

# How Covid-19 is affecting Millennial & Gen Z Consumers



## 1.) THEY'RE WORRIED MOST ABOUT THE FUTURE OF THE ECONOMY

79% are worried about economics, economic recovery, finding new jobs, and keeping their current job.

## 2.) MANY HAVE STARTED NEW ACTIVITIES DURING SOCIAL DISTANCING

Gaming, exercise and educational learning are leading the way.



## 3.) THEY'RE REPORTING THAT THEY'VE SWITCHED BRANDS

80% are reporting the switch due to availability, while 35% are switching due to cost-savings.

## 4.) MANY SAY THEY MAY STICK TO THE NEW BRANDS EVEN AFTER THE PANDEMIC

42% said they would either definitely or most likely stick to buying those new brands after the pandemic has passed.



*"The beautiful thing about learning is that nobody can take it away from you."*

**B.B. KING**

