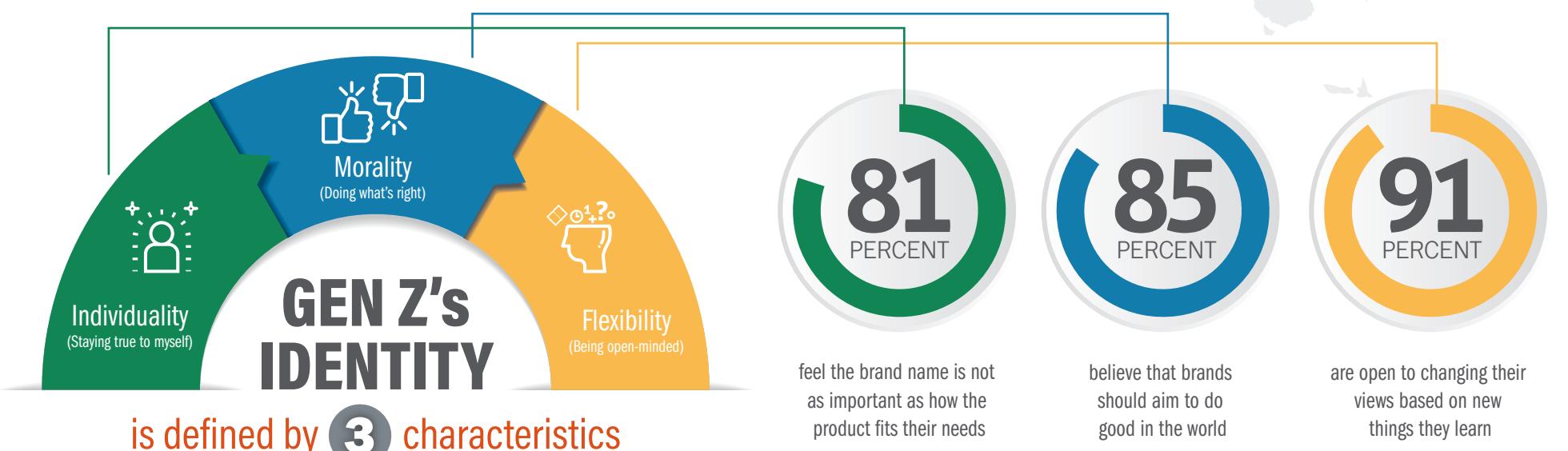


GEN Z Insights:

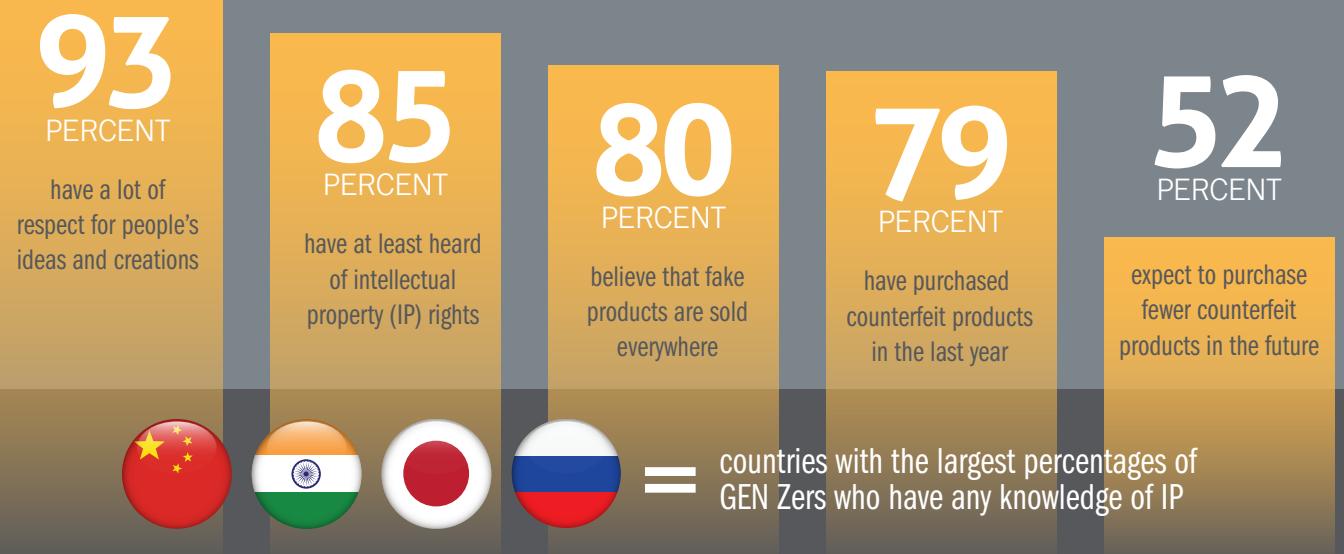
Brands and Counterfeit Products

MEET GEN Z: Around the World

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 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.



GEN Z & brands & COUNTERFEIT PRODUCTS



INFLUENCES



BARRIERS

