

5 Key Shopping Trends in 2024

Gen Z & Millennials

Retailers agree: **Gen Z and Millennials are unique consumers characterized by their relationship with technology**, their values, and their mobile-first social media lifestyles. eCommerce retailers selling to these generations need to understand how to curate their sales approach, marketing, and brand values to resonate with these economically powerful audiences.

Who are Gen Z & Millennials?



Gen Z

Born 1997 to 2012

12-27 years old

Digitally native

Cannot remember life before technology

Millenials

Born 1981 to 1996

28-43 years old

Raised on digital

May remember childhood before technology



1

They ignore channels; they experience brands.

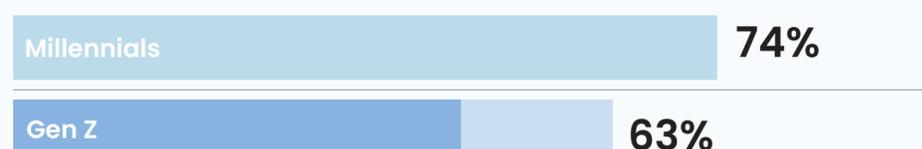
Gen Z and Millennials are responsible for a true omnichannel experience called “phygital” where they blend physical and digital channels and move among them seamlessly while shopping. To meet these customers’ expectations, brands need to ensure a consistent experience on every channel and make sure that channels are integrated. Radial provides multiple channel fulfillment options to ensure this streamlined approach.

2

They buy what makes them happy.

Do you buy on impulse regularly?

Yes



47% wait a few days before purchasing

Average impulse spend

Online



In store

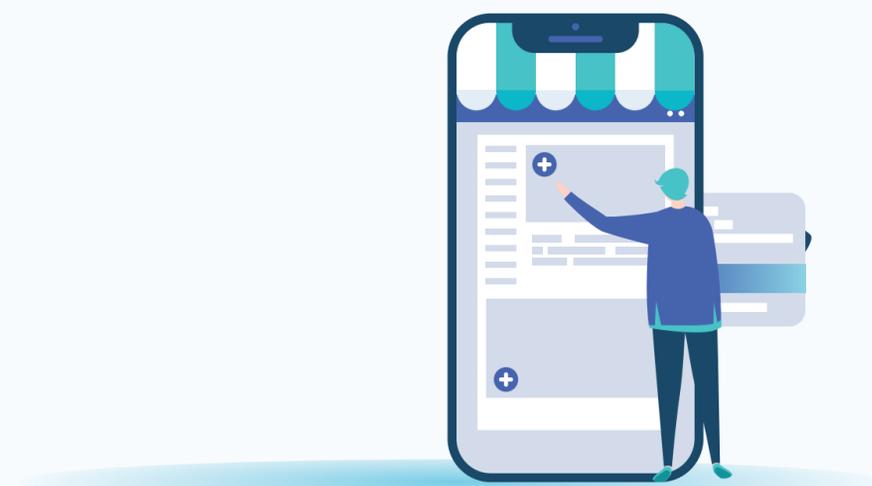


Source: Attentive.com

What do they buy on impulse?

	16-24	25-31	35-44
Splurge #1	Electronics & Technology (61%)	Electronics & Technology (61%)	Health & Wellness (62%)
Splurge #2	Health & Wellness (59%)	Health & Wellness (61%)	Electronics & Technology (69%)
Splurge #3	Beauty & Personal Care (57%)	Clothing & Fashion (54%)	Clothing & Fashion (58%)

Source: 5WPR



Radial helps retailers optimize real-time inventory visibility and promote products that fall into these categories, within the parameters of these generations’ “splurge comfort zone”.

3

They value sustainability and spend more for it.

Likely to buy from brands committed to sustainability

2/3

Believe brands need to be responsible to reduce carbon footprint

69%

Will you spend 10% more for sustainable products?



Radial uses sustainable packaging, reduces carbon emissions with more ground transportation rather than air cargo, and drives efficiency with automation and robotics, helping brands achieve their sustainability goals.

4

They shop and share on social.

Gen Z who follow influencers on social media

75%

Source: Mediatool.com

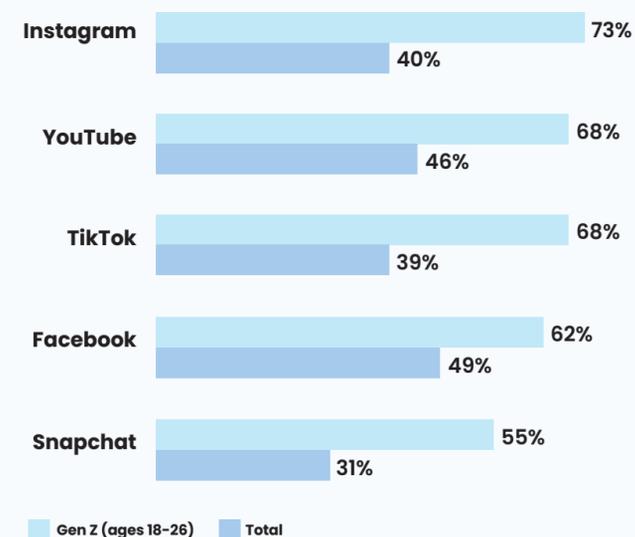
Gen Z who bought from a social media influencer brand

33%

Source: Emarketer.com



Social Networks Where US Adults are Likely to Make Purchase Directly, Gen Z vs. Total, Q1 2023 % of respondents



Source: Jungle Scout, "Consumer trends Report: Q1 2023," March 21, 2023

5

They're susceptible to fraud.

Gen Z is more likely to fall victim to online scams and fraud.

33% of Gen Z reports having been a victim of fraud.

Source: Fortune.com

Brands have the opportunity to build trust with this generation by educating them about security and fraud prevention, and by demonstrating how brands keep consumer data safe. Radial is one of the only 3PLs that offers a full eCommerce payment and fraud solution, with dedicated teams of experts focused on eCommerce transactions.



Understanding Gen Z and Millennials and working with your 3PL to implement measures that meet the expectations of these powerful buying groups will help eCommerce brands maximize revenue and curate customer experiences that generate loyalty.

Learn how Radial can help your brand resonate with Gen Z.