2019 Holiday Outlook

Give me something different, says Gen Z

Our typical Gen Z* shopper, age 17–23, is a socially conscious consumer who cares about the community and will donate to charity this holiday season. Health and wellness are priorities for digital-forward Gen Z. In keeping with changing demographics, this age group reflects a variety of ethnicities.

Almost half of Gen Z consumers (46%) will spend more this holiday than they did last year, compared to almost a third of other consumers (31%). On average, these young shoppers, many of whom are still in college or in first jobs, will spend $920 this year, versus $1,362 of other consumers. They worry more than other consumers about transportation costs (32% versus 24%).

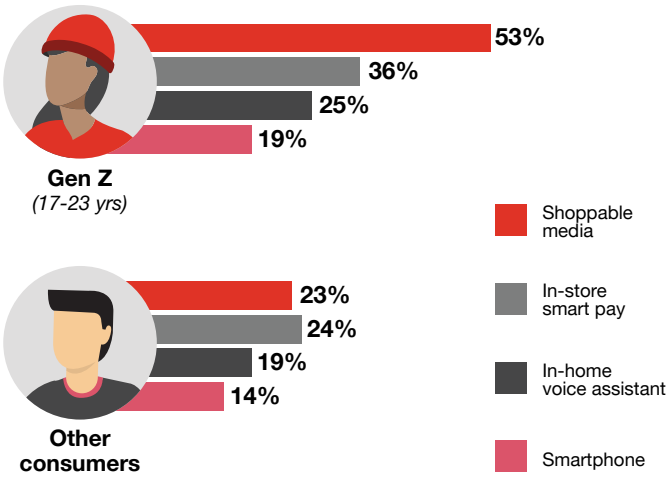
Gen Z is just as likely to shop by smartphone as by laptop, unlike older shoppers who are more likely to use laptops. These young shoppers also use shoppable media, pay by smartphone while in stores and shop via in-home voice assistants more than older shoppers do. Having grown up in an age of home delivery, they are open to new forms of alternative delivery.

While Amazon remains the granddaddy for gift ideas, Gen Z also checks social media—largely dominated by influencers—for inspiration. Most popular with these young consumers for price checks: Google.

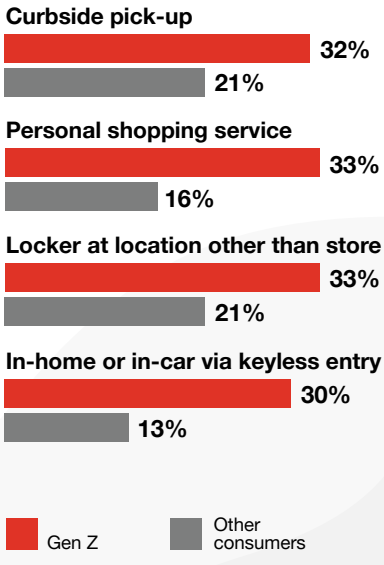
***Base:** All consumers 2,017; Gen Z 353

Gen Z embraces…

… new ways to shop



… alternative delivery



Source: PwC, *Holiday Outlook 2019*

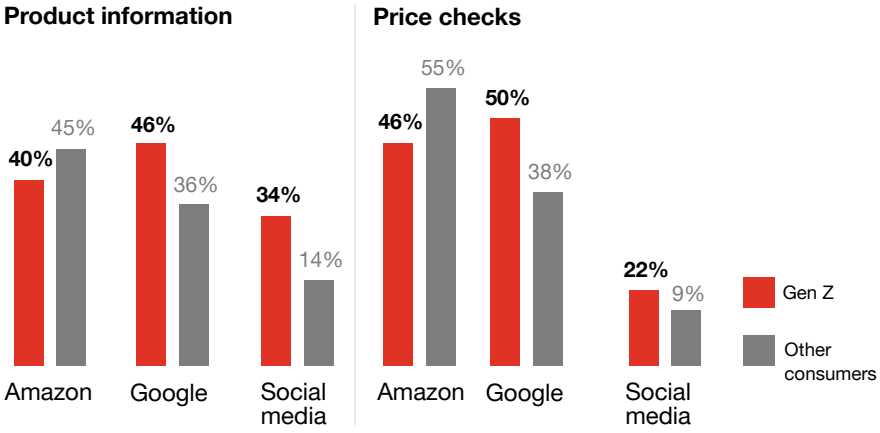
Give me something different, says Gen Z

Brands don't matter as much to Gen Z. Less than 60% of them said brand trust is a factor in buying decisions (versus 72% of other consumers). Instead, what appeals to Gen Z are environmentally and socially responsible brands, health- and wellness-related offerings, innovative products and personalization.

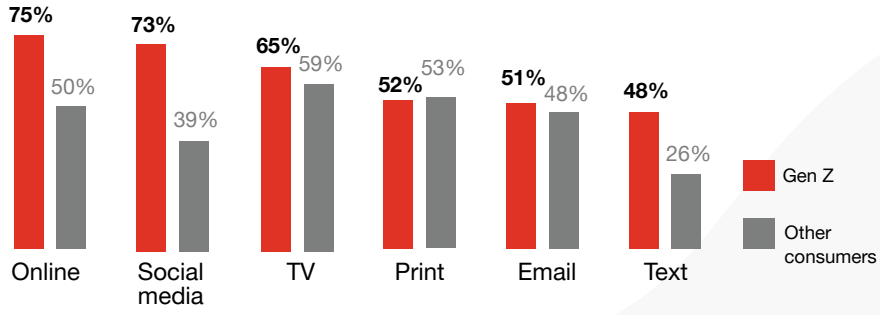
Along with millennials, they are among the most prolific consumers of new forms of retail—resale and rentals—having grown up in an environment of ride-hailing and couch-surfing. While an instaworthy lifestyle might demand a variety of one-of-a kind outfits, a not-yet-established-in-the-workforce pocketbook may not always cooperate. Consumer-to-consumer services as well as resale options satisfy young consumers' preferences for one-of-a-kind and vintage exclusivity.

Despite their slimmer holiday budgets overall, they don't stint on their pets. Gen Z pet owners spend more than double the proportion of their holiday budget on pets as older pet owners: 11% versus 5%.

Gen Z favors Google, social media over Amazon for price checks, product information

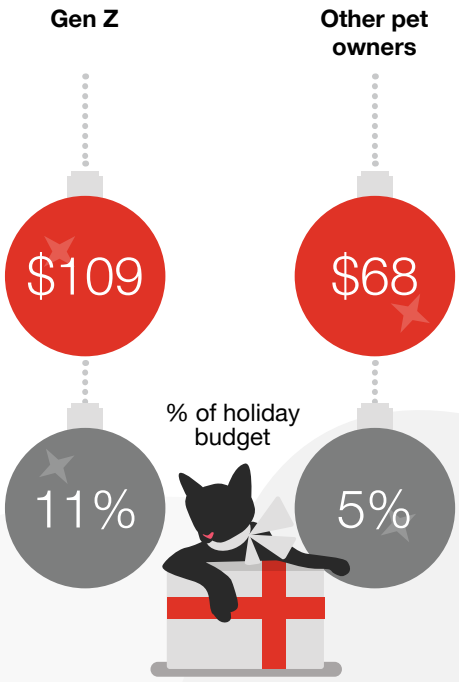


Gen Z more responsive to digital ads



Source: PwC, *Holiday Outlook 2019*

Gen Z pets are happy pets



Source: PwC, *Holiday Outlook 2019*

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