

RUSSIA'S GEN Z Insights:

Brands and Counterfeit Products



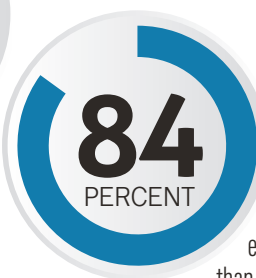
MEET GEN Z: RUSSIA

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 Russia 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.

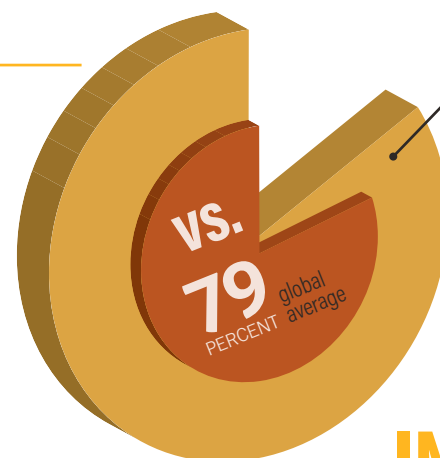
INTELLECTUAL PROPERTY RIGHTS



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



82
PERCENT
purchased counterfeit
products in the last year

39
PERCENT
expect to purchase
fewer counterfeit products
in the future

83
PERCENT
say brands should be
accessible to everyone

81
PERCENT
say the brand name isn't
as important as how well
the product fits their needs

77
PERCENT
say brands should aim
to do good in the world

TOP REASONS WHY GEN Zers

BUY COUNTERFEIT PRODUCTS

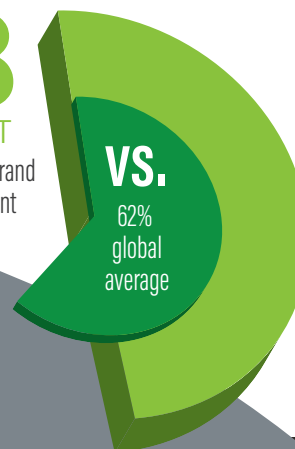
69
PERCENT
say counterfeit products are
easier/more convenient to find
than genuine products

DON'T BUY COUNTERFEIT PRODUCTS

76
PERCENT
say they quality of the fake products
is usually not good enough.

48
PERCENT

in Russia say the brand
name is important



INFLUENCES

What currently influences Gen Zers'
opinions on counterfeit products:

CURRENT INCOME
SIXTY TWO PERCENT

**WHAT'S OFFERED
WHEN SHOPPING**
FORTY ONE PERCENT