

UNITED STATES

GEN Z Insights:

Brands and Counterfeit Products



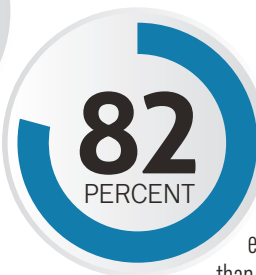
MEET GEN Z: UNITED STATES

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 the United States 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.

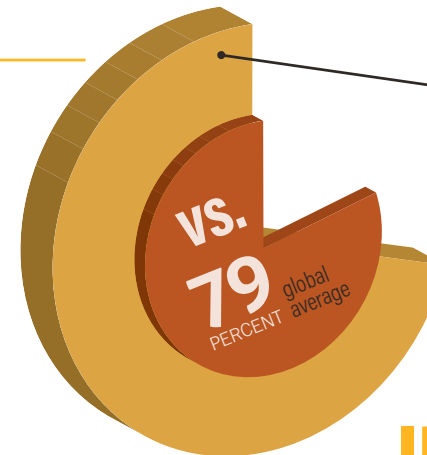
INTELLECTUAL PROPERTY RIGHTS



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



71
PERCENT
purchased counterfeit
products in the last year

35
PERCENT
expect to purchase
fewer counterfeit products
in the future

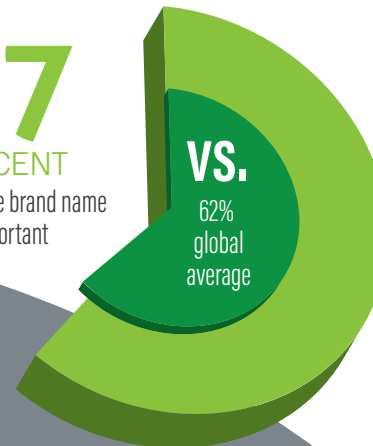
89
PERCENT
say brands should aim
to do good in the world

89
PERCENT
say brands should be
accessible to everyone

85
PERCENT
say the brand name isn't
as important as how well the
product fits their needs

57
PERCENT

in USA say the brand name
is important



INFLUENCES

What currently influences Gen Zers'
opinions on counterfeit products:

INCOME
FORTY SIX PERCENT

MORALS
THIRTY EIGHT PERCENT

TOP REASONS WHY GEN Zers

BUY COUNTERFEIT PRODUCTS

64
PERCENT
say they have had a positive
experience with a past purchase
of a counterfeit product

DON'T BUY COUNTERFEIT PRODUCTS

76
PERCENT
say there is hard work that went
into making the genuine product