

2010-2024

**GENERATION  
ALPHA**

**YOUNGEST GENERATION**  
BORN BETWEEN 2010-2024

AMERICAN EXPRESS CANADA



*New Kids  
on the Block*



**9 IN 10**  
GEN ALPHA PARENTS  
FEEL THEIR KIDS HAVE  
AN **INFLUENCE OVER**  
**WHAT THEY'RE BUYING**



# GEN A KNOWS WHAT THEY LIKE AND ARE NOT SHY ABOUT EXPRESSING IT



46%



41%



35%



24%



21%



19%



*New* →

SAW A FRIEND WITH IT **44%**

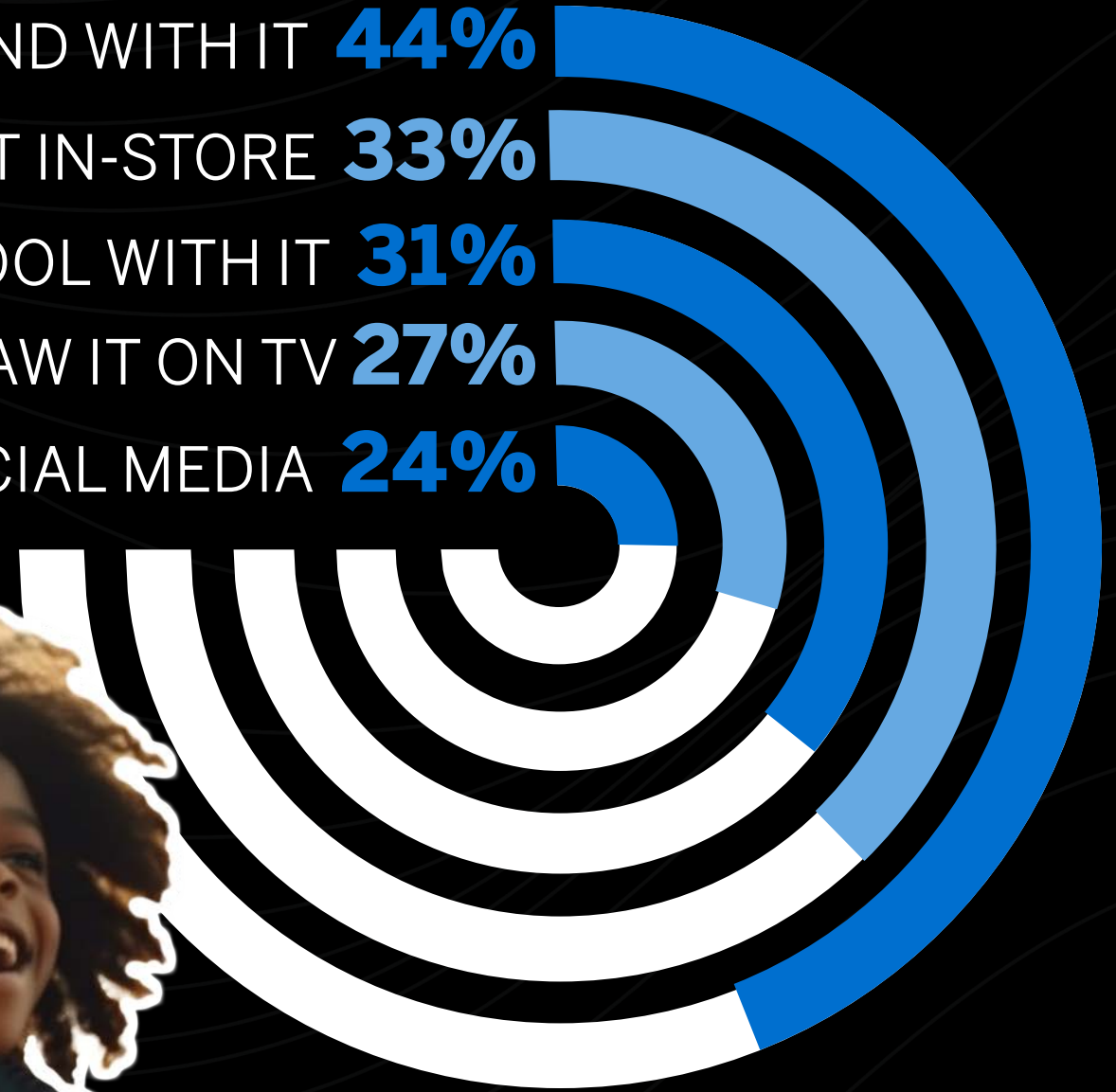
SAW IT IN-STORE **33%**

SAW SOMEONE AT SCHOOL WITH IT **31%**

SAW IT ON TV **27%**

SAW IT ON SOCIAL MEDIA **24%**

*Emerging trend*



# UNDERSTANDING THOSE WITH THE PURCHASING POWER

*Distinct  
Shopping  
Habits*



*\*Percentage point increase*



# UNDERSTANDING THOSE WITH THE PURCHASING POWER

*Distinct Shopping Habits* →



*\*Percentage point increase*

# UNDERSTANDING THOSE WITH THE PURCHASING POWER

*Distinct  
Shopping  
Habits*



*\*Percentage point increase*

# HOW RETAILERS CAN **WIN** GEN A & THEIR PARENTS

*Power Duo*



- TAKE NOTE OF GEN A'S CONSUMER HABITS EARLY
- PRIORITIZE FRIENDS AND FAMILY REFERRAL PROGRAMS
- MAKE IN-STORE SHOPPING MORE MEMORABLE WITH INTERACTIVE EXPERIENCES





*Gen A Proxy*  
↙

A LEAP INTO  
**INDEPENDENCE**  
THAT WILL IMPACT  
**THE INDUSTRY**



GENA ALPHA

**THANK YOU**

AMERICAN EXPRESS CANADA