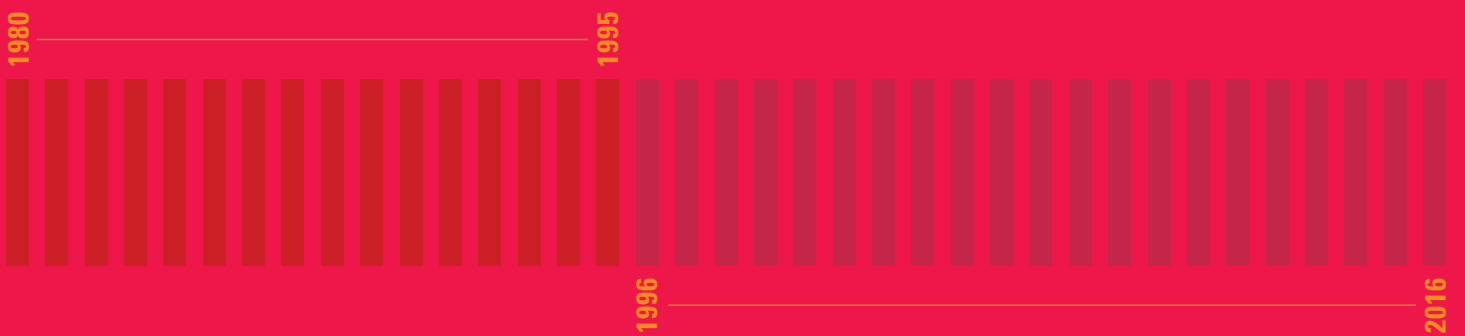


Millennials *vs.* Generation Z

AGES

21- to 36-year-olds



newborns to 20-year-olds

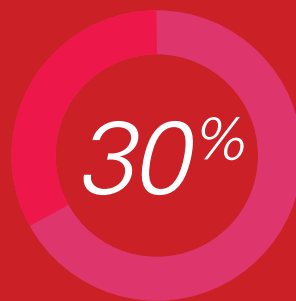
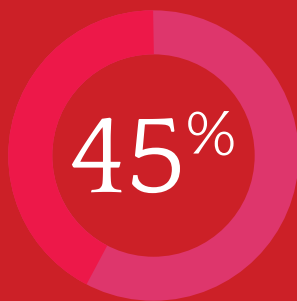
ECONOMIC VALUES: GREW UP...

with economic freedom



knowing economic turmoil

BRAND LOYALTY: FAVOR LOYALTY PROGRAMS?



CONVENIENCE IS KEY: ORDER ONLINE AND...



pick up items in stores



have items shipped directly to them

SOCIAL MEDIA PREFERENCE: FAVORITE SITE IS...

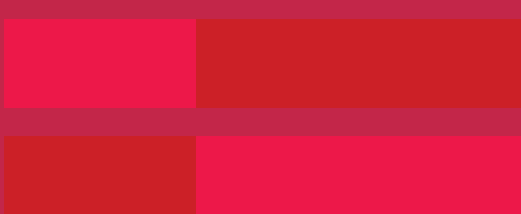
36%



85%

BEAUTY IDEALS: REAL PEOPLE OVER CELEBRITIES IN ADS?

37%



67%

