Gen Z is a cohort of individuals born from 1995-2010—often referred to as digital natives. Reports have shown that by 2020, Gen Z will represent the most significant number of consumers globally. An INTA-commissioned research surveyed 4,500+ respondents in 10 countries including China to understand 1) Gen Z’s relationship with brands 2) their attitude and purchase behavior towards brands, and 3) practical vs. ethical considerations when purchasing counterfeit products.

99 PERCENT have at least heard of intellectual property (IP) rights
94 PERCENT of those who have at least heard of IP rights believe IP rights are equally or more important than physical property rights

MEET GEN Z: CHINA

INTELLECTUAL PROPERTY RIGHTS

93 PERCENT say their favorite brands make them feel good and confident about themselves
92 PERCENT say a product’s brand logo helps gauge which brand made the product
92 PERCENT say brands should be accessible to everyone

TOP REASONS WHY GEN Zers BUY COUNTERFEIT PRODUCTS

61 PERCENT say counterfeit products are easier/more convenient to find than genuine products

DON’T BUY COUNTERFEIT PRODUCTS

89 PERCENT say counterfeit products can be unsafe

INFLUENCES

What currently influences Gen Zers’ opinions on counterfeit products:

84 PERCENT purchased counterfeit products in the last year
79 PERCENT global average
70 PERCENT expect to purchase fewer counterfeit products in the future

INCOME

FORTY TWO PERCENT

CHINA’S TOP REASONS WHY GEN Zers BUY COUNTERFEIT PRODUCTS

61 PERCENT say counterfeit products are easier/more convenient to find than genuine products

CHINA’S TOP REASONS WHY GEN Zers DON’T BUY COUNTERFEIT PRODUCTS

89 PERCENT say counterfeit products can be unsafe

MORALS

FORTY SEVEN PERCENT

The statistics above are all sourced from The International Trademark Association’s Gen Z Insights: Brands and Counterfeit Products Study published May 2019. ©2019 INTA. All rights reserved.