

# Luxury Next Challenge: Gen Z



Hana Ben-Shabat, Partner

***ATKearney***

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## In a nutshell ...

- Gen Z - a generation like no other
- They will (and to an extent they already..) exercise oversized influence on society
- Gen Z will challenge some of the fundamentals upon which the luxury industry operates
- Luxury brands should start preparing NOW to engage the luxury consumers of the future

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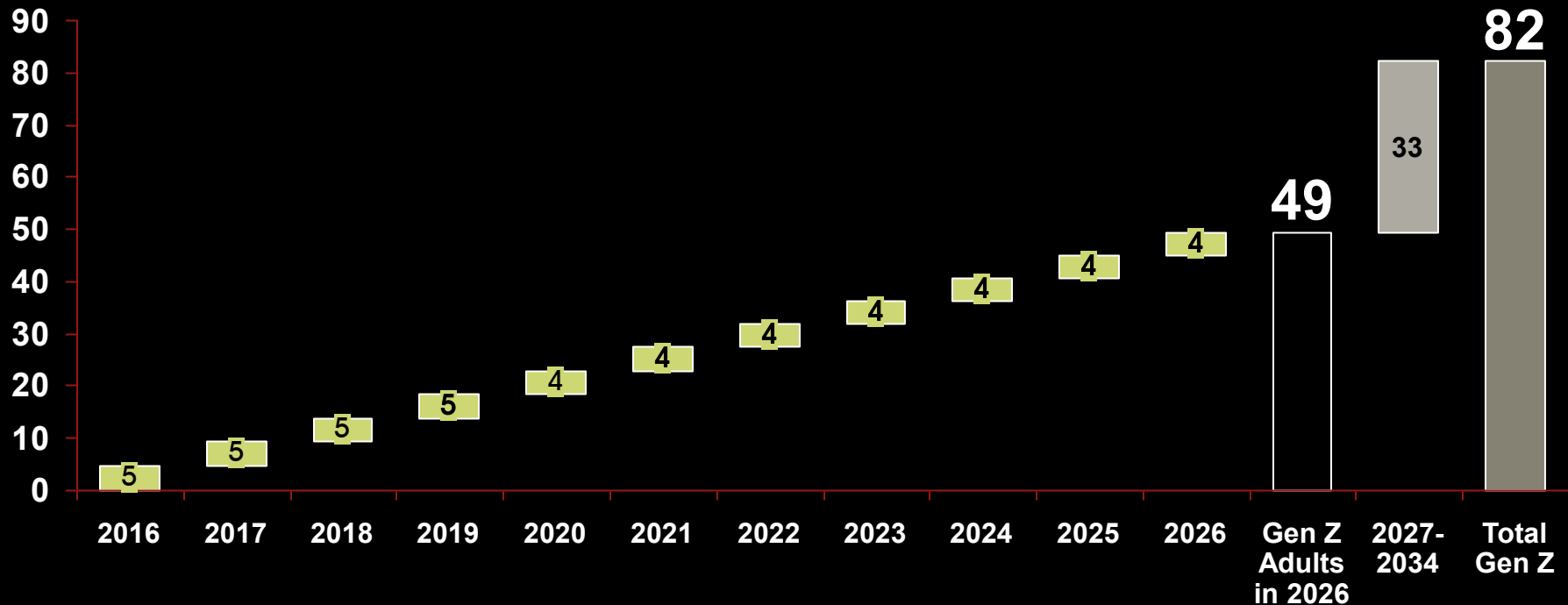
# One of the most important demographic trend of our time is the rise of Gen Z

- Born between 1998 – 2016
- Shaped by distinct economic, social, technological and geopolitical trends, It's a generation like no other



# By 2034 there will be 82M Gen Z adults – the largest consumer cohort in America's history

Number of Gen Z turning 18 each year (millions)





# Globally they will be a power to be reckoned with ~ 2.5B Gen Z population

N. America  
82M



Europe  
156M



Asia Pacific  
1,396M



Latin/South  
America  
213M



Africa  
600M



# Our recent research (US focused) identified six characteristics of Gen Z

## Embracing diversity



## Taking Responsibility



## Mastering Technology



## Valuing community



## Redefining Status



## Exercising Influence





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# The five fundamentals for engaging Gen Z

- Inclusion
- Engagement
- Personalization
- Intrinsic value and Values
- Experience, Experience, Experience



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# Thank You

This is an extract of a presentation.  
For further details and Gen Z briefings please contact:

Hana Ben-Shabat

Partner

A.T. Kearney

[hana.ben-shabat@atkearney.com](mailto:hana.ben-shabat@atkearney.com)



@HBS360