

RESEARCH

Gen Alpha to reinvent auto, beauty trends: report

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*Young consumers will shift strategies in multiple major industries. Image credit: Razorfish*

By ZACH JAMES

The next generation of consumers are set to shift the luxury space, according to the latest findings from Los Angeles-based marketing firm Razorfish.

According to the firm's new report, Gen Alpha, those born between 2010 and 2014, will hold much different purchasing preferences and habits than their older counterparts. In turn the group will create and dictate upcoming trends as they age into the consumer potential, with the automotive and beauty industry said to receive the greatest shifts.

"Being the first generation to grow up entirely within the 21st century, it's no surprise that Alphas have been one of the most interesting generations we've attempted to understand," said Dani Mariano, president of Razorfish, in a statement.

"They are digitally savvy, but they're having an offline renaissance," said Ms. Mariano. "The speed at which Alphas are breaking preconceptions and paving their own path is remarkable, and marketers need to be paying close attention if they want to win them over."

The "**Gen Alpha: A Cohort of Influential Tweens**" report was created in collaboration with market research company GWI. Together, the duo completed a survey of 2,310 children aged 9 to 13; the participants were interviewed between Oct. 3 and Nov. 13, 2024.

Age of influence

Razorfish positions Gen Alpha as tweens that are unlike any other generation before them, merging the real-life status need of Gen X with the digital power of millennials and Gen Z.

This younger demographic also seems to be more predisposed to the luxury segment than their older peers were at their age. Nearly 70 percent of Gen Alpha children will own a high-end item by the time they are ten years old, while half report receiving prestige goods earlier than their siblings.



Gen Alpha is setting themselves apart from their predecessors. Image credit: Baby Dior

To the rising group, digital and physical experiences are said to be just as important as material possessions, potentially signifying a convergence of the opposing luxury demands seen among Gen X ([see story](#)) and millennials ([see story](#)), respectively. A majority, 66 percent, of the demographic prefer to pay a premium to buy items in-person rather than potentially cheaper digital-only options.

Gen Alpha is also greatly involved in their respective families' high-value purchases, notably taking charge in the automotive department. Just under two-thirds of the children surveyed created a short-list of potential cars for their parents to consider, while 61 percent have final say on what vehicle is brought home.

In general, the luxury automotive space is of interest to the young consumers, with more than half of parents reporting that their kids are more interested in cars than they are, while 35 percent of the 9 to 14-year-olds stating that they aspire to own a luxury vehicle when they are older.

Environmental impacts of driving also seemingly mean little to the demographic, with the preference for electric and gas-powered engines landing within 2 percent of one another; only 38 percent of those surveyed would pay extra for an eco-friendly car.



Socially and sustainably conscious choices are not top-of-mind for the next generation of luxury clientele. Image credit: Shutterstock

Beauty is another major focus area for the group, as one in three kids uses more than three cosmetic items in their daily routine, with "mass-tige" labels being the preferred brands for the youngsters. Among that 33 percent, nearly 90 percent are interested in attempting to get their parents to adopt their skincare practices, potentially creating new clientele for the high-end segment.

Gen Alpha boys are also involved in the beauty space, with nearly half interested in skincare and 69 percent wanting to prevent wrinkles; a quarter of the lads already have a daily regimen using between three and five products.

This increased focus from Gen Alpha could help luxury brands rebound from Gen Z's waning interest in the prestige segment ([see story](#)).

Screen time

While real-world experiences drive purchasing actions among Gen Alpha, the demographic is still deeply ingrained in the digital realm, with social media playing a major part in all of their lives.

Therefore, children want to put their best foot forward online, perhaps driving their increased interest in the cosmetics market.

Three-quarters of the children surveyed are interested in social media beauty content, while nearly 40 percent make content themselves, such as “Get Ready with Me” videos.



Just over a third of respondents place a greater importance on looking good online rather than in person. Image credit: WGSN

While 40 percent of kids prefer to buy at brick-and-mortar retail with cash, the booming influencer market ([see story](#)) and aging into greater financial understanding could shift these preferences into more modern sensibilities.

Gen Z and millennials are currently buying into livestream shopping through avenues such as TikTok Shop, with the medium poised to grow exponentially in the coming years ([see story](#)), potentially helped by Gen Alpha growing into their purchasing potential in their later teen years and beyond.

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