MEET GEN Z: ITALY

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 Italy 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.

INTELLECTUAL PROPERTY RIGHTS

83 PERCENT have at least heard of intellectual property (IP) rights

88 PERCENT of those who have at least heard of IP rights believe IP rights are equally or more important than physical property rights

INFLUENCES

What currently influences Gen Zers’ opinions on counterfeit products:

MORALS

FORTY FOUR PERCENT

INCOME

THIRTY THREE PERCENT

TOP REASONS WHY GEN Zers BUY COUNTERFEIT PRODUCTS

56 PERCENT say the quality of counterfeit products is good enough for the price

DON’T BUY COUNTERFEIT PRODUCTS

82 PERCENT say they would rather purchase the genuine product

59 PERCENT purchased counterfeit products in the last year

79 PERCENT global average

25 PERCENT expect to purchase fewer counterfeit products in the future

In Italy say the brand name is important

88 PERCENT say it’s more important than a brand first their style than what the brand means to others

84 PERCENT say the brand name isn’t as important as how well the product fits their needs

81 PERCENT say brands should be accessible to everyone

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.