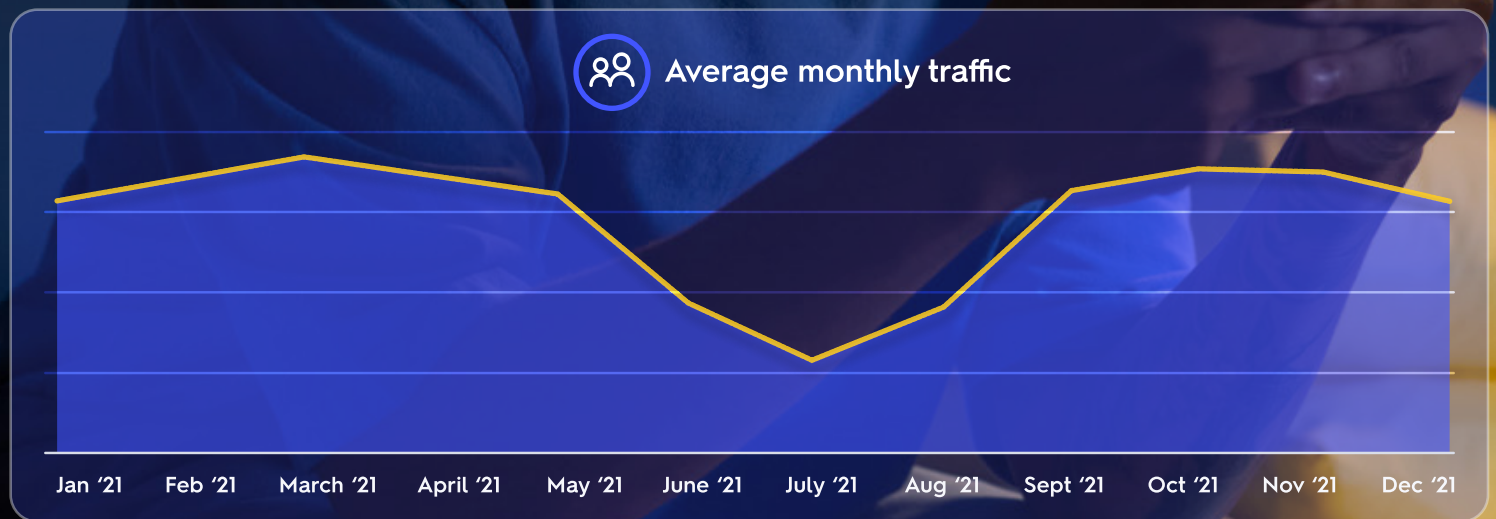


Gen Z's relationship with retail

Top 3 insights retail brands need to know about Gen Z

Gen Z and Millennials spend 2x more time on Quizlet than the average internet site,

including social media¹, presenting a unique opportunity for retail brands to connect with this key demographic. Especially during popular shopping moments like: back-to-school, finals and holidays, and midterms and spring break, where we see increased traffic on the site. Check out three key insights below to better understand Gen Z's relationship with retail and what it means for your brand.



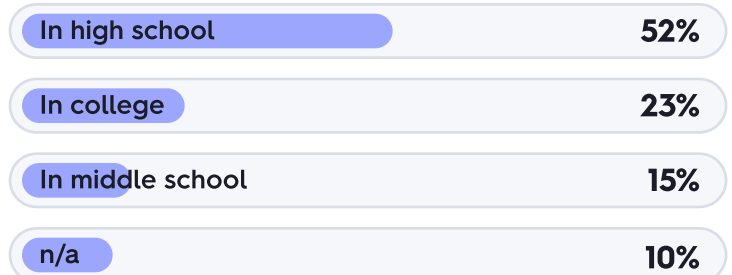
Source: Quizlet Internal Data, 2021, Global Traffic

Insight 1 Gen Z's purchases start in high school with spending on the rise

75% of Gen Z make their first big purchase in high school or later, with 23% of that occurring in college².

Category purchases differ depending on age. Younger Gen Z are more focused on food, clothes, electronics and entertainment while older Gen Z are more focused on rent, household items and their vehicles³.

When did you make your 1st big purchase for yourself?



n= 1170 respondents

Sources:

- 1 Comscore Media Metrix® Multi-Platform, Education, Persons 18-24, February 2022, U.S.
- 2 DCDX's 'The Loop' Gen Z Panel, June 6, 2022
- 3 LIVE Panel Teenager Survey 2019-20



Monthly category purchasing



Question: What have you spent your money on this last month?
 Source: LIVE Panel Teenager Survey 2019-21 Base: 8,888 teenagers aged 13-17

Regardless of what types of purchases they are making, younger Gen Z spending is up 9% YoY, an increase from the pandemic low of the last 20 years⁴.

In terms of where they are shopping, as YPulse notes in their Mass Merchandising Mentality Survey, Gen Zers grew up in the shadow of the Great Recession, which has shaped their affinity for big box retailers due to their budget conscious mentality. In fact, nearly two-thirds of Gen Z and Millennials have mass merchandise and big box stores as their top destinations for clothing, beauty products and home goods – dominating department stores (37%) and specialty stores (33%)⁵.

Insight 2 Gen Z shops with intention

Focused students make focused shoppers.

47% of Gen Z describe their shopping while in school as “intentional” compared to browsing aimlessly or looking for a distraction². This creates an opportunity for brands to connect with intent and engaged audiences on Quizlet and build brand affinity with motivated buyers.



How would you describe your shopping habits during the school year?

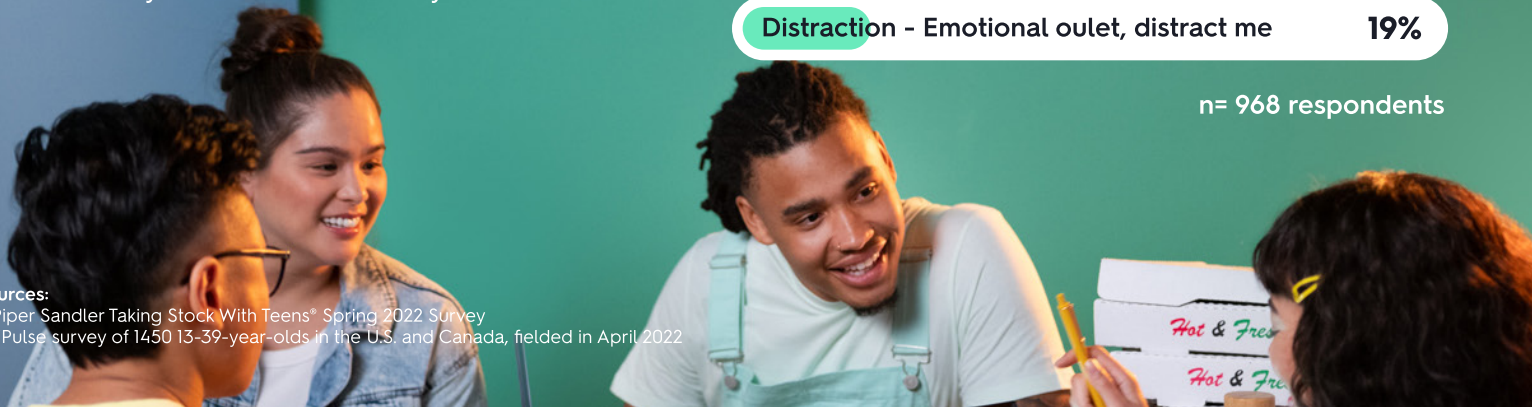
Intentional - Get what I want and leave 47%

Bored - Wander around and see what happens 34%

Distraction - Emotional outlet, distract me 19%

n= 968 respondents

Sources:
 4 Piper Sandler Taking Stock With Teens® Spring 2022 Survey
 5 YPulse survey of 1450 13-39-year-olds in the U.S. and Canada, fielded in April 2022



Insight 3

Products play a critical role in setting students ideal study vibes

When asked, "What are your study vibe essentials?" 45% of responses were related to music including headphones, beats and more.

26% were related to the physical environment including light/lighting, desk, candle and more while 20% mention food and beverages i.e. snacks, drinks, coffee and more².

Brands can plug their products into the conversation by being synonymous with the essential study vibe, creating a natural connection with users while they are studying.



What are your study vibe essentials?



Instagram responses

quiet, highlighters, and a whole lot of prayer

A cute environment

✨ classic music ✨

good music lmao

Some physical exercise breaks

COMFY FUZZY SOCKS

CANDLE specifically french baguette from bath and body

Sources: DCDX's 'The Loop' Gen Z Panel, June 6, 2022

Want to connect with Gen Z and Millennials on Quizlet in an authentic and impactful way?

Reach out to partnerships@quizlet.com to learn more about our offerings.



QuizletAds

ads.quizlet.com