

NIGERIA'S

GEN Z Insights:

Brands and Counterfeit Products



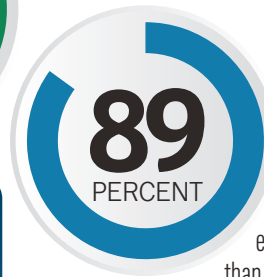
MEET GEN Z: NIGERIA

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 Nigeria 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.

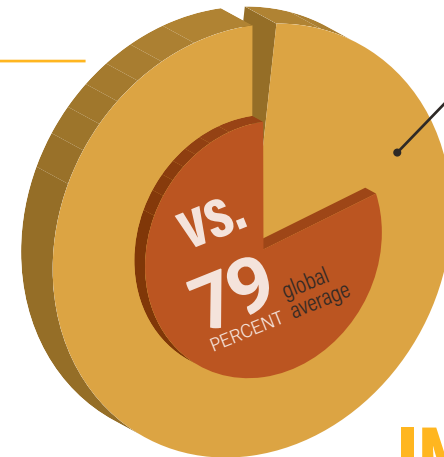
INTELLECTUAL PROPERTY RIGHTS



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



97
PERCENT
purchased counterfeit products in the last year

87
PERCENT
expect to purchase fewer counterfeit products in the future

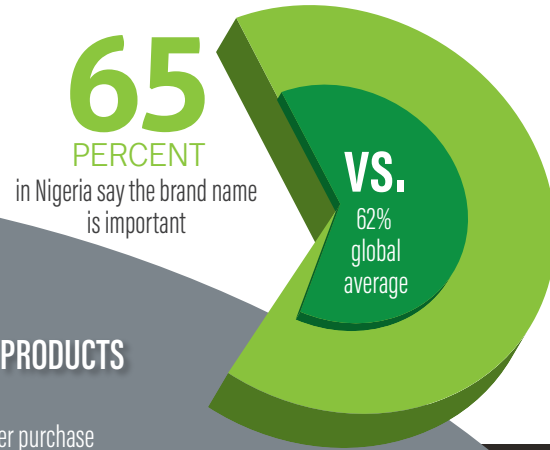


INFLUENCES

What currently influences Gen Zers' opinions on counterfeit products:

INCOME
SIXTY PERCENT

MORALS
THIRTY THREE PERCENT



65
PERCENT
in Nigeria say the brand name is important

VS.
62%
global average

TOP REASONS WHY GEN Zers

BUY COUNTERFEIT PRODUCTS

59
PERCENT
say they can only afford the counterfeit version of some brands

DON'T BUY COUNTERFEIT PRODUCTS

94
PERCENT
say they would rather purchase the genuine product

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.