

ITALY'S

GEN Z Insights:

Brands and Counterfeit Products



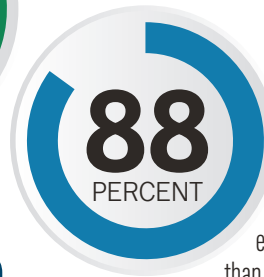
MEET GEN Z: ITALY

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 Italy 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.

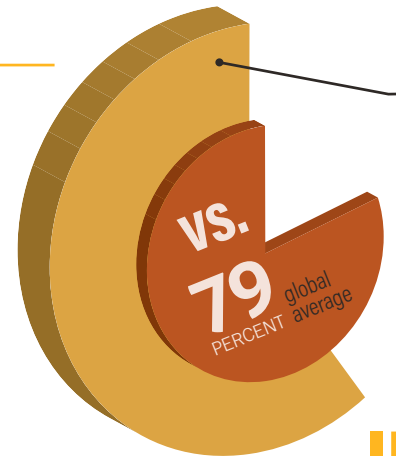
INTELLECTUAL PROPERTY RIGHTS



have at least heard of intellectual property (IP) rights

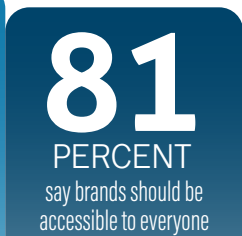


of those who have at least heard of IP rights believe IP rights are equally or more important than physical property rights



59
PERCENT
purchased counterfeit products in the last year

25
PERCENT
expect to purchase fewer counterfeit products in the future



TOP REASONS WHY GEN Zers

BUY COUNTERFEIT PRODUCTS

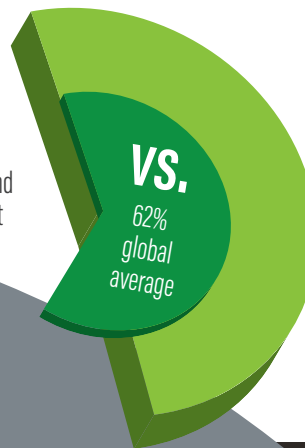
56
PERCENT
say the quality of counterfeit products is good enough for the price

DON'T BUY COUNTERFEIT PRODUCTS

82
PERCENT
say they would rather purchase the genuine product

52
PERCENT

in Italy say the brand name is important



INFLUENCES

What currently influences Gen Zers' opinions on counterfeit products:

MORALS
FORTY FOUR PERCENT

INCOME
THIRTY THREE PERCENT