

RESEARCH

## Brand awareness declining with Gen Z

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**Biggest Gainers in Brand Love  
Among Gen Z's Most Loved Brands**

BRAND	CATEGORY	GAIN IN LOVE INDEX SINCE PRE-PANDEMIC	CURRENT LOVE INDEX
 AirPods	Consumer Electronics	+20.2	224.8
 CVS/pharmacy	Health Services	+7.3	216.4
 Disney	Television, Movies & Radio	+6.1	229.0
 NETFLIX	Television, Movies & Radio	+4.8	285.6
 Spotify	Internet Services	+4.5	252.2

MORNING CONSULT  
Between 700 and 1,000 U.S. Gen Z adults (18+) rated each of over 1,500 U.S. B2C companies tracked in Morning Consult Brand Intelligence from February 1 - March 1, 2020 ("Pre-Pandemic"), and again from July through August 2020; over 800 Gen Zers on average were asked about a given company during each period. The maximum margin of error for a given brand is +1.4%.

What drives brand love for a generation like no other, in a year like no other: Morning Consult's fourth edition of the Most Loved Brands report tries to peel back the onion. Source: Morning Consult

By LUXURY DAILY NEWS SERVICE

While Morning Consult's latest research on U.S. Gen Z may not be entirely applicable to luxury marketers, it does heed to note what makes this highly picky, fully digital generation love brands.

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In this latest look at consumers born between 1997 and 2012, Morning Consult's Victoria Sakal, author of the report and managing director for brand intelligence at the Washington-based company, examined what brands fuel love with the generation, how Gen Z poses a threat to existing brands, and how brand perception has evolved throughout the COVID-19 pandemic.

Here, per the report, are key findings:

- Twenty-six percent of Gen Z's Most Loved Brands fall under the food and beverage category including Kit Kat (No. 13) and Oreo (No. 15)
- Brands related to entertainment or convenience enjoyed the greatest increases in Brand Love among Gen Z since the pandemic: The top 5 include Apple AirPods, CVS Pharmacy, Disney, Netflix and Spotify
- Nearly a fifth (18 percent) of Gen Z's Top 50 are television, music and radio brands such as Netflix and Spotify
- New attitudes, expectations and needs within Gen Z are surfacing amid the many life-changing events this generation is facing this year, and with these come the likelihood of new consumption behaviors, preferences and priorities that will shape the future of commerce
- Gen Z's preference for new brands continues: sixty-eight percent will continue to buy from a company that they tried for the first time since the pandemic because of their good experience
- Even in a pandemic and recession, Gen Z is voting with their wallets to support causes that matter. Eighty-three percent of Gen Z believes brands' actions speak louder than their words, and 74 percent believe corporations have a responsibility to play a role in addressing racial inequality in the United States. Post-pandemic, 74 percent plan to buy more from local businesses and 64 percent plan to buy more from Black-owned businesses

- Gen Z is significantly less aware of brands than other generations, and awareness continues to drop. Fifty percent or more have only heard of about three-quarters the amount of brands elder generations have. While brand awareness has marginally increased since March across all other generations, it has declined among Gen Z
- For 86 percent of Gen Z, a recommendation from family or friends plays a role in their interest or decision to buy
- Despite new pastimes and digital savviness, Gen Z misses in-person interaction more than anything. Seventy-eight percent of Gen Z misses spending time with their friends the way they used to in real life (IRL). Many have developed new pastimes and methods of socializing, but a clear majority (79 percent) will be looking for new ways to spend their time in a post-COVID-19 world when they can socialize freely again

[Please click here to download the PDF of Morning Consult's special report, "Gen Z's Most Loved Brands"](#)

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