



# Meet Generation Z

Four key takeaways for engaging the next generation of online shoppers

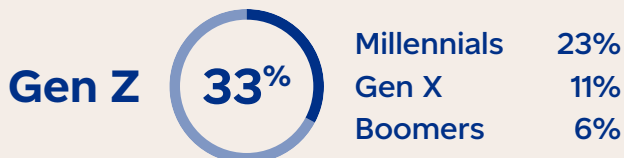
Born between 1995 and 2008, consumers in Generation Z (Gen Zers) are just starting to come of age – yet they’re already reimagining the shopping experience with a deep emphasis on connectivity and purpose. Check out how this generation differs from their elder peers and glean insight into how to engage this up-and-coming group of shoppers.



## 1. Tap into the power of social media

To learn about new brands and products, Gen Zers often, almost always or always consult:

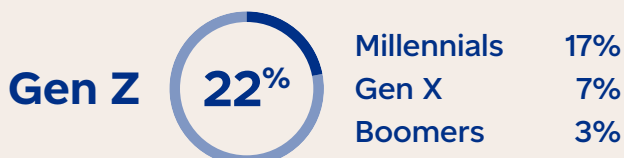
### Social media sites



### Blogs



### Social media influencers



### Online video



## 2. Get crystal clear about your purpose and values

Before buying from a retailer, Gen Zers consider the retailer's values, including whether it:

Protects the environment

**20% Gen Z**



15% Millennials  
12% Gen X  
11% Boomers

Treats its employees well

**19% Gen Z**



14% Millennials  
12% Gen X  
11% Boomers

Carries sustainably and/or ethically sourced products

**18% Gen Z**



12% Millennials  
8% Gen X  
8% Boomers

Is owned/operated by BIPOC individuals

**12% Gen Z**



9% Millennials  
6% Gen X  
4% Boomers

## 3. Keep pace with checkout innovations

When choosing among retailers, Gen Zers look for flexible checkout options, including:

Multiple payment options  
(e.g., credit card, PayPal, Apple Pay, etc.)



A guest checkout option  
(no login required)



Instant checkout for returning customers



A buy now, pay later (BNPL) option



## 4. Cement loyalty with a seamless last-mile experience

Gen Zers avoid repeat purchases from retailers for the following reasons:

Customs duties and/or taxes were too high or unexpected

**58% Gen Z**



57% Millennials  
53% Gen X  
44% Boomers

Estimated delivery date was not provided

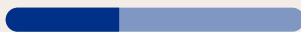
**38% Gen Z**



37% Millennials  
32% Gen X  
24% Boomers

Unable to track order

**38% Gen Z**



36% Millennials  
31% Gen X  
24% Boomers

Lack of flexible delivery or pickup options

**31% Gen Z**



30% Millennials  
26% Gen X  
18% Boomers

Retailer did a poor job managing expectations around delivery timing

**38% Gen Z**



34% Millennials  
28% Gen X  
25% Boomers

Delivery company does not make it convenient to receive packages

**31% Gen Z**



29% Millennials  
22% Gen X  
15% Boomers



Delivery company not identified at the time of purchase

31% Gen Z



26% Millennials  
20% Gen X  
18% Boomers

Retailer did not use customer's preferred delivery company

25% Gen Z



22% Millennials  
16% Gen X  
10% Boomers

Retailer used excessive or unnecessary packaging when shipping

29% Gen Z



27% Millennials  
21% Gen X  
18% Boomers

Delivery company does not ensure package is secure when customer not home

33% Gen Z



26% Millennials  
22% Gen X  
17% Boomers

For more trend insights and actionable advice on how to prepare your business for the next generation of online shoppers, check out our new report, Meet Generation Z, at [canadapost.ca/generationz](https://canadapost.ca/generationz).

