

# Future of Consumption: Unlocking Gen Z Behaviour for Crafting Powerful Strategies

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## Abstracts

Generation Z, comprising one-fifth of the global population, is poised to wield significant consumer influence. However, their polarized behaviours toward social activism, technology, and spending present challenges for businesses. This report provides actionable strategies, leveraging Gen Z's key values - empowerment, self-expression, belonging, rationality, and retreat - to build a future-proof customer base.

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