

A photograph of a clothing store with four people of different ages. In the foreground, a young man with brown hair is looking down at a dark blue hoodie. Behind him, a man with dark curly hair is examining a light-colored jacket. In the background, an older man with white hair is looking at items on a shelf. To the right, a woman with dark hair is looking at a light-colored coat on a rack, carrying a brown shoulder bag. The store has wooden shelves and racks, and the lighting is warm and soft.

The Next-Gen Customer

Serving Four Generations at Once

GENERATIONS AT A GLANCE



Gen Z Expressive Idealist

Born 1997–2012 | Social media, climate crisis

Urban, transient, and early-career —
renting and moving at the highest rates



Millennials Strategic Optimizer

Born 1981–1996 | Internet revolution

Canada's most diverse generation,
transitioning into homeownership as they
build families



Gen X Responsible Realist

Born 1965–1980 | Societal Change

The most settled generation — peak
earning and residential stability



Boomers Stability Steward

Born 1946–1964 | Post-war economic boom

Strong homeowners with declining income,
stable and entering retirement

The Retail Shift | Today's Revenue vs Tomorrow's Customer



69.3%

Boomer & Gen X share of net wealth (2025)
\$131K Gen X / \$109K Boomer avg household spend

+18.4%

Senior income growth since 2022
Largest gains of any age group

+9.4pp

Millennial & Gen Z net wealth gains since 2020
Under-35s went from 14.3% to 23.7% of net wealth

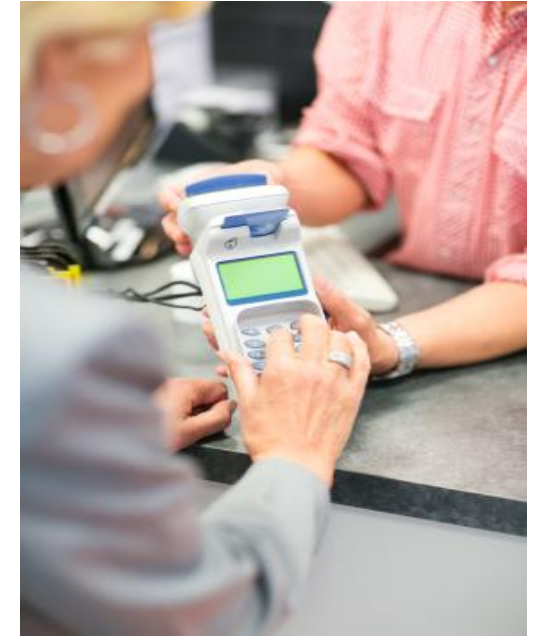
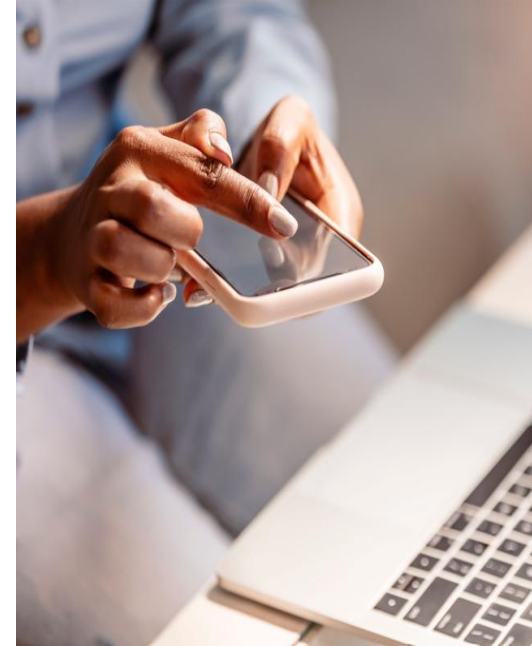
9.2M

Millennials are the largest cohort in Canada
Gen Z follows rapidly behind taking top spot in 2035

Technology & AI | Innovating without Overcomplicating the Experience

Digital Forward

Trust & Familiarity



Gen Z

Millennials

Gen X

Boomers

69% use mobile wallets. UGC and peer-to-peer shape purchases; TikTok is the go-to for product research.

45% use AI for shopping. Social and influencer-led discovery drives purchases. 71% expect retailers to anticipate needs.

Shop in-store and online; internet search and social (FB, YT) influence purchases. 82% still buy in physical stores.

In-store shoppers influenced by TV ads. Prefer phone support and familiar channels. AI adoption passive.

The Trade-Offs | Where Serving one Generation Conflicts with Another



Speed vs. Service

Gen Z wants frictionless self-checkout and instant transactions

Boomers want human assistance and personal service



Personalization vs. Privacy

Millennials expect retailers to anticipate their needs

Gen X resists data collection and prefers to research independently



Values vs. Value

Gen Z pays more for purpose-driven, sustainable brands

Boomers prioritize price, trust, and proven quality

Looking Ahead | Emerging themes reshaping Canadian retail



Gen Z growth & emerging Gen Alpha



Omnichannel and AI-Driven Personalization



Buy Local, Made in Canada



Thrift & Sustainability

Thank You



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