

ARE YOU READY FOR GEN Z OMNI-SHOPPERS?

WHO ARE THEY?

Born between 1996 and 2006:
12-22 years old

True digital natives:
10-12 hours a week: Gen Z spends more time on mobile devices than any other generation

32%
of the global population by 2019
(2.46 billion)

23%
of the population in the US
(75 million)

40%
of all consumers by 2020

HOW DO THEY LIKE TO SHOP?

Gen Z spends a lot of time online but the physical store is also very important. So retailers need an effective omnichannel strategy to attract Gen Z omni-shoppers.

51%
comparison shop online

18%
see in store and buy online

34%
research online and buy in-store

15%
see in store, buy in store on mobile app

17%
buy online and pick up in store

62%
like personalized, value-added ads

GEN Z STILL LIKES TO SHOP IN STORES



80%
look forward to shopping in stores when they have time

80%
like to try new retail stores

71%
say stores help them understand what is in style

65%
won't buy a product unless they've seen it in person

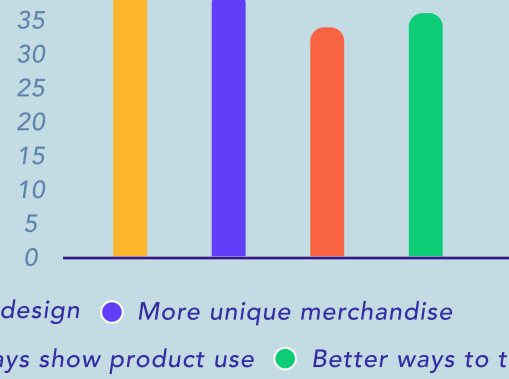
93%
prefer to shop without the help of a sales associate

48%
expect to be able to return or exchange items bought online in a store

WHAT DO THEY WANT FROM YOUR STORE?

For 16 to 24 year olds, design and unique merchandise are the most important reasons to visit the physical store

Factors That Motivate In-store Visits
Percent of 16-24 Year Old Respondents



HOW DO THEY LIKE TO PAY?



WILL THEY BUY ONLINE, PICK UP IN STORE?

Gen Z consumers are willing to pick up online orders in the store to save on shipping costs or get it the same day, giving retailers the chance to create additional sales opportunities while they are in the store.

53%
say they would drive 30 minutes to pick up a package

66%
expect retailers to offer same-day pickup for items ordered online

3 THINGS RETAILERS NEED TO WIN OVER GEN Z SHOPPERS

Elevate your in-store experience

Leverage mobility to foster omnichannel adoption

Offer greater payment and shipping convenience

NEED A RETAIL SOLUTION THAT WILL HELP YOU DEVELOP THE OMNICHANNEL CAPABILITIES THAT GEN Z OMNI-SHOPPERS LOVE?

VISIT WWW.OPENBRAVO.COM

TO LEARN ABOUT OUR OMNICHANNEL SOLUTION AND WATCH OUR [INTRODUCTORY VIDEO](#), TRY OUT OUR [DEMO](#) OR [CONTACT US](#) FOR CONSULTATION.

openbravo



Sources:
- Gen Z Report, Criteo, May 2018.
- Meet your future power shopper: Gen Z, Ayden, 2017.
- What do Gen Z shoppers really want? IBM Corporation and National Retail Federation, 2017.
- CreditCards.com Infographic: How Gen Z wants to pay and shop, September 2017.
- Fluent Commerce Survey, appearing in "Much of What You Thought You Knew About Gen Z's Shopping Habits Is Probably Wrong" by Robert Klara, published Jun 7, 2018, in Adweek.
- Great Expectations: Shipping, CX & Gen Z, Neopost, September 2018.