

The Consumer Now

What Do Consumers Really Want in 2024?



Image Credit: Getty Images/Veronika Orlinyk

BY VM STAFF

From the Silent Generation to Generation Alpha, consumer attitudes and priorities are consistently shifting as retailers attempt to gain a handle on what makes each group tick and what is important to them when searching for new products. Consumers as young as 10 years and under (Gen Alpha) have their own set of purchasing criteria, such as influencers on social media, while Millennials may presently represent the most powerful and influential consumer group overall.

Generation Alpha, Generation Z, Millennials, Generation X, Baby Boomers, and the Silent Generation. All of these groups have their own unique beliefs and characteristics that are reflected in their purchasing decisions.

According to data from HubSpot on “How Each Generation Shops in 2023,” social media, internet search and YouTube ads are key for reaching Gen Z and Millennials, while TV, internet search, and retail are favored by Gen X and Boomers. As far as social media, Boomers, Millennials and Gen X all use Facebook more than any other app.

When it comes to making purchase decisions, all generations are highly influenced by price, quality and product reviews, according to the HubSpot re-

port. Gen Z, Millennials and Gen X also value brands that have active communities around them and a social media presence. Additionally, whether a percentage of the proceeds from their purchase will be donated to charity is highly important to Gen Z.

Further, Gen Alpha (the generation following Generation Z that currently includes all children born in or after 2010) is heavily influenced by technology and the Gen Z creators who dominate their feeds, according to Shopify. But the events of the past two years will have a significant impact on who they are. This generation of youth has been unofficially dubbed “Gen C,” as in Generation COVID, because of how much their lives will be shaped by this pandemic.

Baby Boomers (those born between 1946 and 1964), are part of a large generation that continues to have a significant impact on the economy as they top the list of generational wealth. Baby Boomers may embrace technology, but are a bit more skeptical about newer technologies, like artificial intelligence. They also shop from brands they trust and value high-quality customer service.

Another group that has tremendous influence is Millennials, who wield serious buying power. Millennials’ buying power currently surpasses that of

other generations, and older members of this cohort are now poised to move into their prime earning and spending years. Millennials are also the most educated generation. Like many generations, Millennials like to feel a connection with the companies they support.

Generation Z (those born between 1997 and 2012) and Generation X (those born between 1965 and 1980) also represent significant buying power and influence, and like the other generations, display their own sets of values and beliefs when it comes to consumer spending. The Silent Generation (those born between 1928 and 1945) may be the most challenging generation to reach, as they tend to hold to traditional values and often display financial prudence.

As the calendar turns to 2024, *Vision Monday* takes a closer look at consumer attitudes, by both age groups and lifestyles, to see what the key influences are in their purchasing decisions.

For this feature, VM tapped into the latest consumer research for insights into today’s consumers and reached out to a range of ECPs to get their thoughts on what makes today’s consumer groups tick. ■

– Daniel Breeman, Senior Editor



“Another element that the younger generations find appeal in is environment and ‘vibe.’ We learned this from how others market leisure and recreation. For example, they are far more interested in a restaurant that is aesthetically ‘cool’ than one that is not. They want an atmosphere that makes it more of an event. In short, the younger populace was raised on media and non-stop connection and engagement. They lose interest quickly. To connect, you have to think like they do. Interestingly, this also provides a good experience for the older generations.”

– **Chris Sunkin (l), co-owner of Independent Optical, Mount Pleasant, S.C.**
Father son duo Chris Sunkin and Jake Sunkin, OD, opened Independent Optical in June of 2019.



“I believe social media can attract a wide variety of generations. If you create your Instagram post using trending music or reels, you are more likely to attract a Gen Alpha. GenXers are more geared toward Facebook, so I tend to create more informed posts rather than flashy.”

– **Rachel Hill, owner of Personal Optical, St. Catherines, Canada**

What's on Tap for 2024

Pop Culture Events, Industry Meetings and Special Observances

JANUARY

- National Glaucoma Awareness Month**
More than 2.8 million Americans age 40 and older have glaucoma.
- Dry January**
Begins New Year's Day
- Golden Globes Awards**
Jan. 7, Los Angeles
- Consumer Electronics Show**
Jan. 9-12, Las Vegas
- opti 2024**
Jan. 12-14, Munich, Germany
- Martin Luther King Day**
Jan. 15
- Primetime Emmy Awards**
Jan. 15, Los Angeles
- National Cheese Lovers Day**
Jan. 20
- International Day of Commemoration in Memory of Victims of the Holocaust**
Jan. 27



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The Silent Generation Values Loyalty and Relationships

The Smallest Generation Wants Products to Make Life Easier

Who Are They...

The Silent Generation refers to people who were born between 1928 and 1945 and is the smallest generation in the past 100 years. There are approximately 55 million members of the Silent Generation. They lived during the Depression and WWII. Millions made personal sacrifices to defend their country or were engaged in other at-home efforts to support the war.

Values of honesty and trustworthiness are important to this generation. They are loyal to their careers and beliefs, relationships and families; they value stability and being dependable.

What They Are Known For...

- Silents have a deep respect for authority in the workplace as well as for professionals.
- Silents had to rely on one another during difficult times so values of honesty and trustworthiness are important to this generation.
- People born before 1946 currently hold about 13 percent of household wealth in the U.S.
- Silents are looking for products and services that will make their lives easier.
- They are loyal to the businesses with which they spend money, and they value stability.

“Patients today are empowered—they are asking their friends, family and technology for advice when it comes to their health care. And sometimes accessing inaccurate and sometimes fake advice. This is an issue we as eye doctors are incredibly aware of and need to work to counsel our patients on what true care is, the importance of the relationship we have with them and their best options for eye health and vision care.”

Ronald L. Benner, OD, president of American Optometric Association

13%

• Silents want respect and value relationships with those they do business with.

• Silents are responsive to simple, straightforward content and imagery that relates to the age group. ■

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People born before 1946 currently hold about 13 percent of household wealth in the U.S.

– Daniel Breeman

FEBRUARY

AMD/Low Vision Awareness Month

Age-related macular degeneration is a leading cause of vision loss.

Black History Month

National Women Physicians Day

Feb. 3

Mido International Eyewear Exhibition

Feb. 3–5, Milan, Italy

Thank Your Mailman Day

Feb. 4

Grammy Awards

Feb. 4, Los Angeles

Lunar New Year

Feb. 10

Super Bowl Sunday

Feb. 11

Mardi Gras

Feb. 13

Valentine's Day

Feb. 14

President's Day

Feb. 19

100% Optical

Feb. 24–26, London

SECO

Feb. 28 – March 3, Atlanta Ga.

Leap Day

Feb. 29





Image Credit: Getty Images/Morsa Images



“I’d say the two most important things patients are seeking are quality and convenience. With so many options out there, it is important for optometrists to prescribe quality products and get them to patients as quickly and easily as possible. It’s not enough to just recommend a premium lens in a high-end frame, you must exceed patients’ expectations on when they receive their glasses.”

Dave Brown, president and CEO, IDOC, Trumbull, Conn.

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Taking a Closer Look at the Achievements of the Silent Generation, *Los Angeles Daily News*
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The Silent Generation and Mental Help, *Therapist.com*
<https://bit.ly/gensilent2>

Distribution of Household Wealth in the U.S. Since 1989, *The Federal Reserve*
<https://bit.ly/gensilent3>

MARCH

Workplace Eye Wellness Month

Prevent Blindness provides employers and employees with free information on topics ranging from eye strain to eye safety at work.

Employee Appreciation Day

March 1

National Grammar Day

March 4

National Day of Unplugging

March 6

International Women’s Day

March 8

Daylight Savings Time Begins

March 10

96th Academy Awards

March 10, Hollywood, Calif.

2024 Vision Monday Leadership Summit

March 13

PI Day

March 14

Vision Expo East

March 14–17, New York City

NAACP Image Awards

March 16, Los Angeles, Calif.

National Goof Off Day

March 22

National Mom & Pop Business Owners Day

March 29



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The Consumer Now

Baby Boomers Continue to Have a Significant Impact on the Economy

Aging Group Holds on to Jobs and Generational Wealth

Who Are They...

A Baby Boomer is a person born between 1946 and 1964, and is part of a large generation that continues to have a significant impact on the economy. As Boomers age, the workforce is projected to be older than ever, with many working past retirement age.

And the group is staying active, with more than 50 percent of Baby Boomers engaging in regular physical exercise such as running, hiking and cycling, according to the Centers for Disease Control. The Physical Activity Council reports that Baby Boomers make up about a third of the fitness industry's clientele.

On the work front, this *Washington Post* article, titled "The Boom-

ers Are Retiring—See Why That's Bad News for Workers," summed up the Boomers effect on today's younger workforce.

"For the past 50 years, the Baby Boomer generation, born between 1946 and 1964, have worked through the American labor force like a big meal inside an anaconda. As they age, the workforce is becoming older than ever.

"As they retire, they'll push the worker-to-retiree ratio lower than ever. Lower numbers of workers per retiree threaten the future of programs such as Social Security and Medicare, which support older Americans by taxing current workers."

Boomers are also having a big effect on the state of health care in the U.S. According to Encom-

passHealth.com, "the United States is currently experiencing the much-anticipated wave of aging baby boomers as the current growth rate of Medicare enrollees significantly exceeds that of the general population.

"Projections from the U.S. Census Bureau point to 2030 as a milestone year in which older adults will outnumber children for the first time in U.S. history as Baby Boomers age into Medicare."

What They Are Known For...

- Baby Boomers are embracing technology.
- Baby Boomers are a bit more skeptical about newer technologies, such as artificial intelligence.

- Streaming services usage continue to grow among older adults, including Baby Boomers.

- Baby Boomers top the list when it comes to generational wealth.

- Baby Boomers shop from brands they trust.

- High-quality customer service is highly valued by Baby Boomers.

- Baby Boomers shop online, but want an online shopping experience that mimics in-store shopping.

- More Baby Boomers are opting to age in place and receive health care at home. ■

– Daniel Breeman

APRIL

Women's Eye Health and Safety Month

Hormonal changes, age and smoking can endanger sight.

Celebrate Diversity Month

World Autism Awareness Day

April 2

National Burrito Day

April 4

ASCRS (American Society of Cataract and Refractive Surgery) Annual Meeting

April 5–8, Boston, Mass.

College of Optometrists in Vision

Development (COVD) Annual Meeting

April 9–13, San Francisco, Calif.

National Scrabble Day

April 13

Earth Day

April 22

International Guide Dog Day

April 24

Take Our Sons and Daughters to Work Day

April 25

Arbor Day

April 26

International Jazz Day

April 30





Baby boomers have the highest net worth per household.

Net worth per household by generation, Q3 2022



Source: [Federal Reserve](#)

USA FACTS

“Because of EyeSouth’s strong financial position, we are aggressively investing in new technologies to enhance our patient’s experience. These investments include both patient-facing infrastructure to enhance our patient and referral source experience via improved pre-registration, scheduling and bill-pay as well as clinical investments in new diagnostic equipment used to monitor glaucoma and other conditions, new intraocular lenses and next generation femtosecond lasers used for cataract surgery.”

Rex Adams, CEO of EyeSouth Partners, Atlanta, Ga.

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- By 2030, All Baby Boomers Will Be Age 65 or Older, *United States Census Bureau* <https://www.bit.ly/genboomers3>
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- How Baby Boomers Will Impact the Future of Health Care, *EncompassHealth.com* <https://www.bit.ly/genboomers6>

MAY

Inherited Retinal Disease Genetic Testing Month

Inherited Retinal Diseases (IRD) are a group of diseases that can cause severe vision loss or even blindness.

Kentucky Derby
May 2

Star Wars Day
May 4

ARVO (The Association for Research in Vision and Ophthalmology) Annual Meeting 2024
May 5–9

National Nurses Day
May 6

Retina World Congress
May 9–12, Fort Lauderdale, Fla.

China Wenzhou Int’l Optics Fair
May 10, 11, 12, Wenzhou, China

International Day Against Homophobia, Transphobia and Biphobia
May 17

Preakness Stakes
May 18

National Rescue Dog Day
May 20

National Wait Staff Day
May 21

National Missing Children’s Day
May 25



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The Consumer Now

Gen X, AKA the ‘Me Generation’

Known for Taking Consumption to the Next Level

Who Are They...

Gen X has been transforming the way people buy goods for more than 50 years.

Also known as the “Me Generation” or “The Forgotten Generation,” Gen Xers were the first to take consumption to a higher level, coming of age in the Guess and Calvin Klein era.

Born between 1965 and 1980, they predate the digital age, having an analog childhood. Today, they are between the ages of 43 and 58 years old. The children of Boomers, they became the first generation of latchkey kids as their Boomer parents both went off to work in the post-war economy.

Today, Gen X continues to carry significant purchasing clout and know-how to find a good deal. More than 88 percent of GenXers have loyalty cards, according to a *Forbes Magazine* report.

This generation makes more than their parents. They also spend

more, averaging 33 percent more than Millennials and 11 percent more than Boomers. Having a wide range of incentives is key to bringing Gen X to your business. More than 86 percent of Gen X shoppers will switch brands if retailers offer discounts or coupons.

This buying power does not necessarily mean they are ready to go out and spend indiscriminately. Gen Xers are less trusting of brands and marketing campaigns. They prefer to do independent research and are less likely to change products despite new versions or innovations. Put simply, they stick to what they like.

What They Are Known For...

- Take advantage of television ads and retail store promotions.
- Get social. Social media is still important to Gen X, who are now among the highest users of apps

like Facebook. They are more likely to discover a new product on social media than any other generation.

- Utilize Influencers. Gen X are listening to influencers, with 18 percent buying a product because it was recommended through someone they found on social media.

- Take a stand. Gen X wants to see companies embrace social issues including climate change, racial justice and affordable health care.

- Embrace nostalgia. Gen X respond to products that reflect their childhood and personal beliefs, so don't be afraid to adjust to meet these demands.

GENERATION X



- 70%** of brands report that brand loyalty was highest in Gen X consumers
- 81%** have made purchases online
- 80%** prefer email marketing over all other marketing channels
- 72%** use the internet to research companies and brands
- 54%** feel overlooked or even forgotten by brands and marketers

3 tier logic

- Make sure they can access your products. Gen X still prefers to shop in store over digital purchases, so ensure your product is available in brick-and-mortar stores.
- Use promotions like coupons and other incentives to gain their business. ■

– Sarah McGoldrick

JUNE

Cataract Awareness Month

Cataract is the leading cause of blindness in the world.

Belmont Stakes

June 1

National Cancer Survivor's Day

June 2

Global Running Day

June 5

National Eyewear Day

June 6

Best Friends Day

June 8

National Call Your Doctor Day

June 11

Tony Awards

June 16

Juneteenth

June 19

Optometry's Meeting

June 19–23, Nashville, Tenn.

International Surfing Day

June 20

Goat Cheese Day

June 25

Helen Keller Day

June 27

National Sunglasses Day

June 27

World Social Media Day

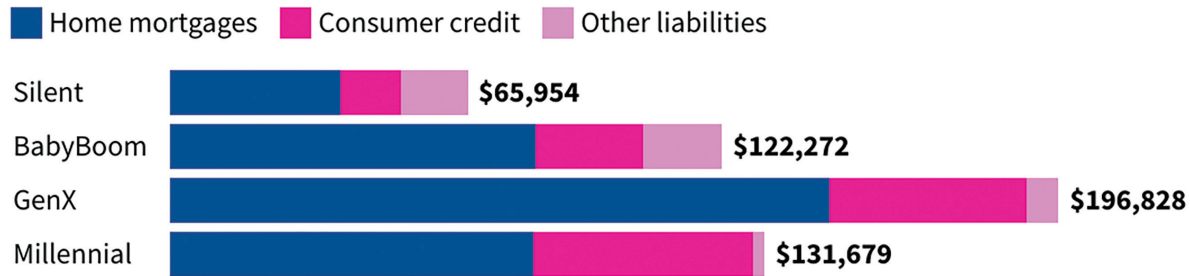
June 30





Gen X holds the most in liabilities, despite holding fewer assets than baby boomers and the silent generation.

Liabilities per household by generation by category, Q3 2022



Source: [Federal Reserve](#)

USA FACTS

Sources

The Forgotten Generation: Let's Talk About Generation X, *Forbes*
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How Each Generation Shops in 2023, *HubSpot*
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Gen X Online Shopping Habits, *Online Dasher*
<https://bit.ly/generationx3>



“Well, Gen X is me. LinkedIn and Facebook are much better platforms for us older folks. While Gen Alpha is TikTok and Instagram. Either way, I try to mix my content with short videos, bullet point info and trending sound with longer videos of more talking or explaining. This will hopefully benefit both age groups by informing them about eyewear trends. Sometimes picture carousel also relays how the frames can make a wearer feel.”

Kristie Nguyen, OD, Winter Park, Fla.

JULY

Dry Eye Awareness Month

Nearly 16 million Americans have dry eye, which in severe cases, may cause serious vision problems.

I Forgot Day

July 2

National Stay Out of the Sun Day

July 3

National Workaholics Day

July 5

National French Fry Day

July 13

International Non-Binary Peoples Day

July 14

American Society of Retina Specialists

July 17, Stockholm, Sweden

World Listening Day

July 18

Summer Olympics

July 26–Aug. 2, Paris, France

National Disability Independence Day

July 27

National Milk Chocolate Day

July 28

International Friendship Day

July 30



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The Consumer Now

Millennials Are Now in Power

Adults With Serious Purchasing and Political Clout

Who Are They...

Few generations have gotten more attention from the wider public than Millennials. Born between 1981 and 1996, Millennials are now firmly adults with serious purchasing and political power—according to *Britannica* they make up about 72 million individuals in the U.S. alone and became the largest group of adults in 2019.

Millennials have experienced worldwide turmoil in their young lives so far, from The Great Recession to the rise of the internet and everything in between. This makes them a complex and varied generation.

Millennials have serious buying power—*Forbes* reports that, “Millennials’ buying power currently eclipses that of other generations, and older members of this cohort are now poised to move into their prime earning and spending years.”

What They Are Known For...

- *Britannica* reports that Millennials are the most educated generation; in the U.S., 4 in 10 have a bachelor’s degree or higher, more than any generation before them. Thus, Millennials hold strong beliefs, and can think for themselves. Deloitte reports that Millennials are “more likely to buy for themselves than to impress others.”

- In particular, video advertising is effective for Millennials. The *American Marketing Association* reports that Millennials watch more digital video than traditional video content, meaning YouTube, TikTok and videos on Instagram are some of the best ways to reach Millennial shoppers.

- Like many generations, Millennials like to feel a connection with the companies they support. The American Market-

ing Association reports, “As privacy scandals make younger audiences more suspicious of large, faceless organizations, they simultaneously push them to reposition users’ trust into brands with whom they feel they can foster a more personal connection: namely, influencers. Millennials are 54 percent more likely than older generations to buy a product that was suggested or recommended by social media celebrities.”

- Millennials are anything but one size fits all. As *Forbes* reports, “Brands can’t rely on simple generalizations or stereotypes for this demographic. Not only is it critical to acknowledge diversity within the Millennial cohort itself, but brands also need to understand that diversity, equity and inclusion are important to younger generations.” ■

– *Gwendolyn Plummer*

\$18,000

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Generation X and Millennials are still building their wealth, with Millennials averaging around \$18,000 per household in stocks and mutual funds.

AUGUST

Children’s Eye Health and Safety Month

Included in this month will be information about eye conditions such as amblyopia and strabismus.



National Girlfriend Day
Aug. 1

National Lighthouse Day
Aug. 7

International Cat Day
Aug. 8

International Day of the World’s Indigenous People
Aug. 9

Left Handers Day
Aug. 13

National Nonprofit Day
Aug. 17

World Humanitarian Day
Aug. 19

Senior Citizens Day
Aug. 21

Women’s Equality Day
Aug. 26

National Beach Day
Aug. 30

International Day of People of African Descent
Aug. 31



Millennials have experienced worldwide turmoil in their young lives so far, ranging from the Great Recession to the rise of the internet.



Image Credit: Getty Images / Westend61

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- Bling It On: What Makes a Millennial Spend More?, *Deloitte*
<https://bit.ly/genmillennials3>
- What You Need to Know About Marketing to Millennials, *American Marketing Association*
<https://bit.ly/genmillennials4>

“We do fun social media marketing especially on Instagram and TikTok to reach [younger] generations. We also offer a ‘check out our frames’ option where we email patients the link of our styles before their appointment to streamline their experience.”

Tommasina Sideris, OD, Eyes on Litchfield, Litchfield, Conn.

SEPTEMBER

Sports Eye Safety Month

Tips on how to protect children from sports eye injuries.



World Letter Writing Day

Sept. 1

42nd Congress of the ESCRS

Sept. 6–10, Barcelona, Spain

Grandparents Day

Sept. 8

DaTe Eyewear Exhibition

Sept. 9–10, Florence, Italy

35th China International Optics Fair

Sept. 10–12, Beijing, China

Patriot Day

Sept. 11

The Retina Society 56th Annual Scientific Meeting

Sept. 11–15, Lisbon, Portugal

Vision Expo West

Sept. 18–21, Las Vegas, Nevada

Talk Like a Pirate Day

Sept. 19

Silmo Paris

Sept. 20–23, Paris, France

International Day of Peace

Sept. 21



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Gen(eration) Z, Growing Up as Digital Natives

Exudes Strong Values Related to Racial Justice and Sustainability

Who Are They...

Born between 1996 and 2010, Gen Z has grown up in a digital world—and a world informed by a warming climate, an ever-changing economic outlook and, of course, COVID-19. McKinsey cites Gen Zers as some of the first “digital natives,” those who have grown up with the internet as a part of their everyday lives. Few would remember life before WiFi. Still, Gen Z is a wide-ranging demographic: some young Gen Zers are still in middle school, while the oldest of the bunch may have homes, kids and careers. What brings Gen Z together is the things they care about.

What They Are Known For...

- McKinsey reports that Gen Z “generally have strong values related to racial justice and sustainability,” and are highly concerned with climate change.
- In that vein, many expect the companies they shop with to be sustainably minded too. One McKinsey study found that 73 percent of Gen Z said they try to purchase from “companies they consider ethical,” and that nine out of ten are of the belief that companies have a responsibility to address both social and environmental issues. In fact, Mintel found that 34 percent of Gen Zers surveyed agreed that brands “should be boycotted if

they do not act on social and environmental issues.”

- Gen Z want the best of both worlds: a great online store or app, as well as a memorable in-store experience, McKinsey says.
- 98 percent of Gen Z uses social media, according to Mintel, many of them using TikTok in particular to learn more about products and watch reviews from real customers before making any purchasing decisions.
- In the U.S., 40 percent of Gen Z say their purchases are influenced online, be it by influencers or brands, McKinsey says.

43%

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43 percent of Gen Zers surveyed are expecting to cut back on non-essentials

• Despite being so young, many Gen Zers are concerned about the changing economy and what it means for their finances. Mintel reports that 43 percent of Gen Zers surveyed are expecting to cut back on non-essentials, and 51 percent are “choosing to prioritize their finances as a result of rising prices.” ■

– Gwendolyn Plummer

OCTOBER

Contact Lens Safety Month

Approximately 46 million U.S. residents wear contact lenses.

Breast Cancer Awareness Month

National Vodka Day

Oct. 4

World Teachers’ Day

Oct. 5

National Depression Screening Day

Oct. 8

Indigenous People’s Day

Oct. 9

World Mental Health Day

Oct. 10

International Optical Fair Tokyo

Oct. 15–17, Tokyo, Japan

Great Western Council of Optometry Congress

Oct. 17–20, Portland, Ore.

American Academy of Ophthalmology Annual Meeting

Oct. 18–21, Chicago Illinois

International Pronouns Day

Oct. 19

World Stroke Day

Oct. 29

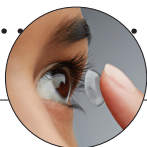




Image Credit: Getty Images/ MoMo Productions

“I attempt to reach Millennials and Gen Z by utilizing social media as a platform to not only connect with them but also to educate them and support them as well. Community is really important to these generations and it shows when your ‘neighborhood’ doctor follows you, supports your small business, or wants to follow your recipe blog!”

Jenn Chinn, OD, Dr. Chinn’s Vision Care, San Diego, Calif.

“Patients key priorities in 2024 are to find fashionable pieces with a lower price tag. With changes in the economy, consumers are more cost conscious, but they do not want to sacrifice a luxury eyewear look.”

Melissa Bussey, OD, owner and founder of Sports Vision Windsor and Radiant Eye Spa, Windsor Ontario

Sources

What Is Gen Z?, *McKinsey & Company*
<https://bit.ly/generationz1>

The Future of Consumer Behavior in the Age of Gen Z, *Mintel*
<https://bit.ly/generationz2>

NOVEMBER

Diabetes-Related Eye Disease Month
Tips on preventing the onset of diabetic eye disease.

No Shave November

New York City Marathon
Nov. 3

World Tsunami Awareness Day
Nov. 5

National Stress Awareness Day
Nov. 6

American Academy of Optometry: Academy 2024 Indianapolis
Nov. 6–9, Indianapolis, Indiana

Go to an Art Museum Day
Nov. 9

National Play Monopoly Day
Nov. 19

Universal Children’s Day
Nov. 20

National Surfing Day
Nov. 21

Silmo Istanbul
Nov. 20–23, Istanbul, Turkey

Native American Heritage Day
Nov. 24



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The Consumer Now

Generation Alpha, Able to Shape Buying Trends

Their Buying Power Pushes Retailers to Diversify Marketing Strategies

Who Are They...

Generation Alpha is exploring their buying power as they reach adulthood. Not only does this generation, born between 2010 and 2025, have a better understanding of their buying power, they make their purchasing decisions based on social and political factors.

Gen Alpha seeks out brands that are eco-friendly, inclusive and reflect an entrepreneurial spirit. A study by Razorfish found that more than 40 percent of Gen Alphas had used a tablet by the time they turned seven. Additionally, they are more tech-savvy than Gen Z, with 63 percent valuing the latest technology, compared to 31 percent of Gen Z.

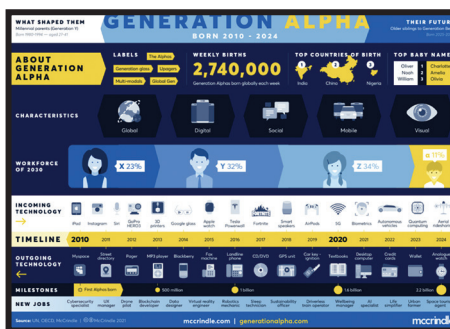
“Gen Z had a profound impact on how brands approached their consumer experiences, but companies need to brace themselves even more for the changes Gen Alpha will infuse,” said Dani Mariano, president at Razorfish. “The pandemic accelerated their adoption of technology, embedding it in nearly every part of their lives, including remote learning. They aren’t just digital natives;

these are digital ninjas, and whether brands are ready or not, they’re coming.”

Gen Alpha also has a greater understanding of the impact of social media. More than 75 percent of 8- to 10-year-olds are already considering their mental health, with a greater awareness and openness to the topic affecting buying choices and brand affinity.

What They Are Known For...

- Ensure your brand understands their level of consumer savviness.
- They are more technologically and socially mature and ahead of their GenZ counterparts.
- Alpha wants fame. Raised in the influencer generation, they understand they can shape buying trends.
- No amount of innovation will stop Gen Alpha from expecting more advanced and better versions of products.
- Gaming is a form of expression and should be woven into marketing plans.



- Change the world for the better. Gen Alpha prefers to shop at companies that are having a positive impact on the world.
- Beware of social media blunders. Not only does Gen Alpha get their information from social media, they can use it as a tool to “cancel” brands they deem as unfavorable. ■

– Sarah McGoldrick

Sources

- Gen Alpha Consumers: Characteristics and Tactics That Will Help You Attract This Generation, *Tokinomo* <https://bit.ly/genalphaz>
- Razorfish Study Unveils Generation Alpha Insights, Preparing Brands for the Next Consumer Cohort, *Razorfish* <https://bit.ly/genalphaz>

“Kids in Gen Alpha tend to know what they want. They are growing up technologically savvy and in order to reach them you need to remain relevant not just by being on social media but also with social media. You can’t have a ‘build a website and they will come’ attitude. Also, parents of this generation want to know that their child will be comfortable in our office. They want to know the experience isn’t going to be stressful for their child or even for themselves.”

Danielle Crull, owner of A Child’s Eyes, Mechanicsburg, Pa.

DECEMBER

Give the Gift of Sight Month

Taking time out to reflect on the joys of healthy vision and support sight-saving services.



World AIDS Day

Dec. 1

Cyber Monday

Dec. 2

Giving Tuesday

Dec. 3

Wildlife Conservation Day

Dec. 4

National Bartender Day

Dec. 6

International Human Rights Day

Dec. 10

National Wear Your Pearls Day

Dec. 15

International Migrants Day

Dec. 18

National Ugly Sweater Day

Dec. 20

Winter Solstice/Yule

Dec. 22

National Call a Friend Day

Dec. 28