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 the United States 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.

### INTELLIGENT PROPERTIES RIGHTS

- **88 PERCENT** have at least heard of intellectual property (IP) rights
- **82 PERCENT** of those who have at least heard of IP rights believe IP rights are equally or more important than physical property rights
- **89 PERCENT** say brands should aim to do good in the world
- **89 PERCENT** say brands should be accessible to everyone
- **85 PERCENT** say the brand name isn’t as important as how well the product fits their needs

### Top Reasons Why Gen Zers Buy Counterfeit Products

- **64 PERCENT** say they have had a positive experience with a past purchase of a counterfeit product

### Don’t Buy Counterfeit Products

- **76 PERCENT** say there is hard work that went into making the genuine product

### INFLUENCES

What currently influences Gen Zers’ opinions on counterfeit products:

- **INCOME**
  - **46 PERCENT**
- **MORALS**
  - **38 PERCENT**

### In USA

- **57 PERCENT** say the brand name is important

### Global Average

- **62%**
- 79 PERCENT bought counterfeit products in the last year
- **35 PERCENT** expect to purchase fewer counterfeit products in the future

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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.