MEET GEN Z:
NIGERIA

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 Nigeria 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

- 96 PERCENT say brands should aim to do good in the world
- 95 PERCENT say brands should be accessible to everyone
- 91 PERCENT say that even when they use a popular brands’ products, they use them in their own unique way
- 79 PERCENT have at least heard of intellectual property (IP) rights
- 89 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:

- INCOME
  - 60 PERCENT
- SIXTY PERCENT
- MORALS
  - 33 PERCENT

65 PERCENT in Nigeria say the brand name is important

62% global average

TOP REASONS WHY GEN Zers

BUY COUNTERFEIT PRODUCTS

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

DON'T BUY COUNTERFEIT PRODUCTS

- 94 PERCENT say they would rather purchase the genuine product

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.