

MEXICO'S GEN Z Insights:

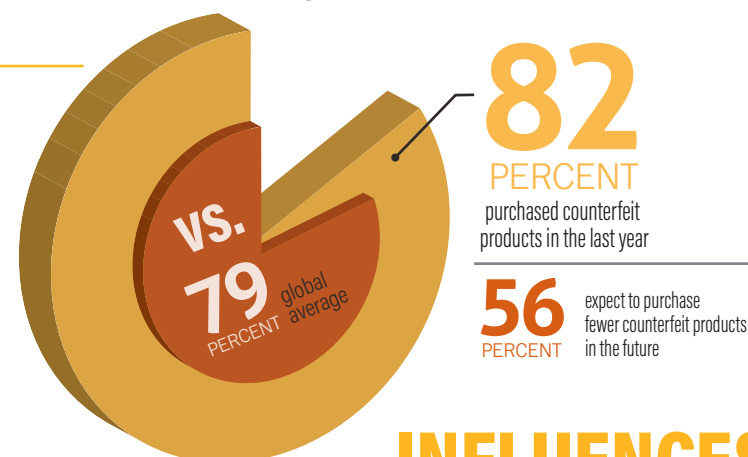
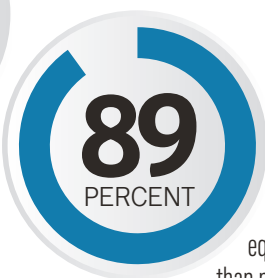
Brands and Counterfeit Products



MEET GEN Z: MEXICO

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 Mexico 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



90
PERCENT

say brands should aim
to do good in the world

90
PERCENT

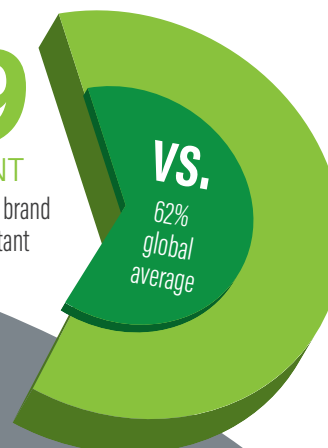
say brands should be
accessible to everyone

86
PERCENT

say that even why they use
popular brands' products,
they use them in their own
unique way

59
PERCENT

in Mexico say the brand
name is important



INFLUENCES

What currently influences Gen Zers' opinions on counterfeit products:

INCOME
FIFTY TWO PERCENT

MORALS
FORTY FOUR PERCENT

TOP REASONS WHY GEN Zers

BUY COUNTERFEIT PRODUCTS

60
PERCENT

say their money benefits the seller
who's making a living for him/herself

DON'T BUY COUNTERFEIT PRODUCTS

79
PERCENT

say counterfeit products
can be unsafe