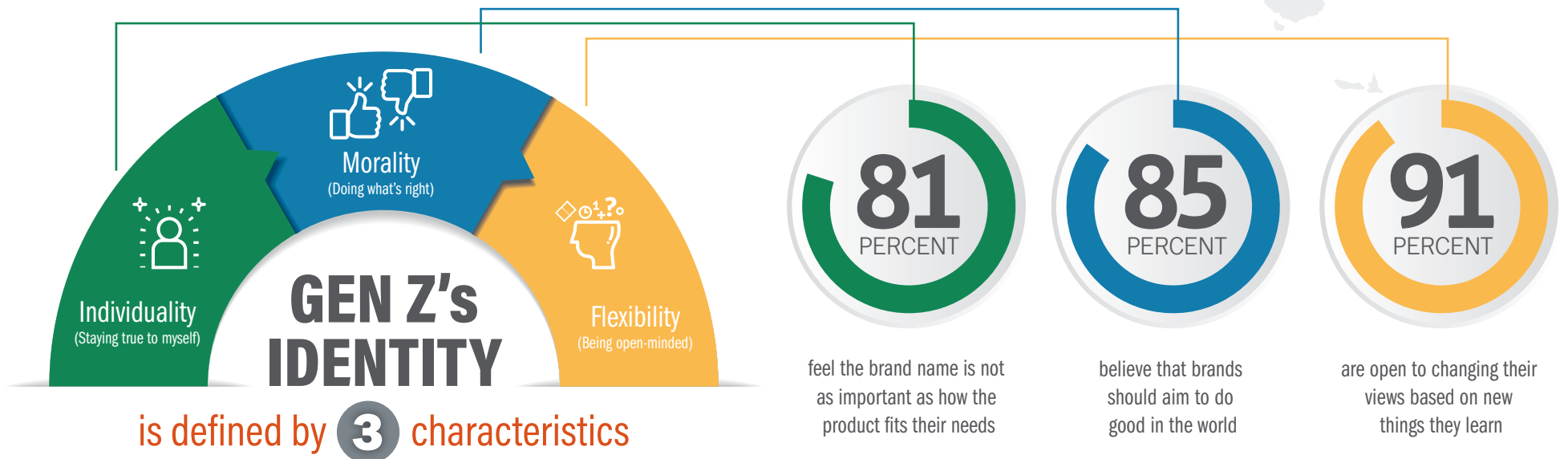


# GEN Z Insights:

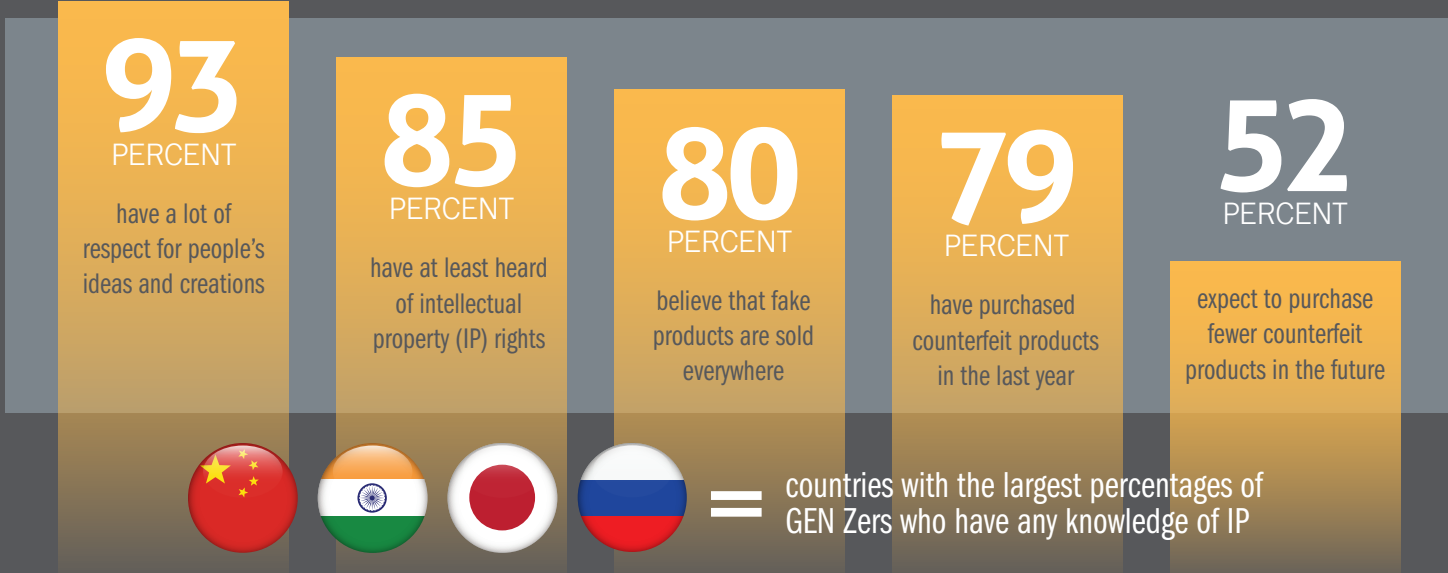
## Brands and Counterfeit Products

### MEET GEN Z: Around the World

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 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.



# GEN Z & brands & COUNTERFEIT PRODUCTS



### INFLUENCES

Gen Z's top two influences when it comes to forming opinions about counterfeit products

**58 PERCENT** say fake products are easier to find

**INCOME** FORTY SEVEN PERCENT **VS.** **MORALS** THIRTY SEVEN PERCENT



### BARRIERS

When asked about purchasing counterfeit products, GEN Zers said they would not purchase if

