

INDUSTRIES & MARKETS

# Gen Z online shopping behavior

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# Overview

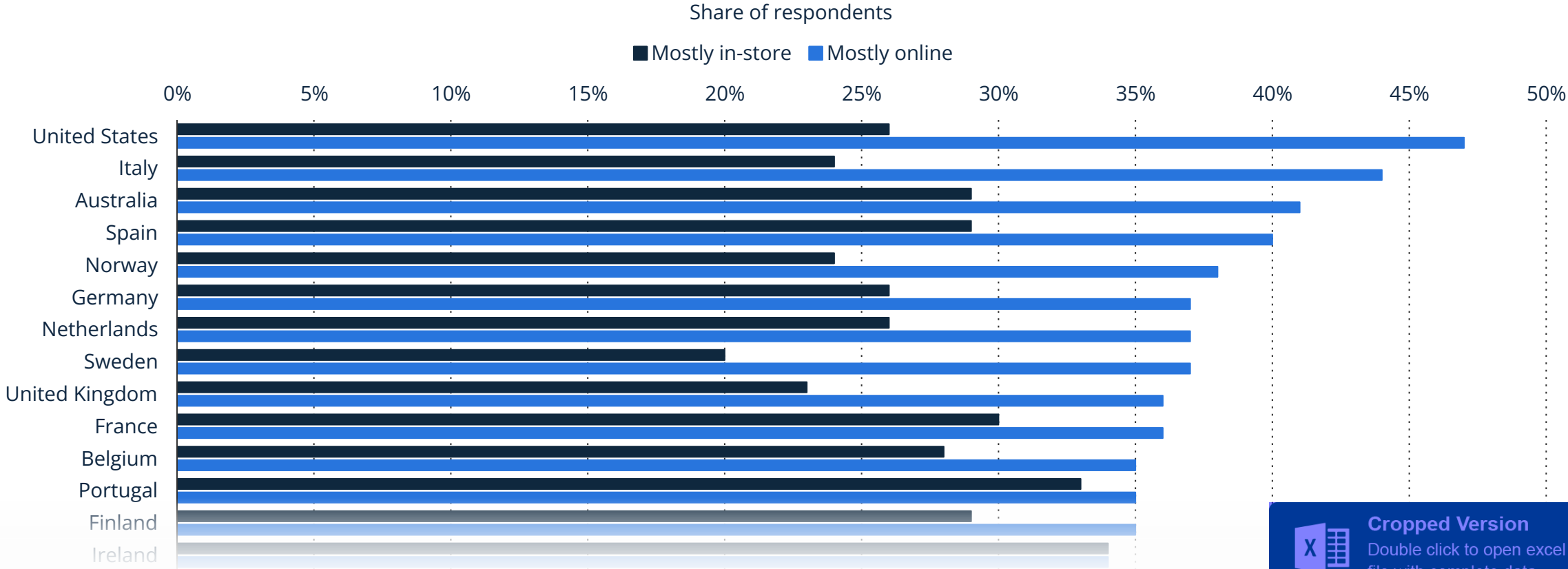
# Use by Gen Z and millennial consumers of selected technologies and services relative to the COVID-19 pandemic in 2022

Gen Z and millennial shopping habits relative to COVID-19 2022

Shopping behaviors	Used before COVID-19	Adopted during COVID-19, use today	Adopted during COVID-19, no longer use
Contactless payments	31%	36%	15%
Buy Online, Pick-up in Store	34%	33%	13%
Curbside pickup	20%	32%	17%
Purchase via mobile site	41%	30%	13%
Purchase via mobile app	38%	30%	15%
Purchase via desktop	37%	29%	15%
Purchase via social media	24%	28%	15%
Buy Now, Pay Later	23%	27%	16%
Purchase via smart speaker	27%	24%	11%
Livestream shopping	24%	23%	13%

# Channel in which Gen Z shoppers would do most of their shopping if they could choose freely in selected countries worldwide in 1st quarter 2023

Gen Z who would shop mostly online vs. offline worldwide 2023, by country

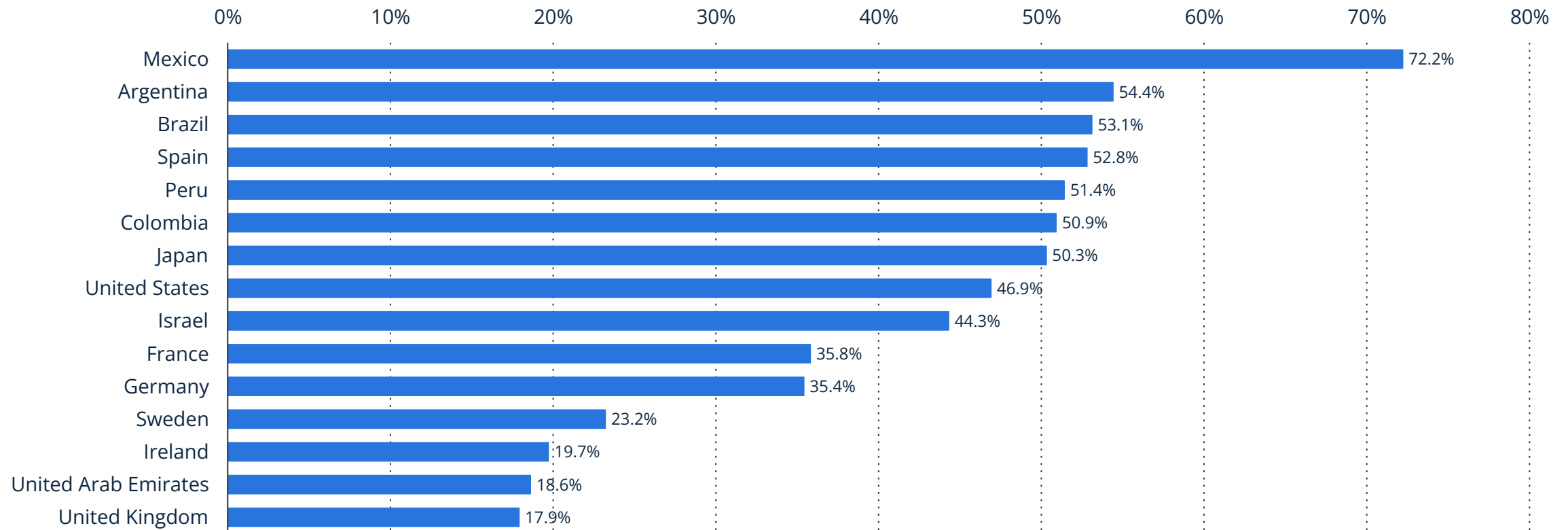


**Cropped Version**  
 Double click to open excel file with complete data

# Share of Gen Z mobile shoppers in selected countries worldwide as of March 2023

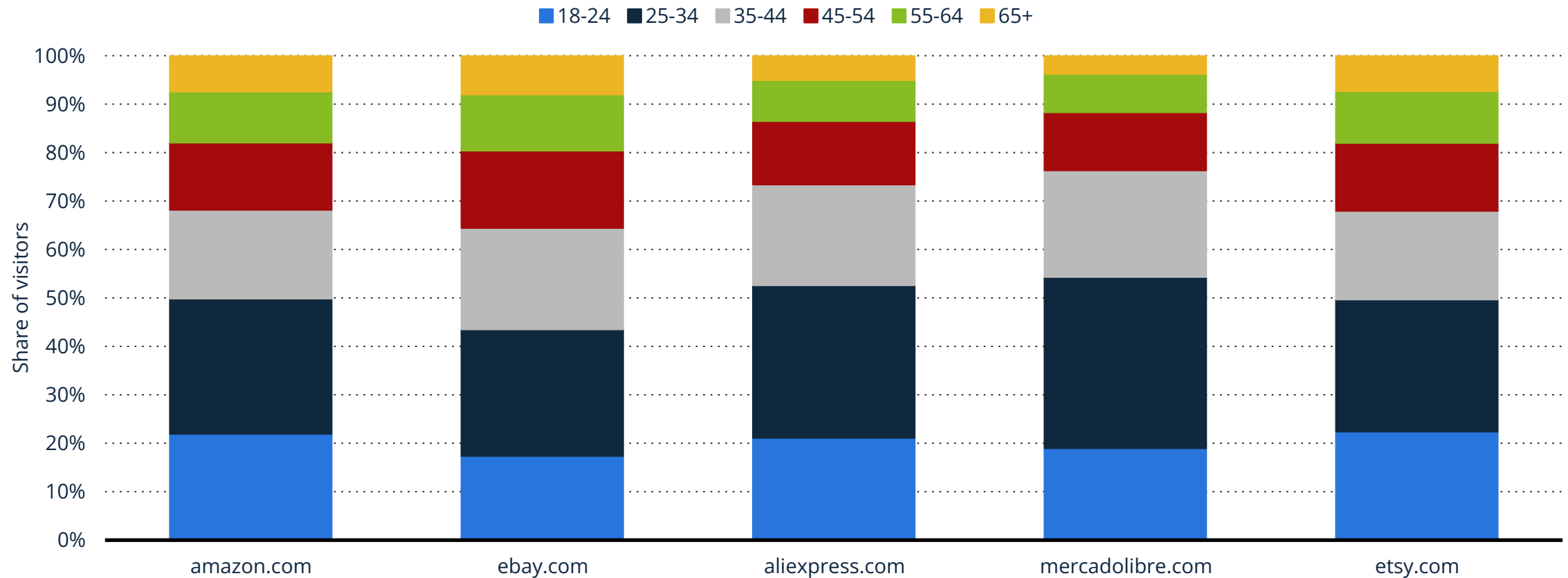
Gen Z e-shopper mobile audience share worldwide 2023, by country

Share of mobile audience



# Age distribution of visitors to selected online marketplaces worldwide in May 2023

Share of visitors to selected online marketplaces worldwide 2023, by age



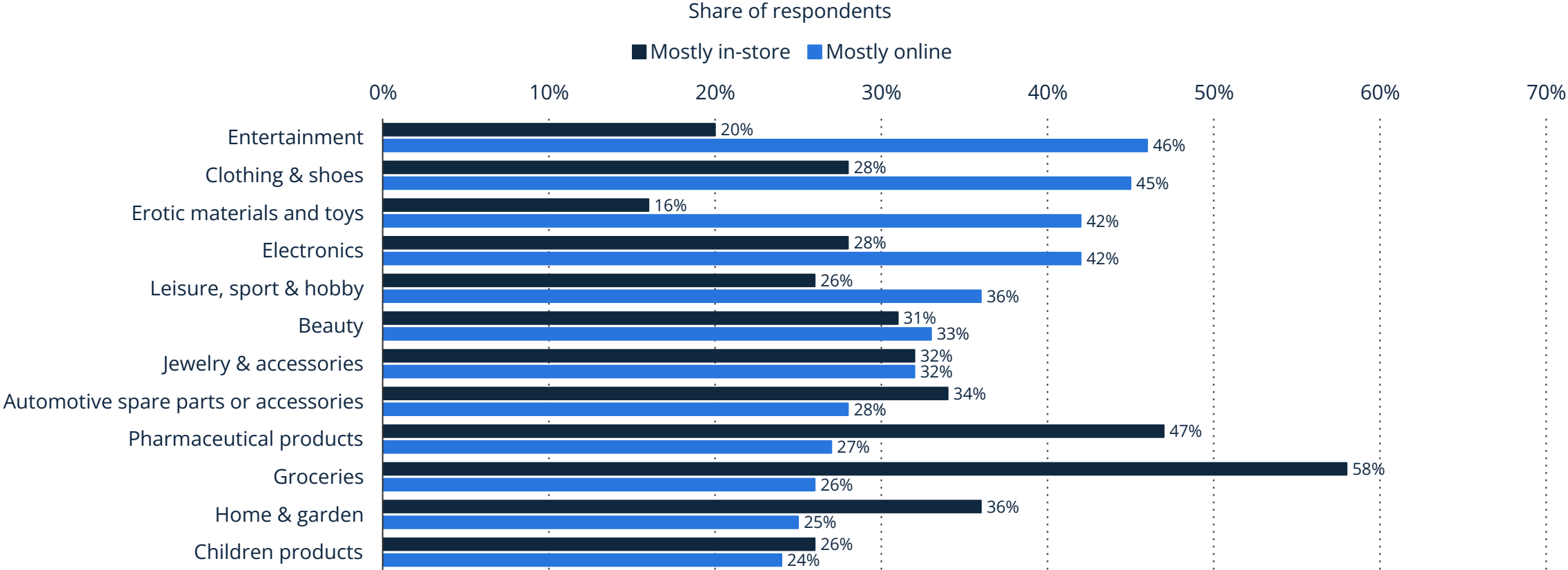


CHAPTER 02

# Categories

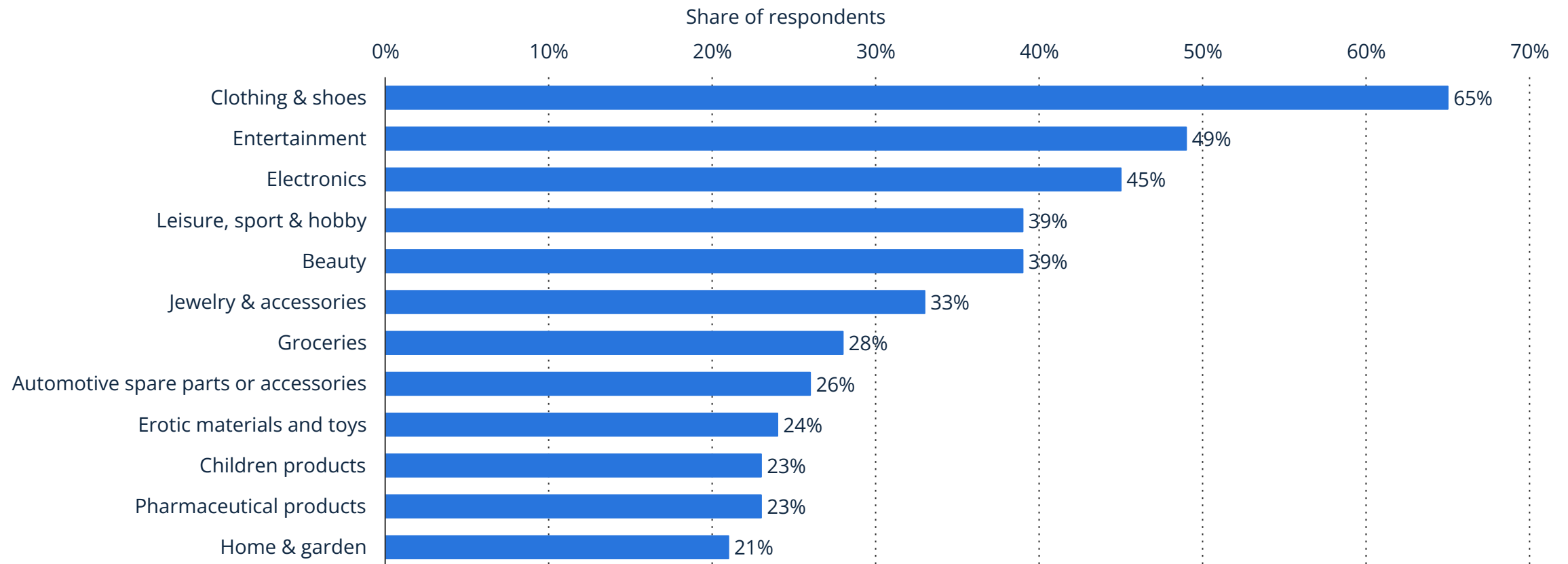
# Channel in which Gen Z shoppers would do most of their shopping if they could choose freely worldwide in 1st quarter 2023, by category

Gen Z who would choose to shop mostly online vs. offline worldwide 2023, by category



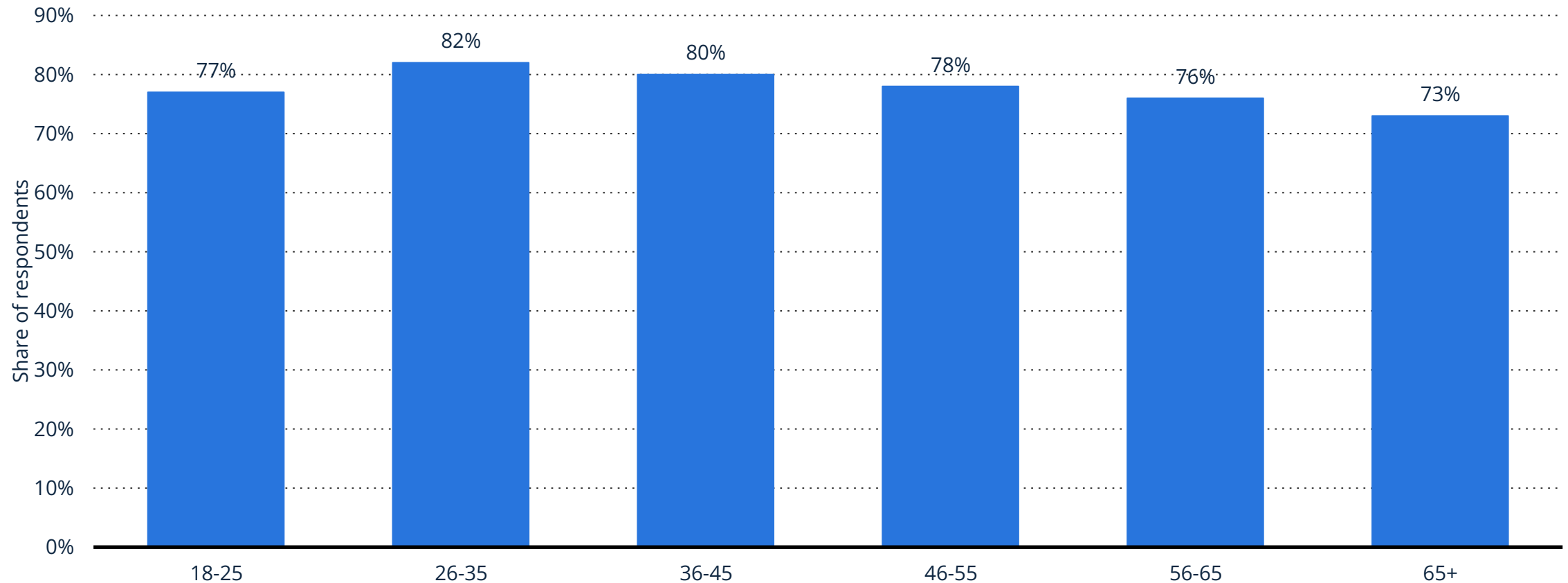
# Share of Gen Z consumers shopping online on a monthly basis worldwide in 1st quarter 2023, by category

Gen Z monthly online shoppers worldwide 2023, by category



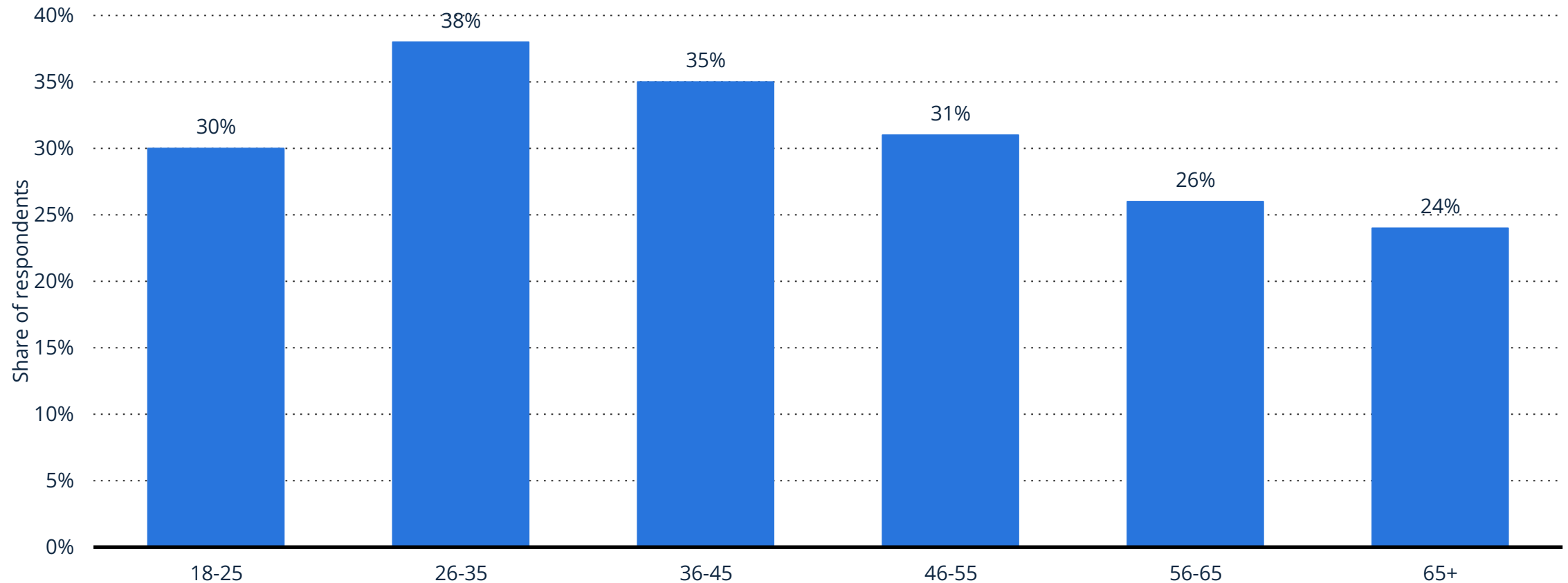
# Share of e-commerce fashion buyers worldwide as of August 2022, by age group

Share of online fashion shoppers globally 2022, by age group



# Share of e-commerce electronics buyers worldwide as of August 2022, by age group

Share of electronics e-shoppers globally 2022, by age group

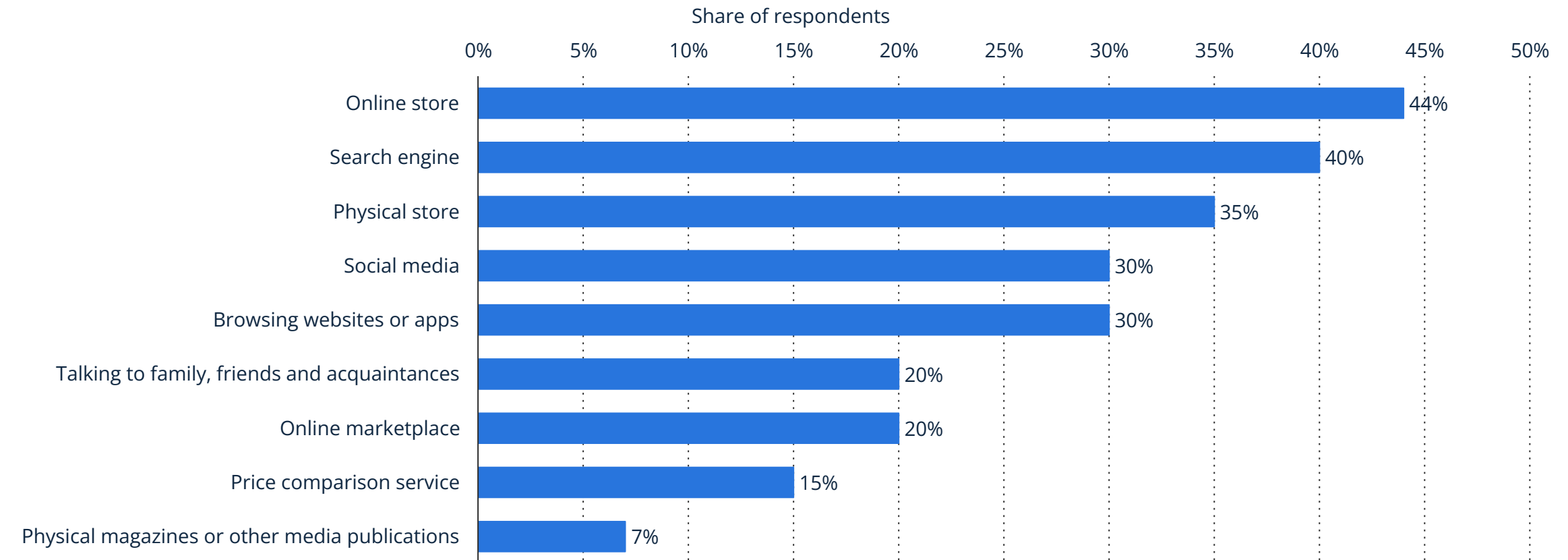


CHAPTER 03

# Purchase behavior

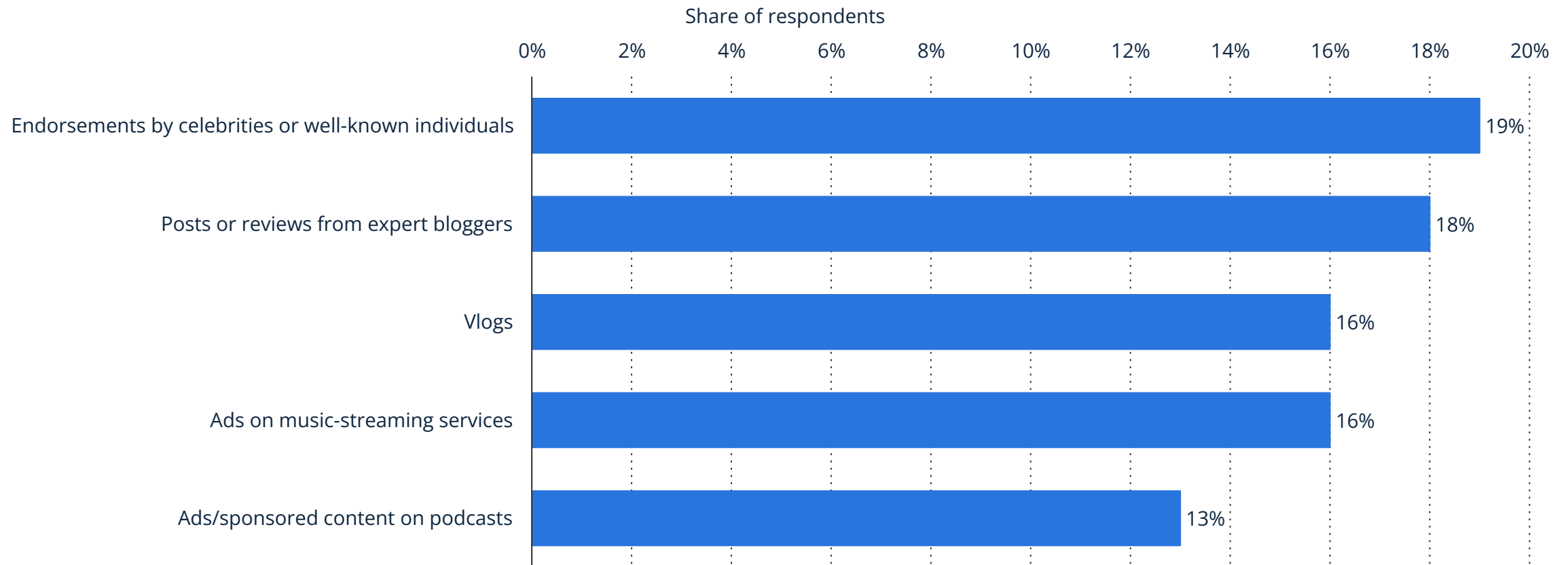
# Leading channels where Gen Z consumers begin their shopping journey worldwide in 1st quarter 2023

Top channels Gen Z began their shopping journey worldwide 2023



# Share of Gen Z consumers who discovered new brands and products via selected sources worldwide in 2022

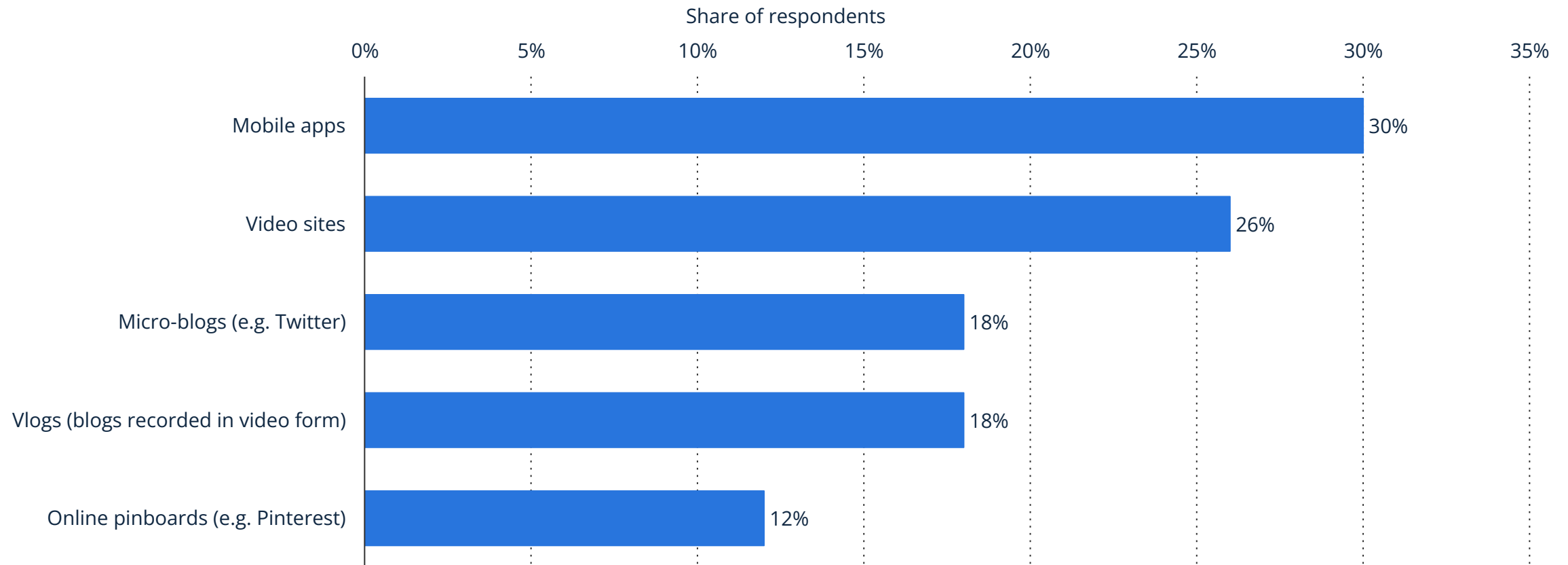
Sources of brand and product discovery among Gen Z worldwide 2022





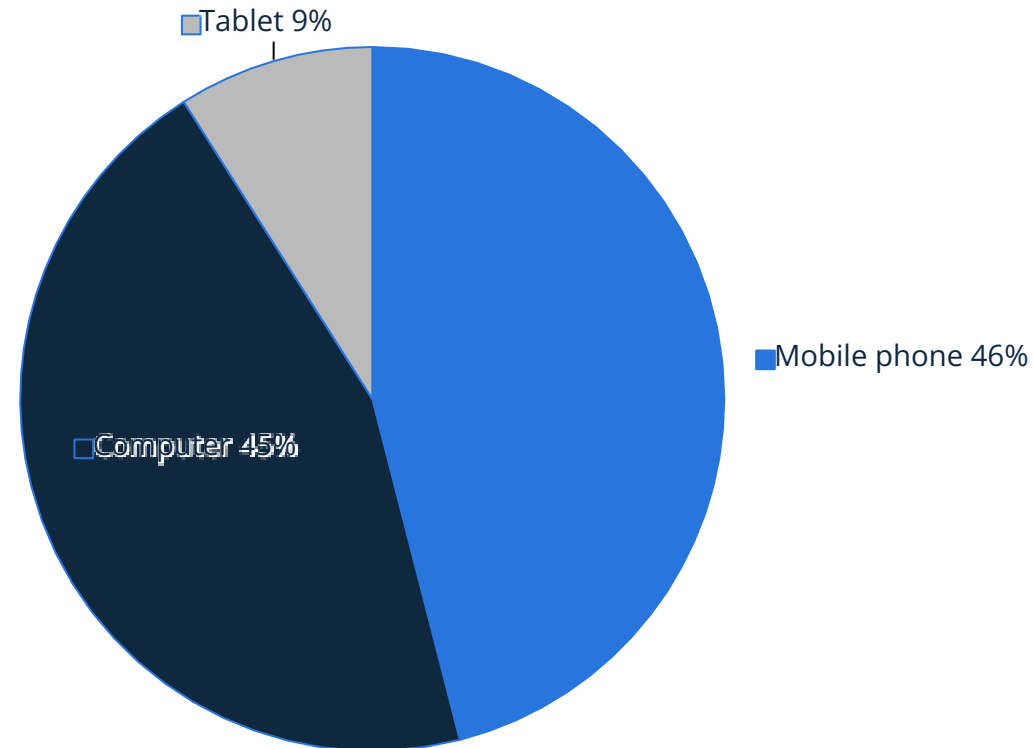
# Share of Gen Z consumers who looked for more information about brands, products, or services via selected sources worldwide in 2022

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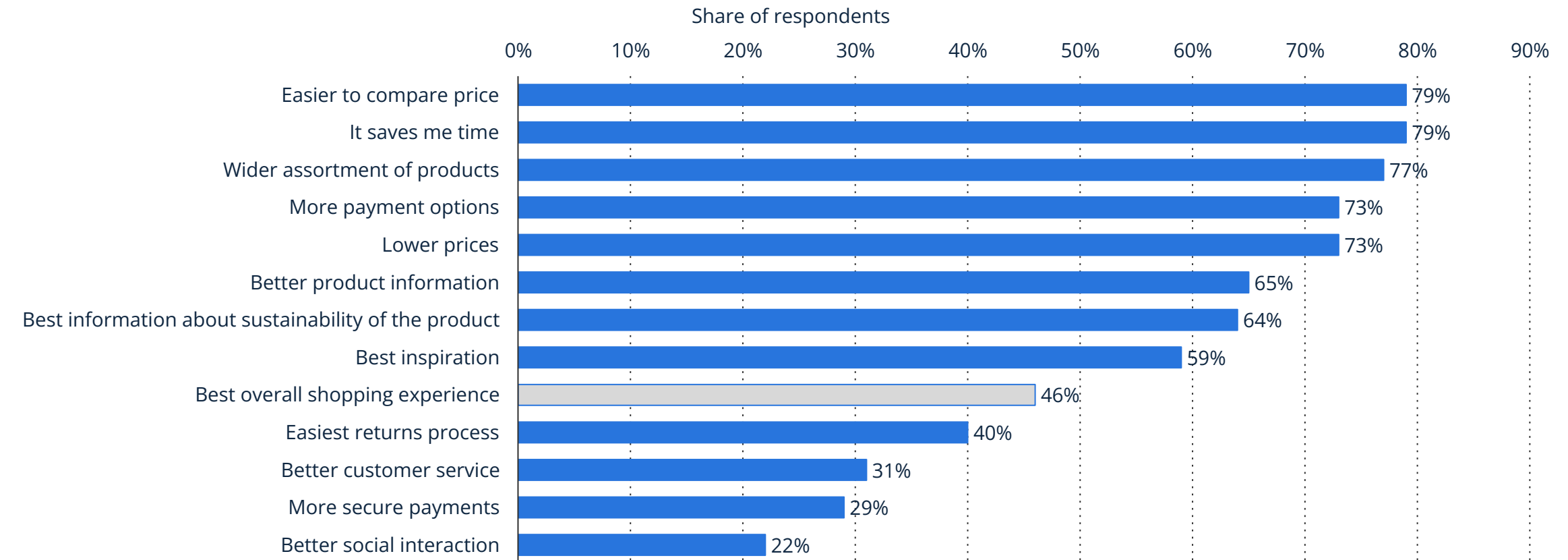
# Online shopping distribution by Gen Z consumers worldwide in 1st quarter 2023, by device

Share of online purchases by Gen Z worldwide 2023, by device



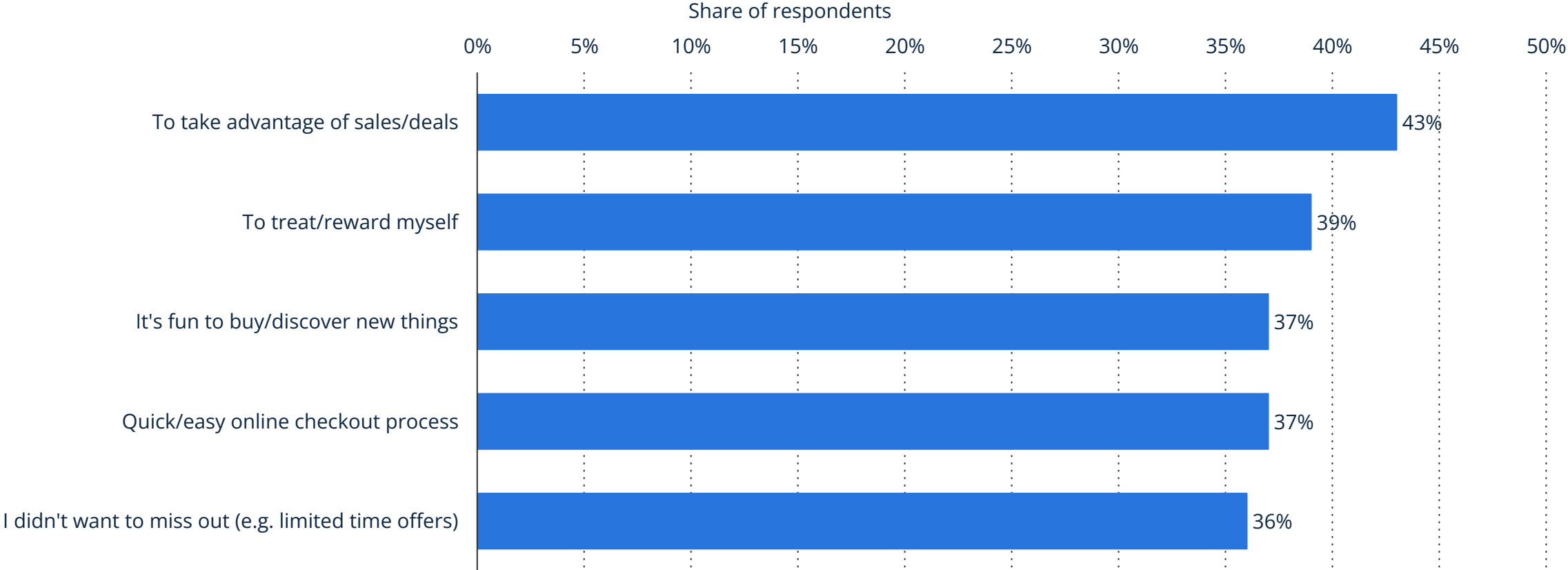
# Main benefits of online stores according to Gen Z shoppers worldwide in 4th quarter 2022

Benefits of online stores according to Gen Z consumers worldwide 2022



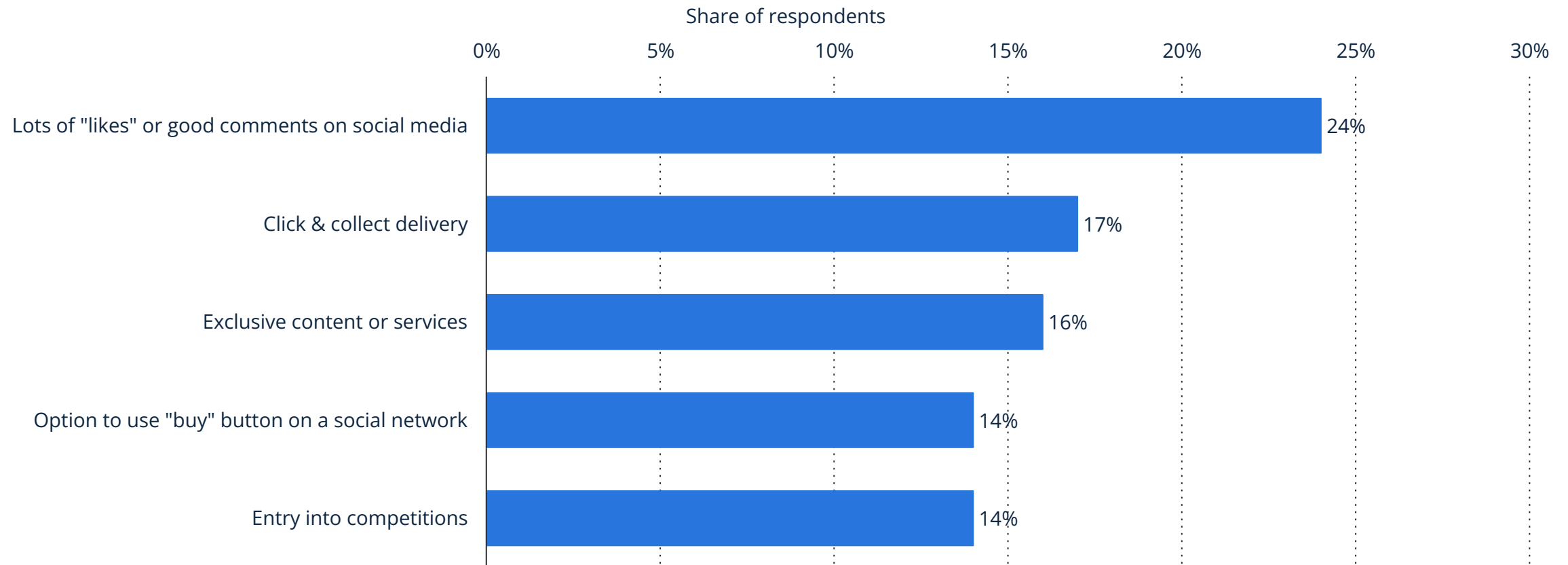
# Most common reasons for making unplanned purchases online among Gen Z consumers worldwide in 2022

Top reasons for online impulse purchases by Gen Z worldwide 2022



# Options that would most increase the likelihood of Gen Z consumers buying a product online worldwide in 2022

Online purchase drivers among Gen Z worldwide 2022



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