

ARGENTINA'S

GEN Z Insights:

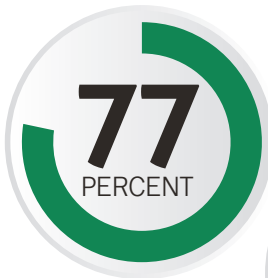
Brands and Counterfeit Products



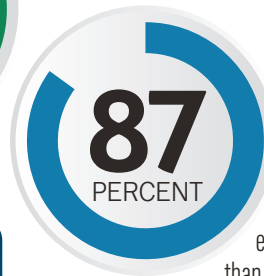
MEET GEN Z: ARGENTINA

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 Argentina 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.

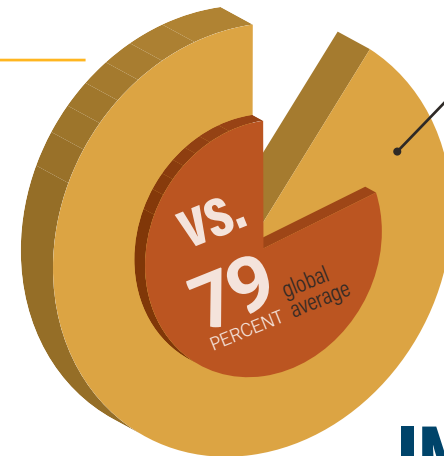
INTELLECTUAL PROPERTY RIGHTS



have at least heard of intellectual property (IP) rights



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



89
PERCENT
purchased counterfeit products in the last year

34
PERCENT
expect to purchase fewer counterfeit products in the future



92
PERCENT
say brands should be accessible to everyone



85
PERCENT
say brands should aim to do good in the world



84
PERCENT
say a product's brand logo helps gauge which brand made the product

TOP REASONS WHY GEN Zers

BUY COUNTERFEIT PRODUCTS

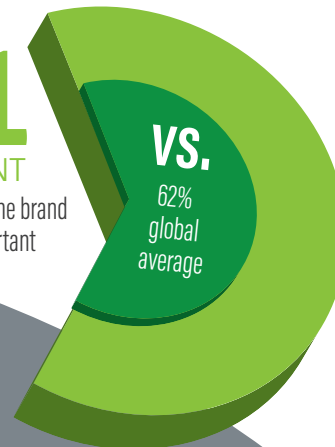
66
PERCENT
say they can only afford the fake version of some brands

DON'T BUY COUNTERFEIT PRODUCTS

82
PERCENT
say they quality of the fake products is usually not good enough.

61
PERCENT

in Argentina say the brand name is important



VS.
62%
global average

INFLUENCES

What currently influences Gen Zers' opinions on counterfeit products:

CURRENT INCOME
SIXTY TWO PERCENT

WHAT'S OFFERED WHEN SHOPPING
FORTY PERCENT