

# Generation Z: The Next Wave of Consumers

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## Abstracts

Generation shifts are occurring at a fast pace and the world will soon experience the rise of Generation Z (born between 1995 and 2009), which represents the largest consumer base through to 2030. Despite their young age and limited income today, Gen Z will shape the ways businesses create and market their products tomorrow. Brands that can accomplish Gen Z's expectations for authenticity, technology and social equality will capitalise on this growingly influential consumer segment.

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