JAPAN'S GEN Z Insights:
Brands and Counterfeit Products

MEET GEN Z:
JAPAN

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 Japan 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

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

TOP REASONS WHY GEN Zers BUY COUNTERFEIT PRODUCTS

- 65 PERCENT say they can only afford the counterfeit version of some brands

DON'T BUY COUNTERFEIT PRODUCTS

- 82 PERCENT say they would rather purchase the genuine product

INFLUENCES

What currently influences Gen Zers' opinions on counterfeit products:

MORALS
- 48 PERCENT

INCOME
- 33 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.