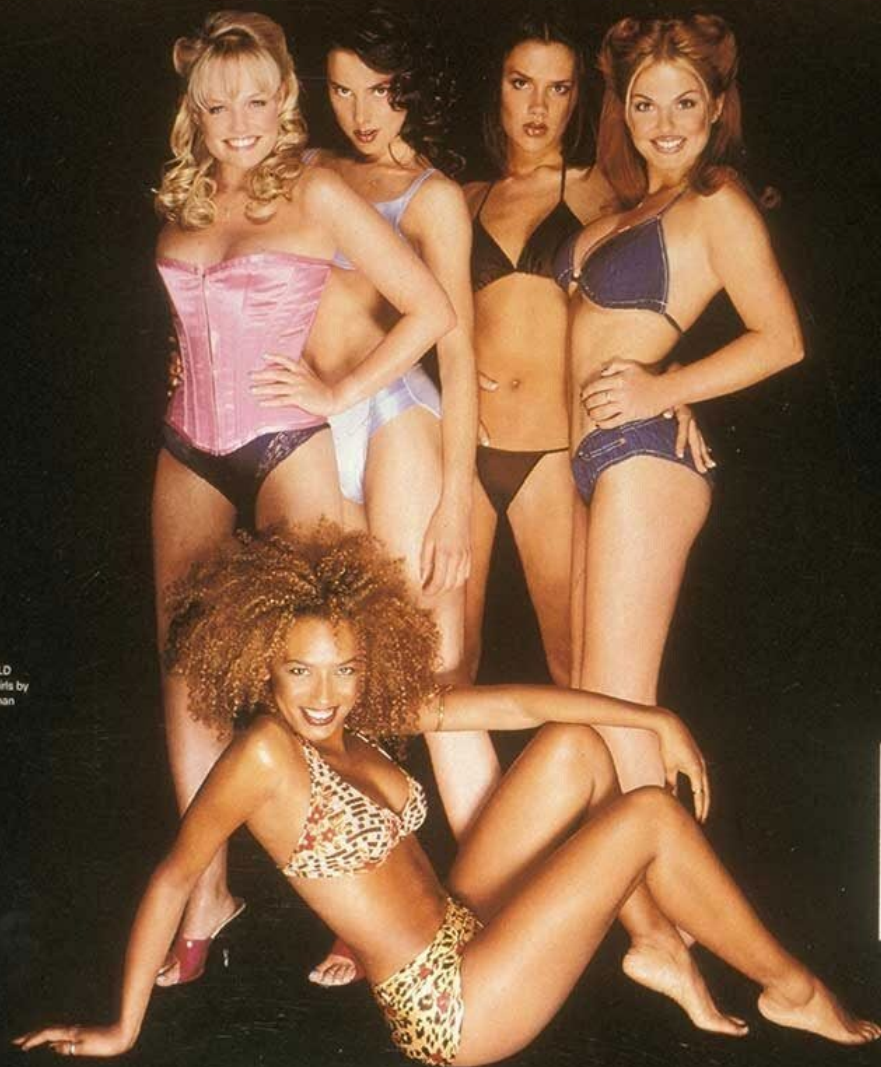
Millennials

The disappointed generation

PANTONE®

Millennial Pink

THE FACE VANITY FAIR



GIRL'S WORLD
The Spice Girls by
Peter Robathan

SPICE! ABOVE AND BEYOND

U2 / STAR WARS / PRINCE / MAGGIE CHEUNG / AEROSMITH / EELS / CARL CRAIG / SPRING STYLE

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LONDON SWINGS

A SPECIAL 25-PAGE REPORT
HOW LONDON GOT ITS GROOVE BACK BY DAVID KAMP
WITH AN EXCLUSIVE PORTFOLIO BY LORENZO AGUIR

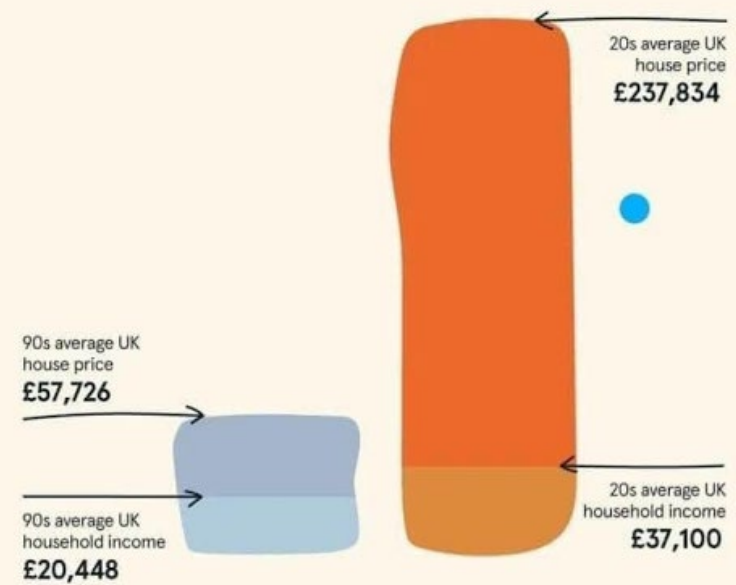
AGAIN!

DAVID LACHAPPELLE AND MICHAEL ROBERTS
OF LIAM GALLAGHER, PATSY KENSIT, DAMIEN HIRST,
ALEXANDER MCQUEEN, JODIE KIDD, TERENCE CONRAN,
SPICE GIRLS, TONY BLAIR AND MORE,
MORE, MORE...



SNOWFLAKE GENERATION

Buying a house 1990 vs. 2020



Source: Land Registry



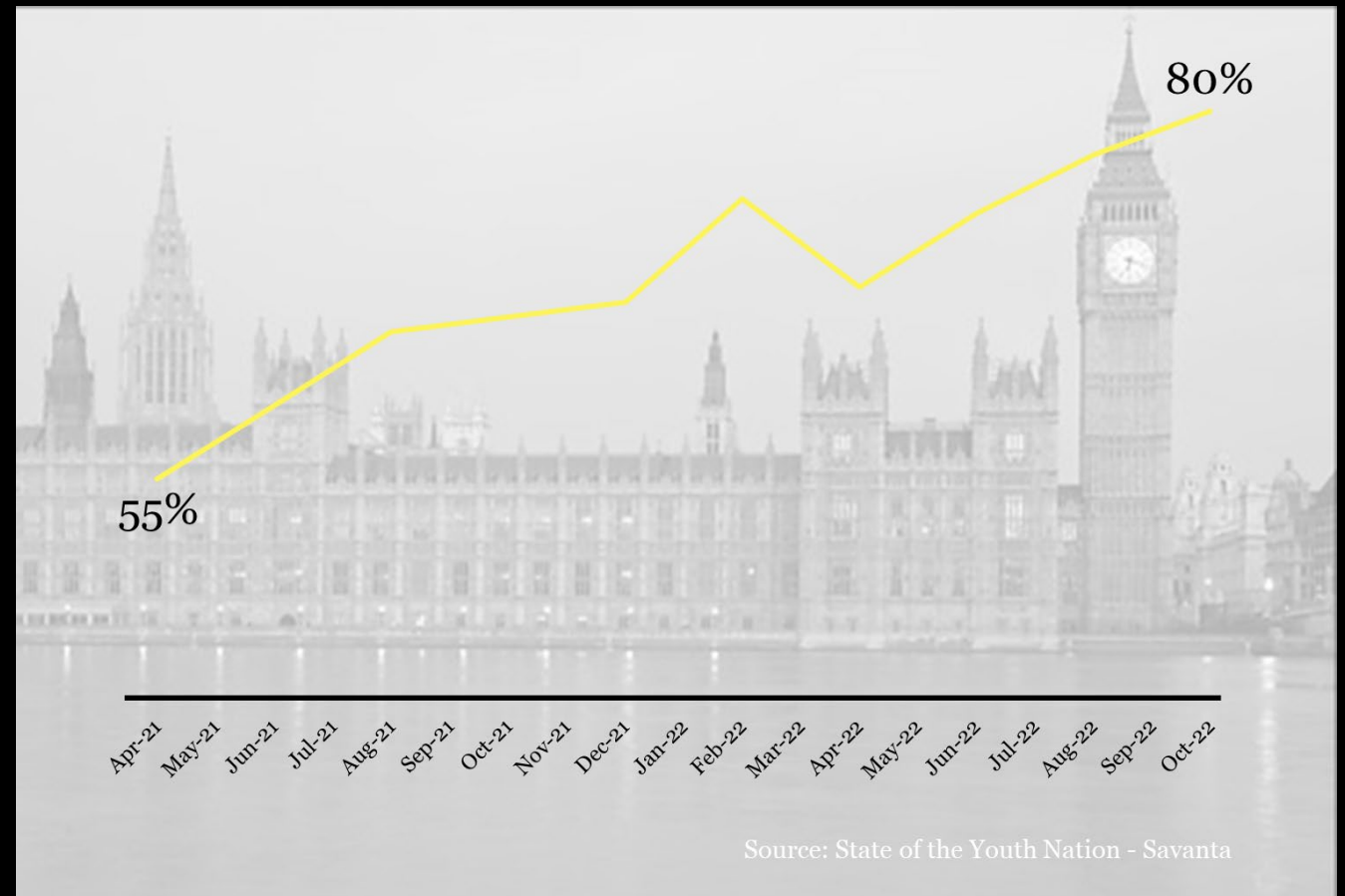
Gen Z

Starting point is distrust

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Gen Z Yellow

Distrust in the government is at an all time high



A large yellow flag is held up, featuring the Amnesty International logo and the text "AMNESTY INTERNATIONAL" in bold black letters. The flag is being held by a person whose arm is visible. In the background, a classical building with columns and a dome is visible. Another yellow flag with the Amnesty International logo is partially visible in the bottom left corner. A yellow sign with the word "WOMEN'S" is partially visible in the bottom right corner.

**AMNESTY
INTERNATIONAL**

**“Climate change is one of the
greatest intergenerational
human rights violations in
history”**



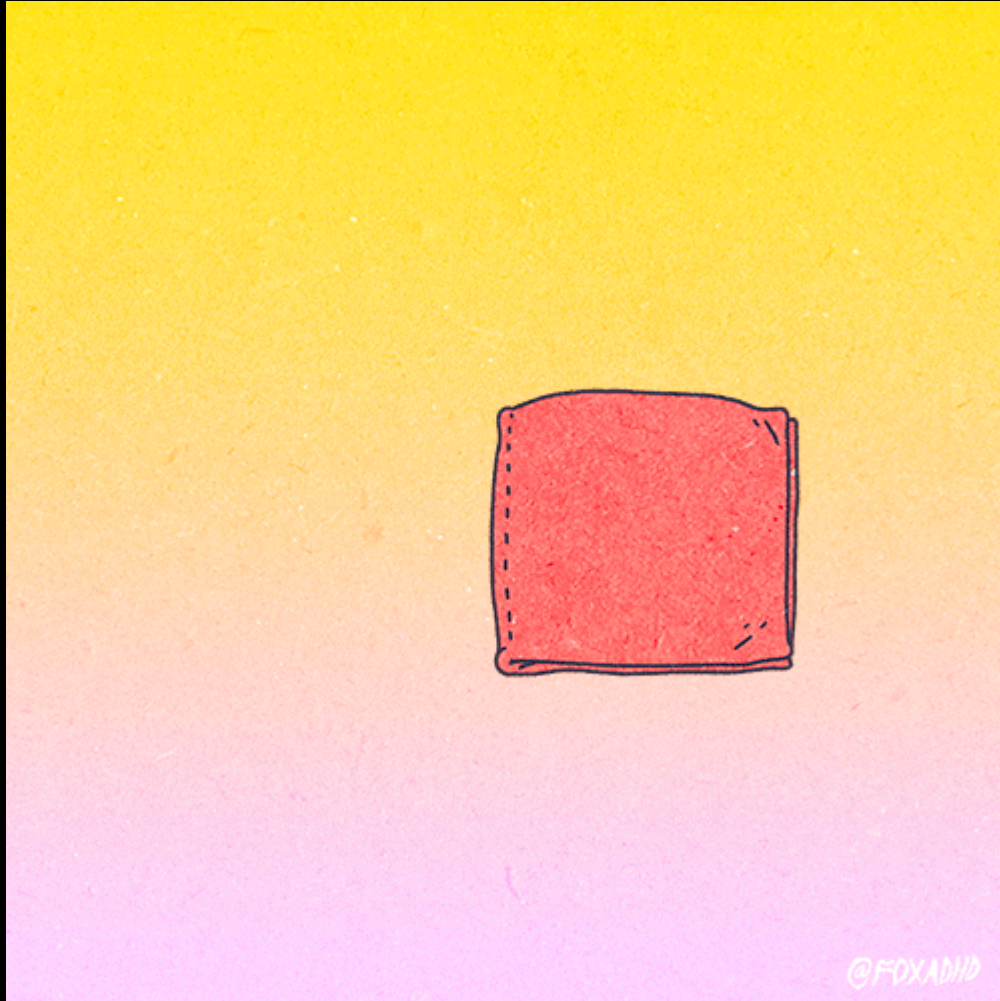


Gen Z

Rewrite the rules

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Gen Z Yellow



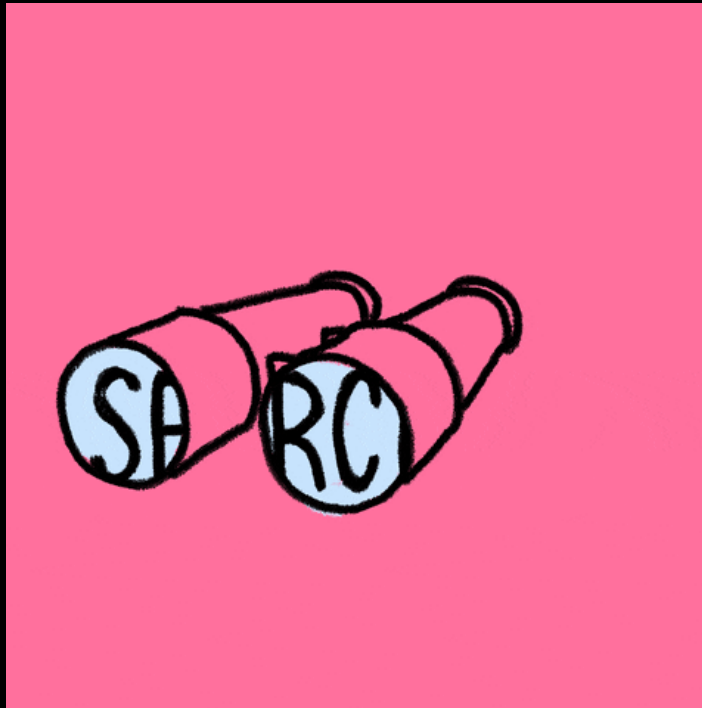
Source: State of the Youth Nation - Savanta

BUY

**Gen Z prefer to pay
by phone as much as
by card**

LEARN

40% of Gen Z prefer searching for things on TikTok and Instagram over Google Search



Source: Google

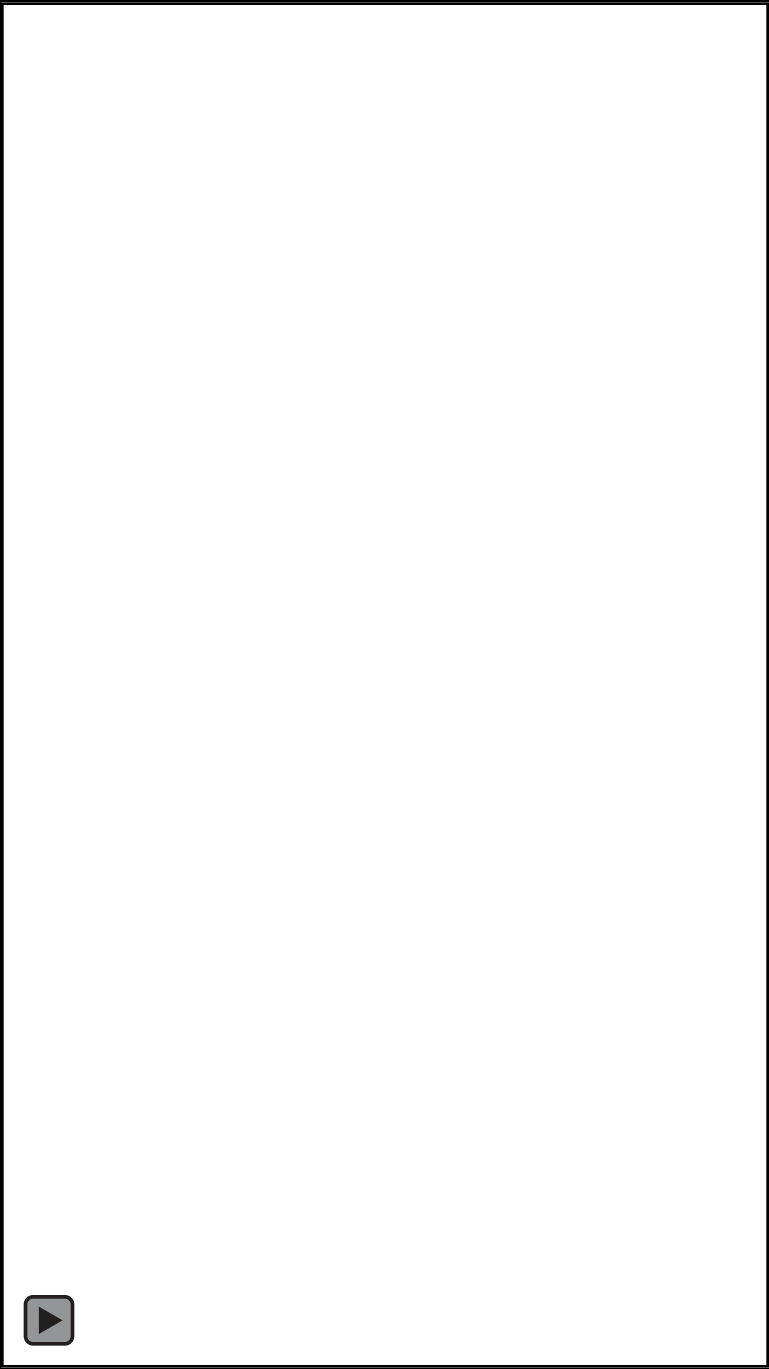
FUN

**51% of Gen Z try to
eat **clean** as much
as possible**



GOTTA STAY HEALTHY

Source: State of the Youth Nation - Savanta





Generation Alpha

What we already know

PANTONE®

Very Peri
2022







Generation Alpha

What we *think* we know

PANTONE®

Very Peri
2022

A photograph of a man with a beard and glasses, wearing a dark denim shirt, holding a young child with curly hair. The man is kissing the child on the cheek, and the child is smiling broadly. The background is a dark, paneled wall.

**9 out of 10 kids are
influencing purchase
decisions**

Source: NRF



**65% will have jobs
that don't exist today**

WEB1



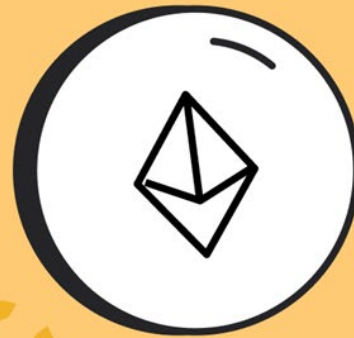
**THE INFORMATION
ECONOMY**

WEB2



**THE PLATFORM
ECONOMY**

WEB3



**THE OWNERSHIP
ECONOMY**

NFT

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Savanta is the full-service global market research and data insight company that helps businesses make better decisions.

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