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’s IDENTITY is defined by 3 characteristics

- Individuality (Staying true to myself)
- Morality (Doing what’s right)
- Flexibility (Being open-minded)

GEN Z Insights: Brands and Counterfeit Products

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.

www.inta.org