





Today's young people differ from yesterday's...



	 Baby boomer 1940–59	 Gen X 1960–79	 Gen Y (millennial) 1980–94	 Gen Z 1995–2010
Context	<ul style="list-style-type: none"><li>• Postwar</li><li>• Dictatorship and repression in Brazil</li></ul>	<ul style="list-style-type: none"><li>• Political transition</li><li>• Capitalism and meritocracy dominate</li></ul>	<ul style="list-style-type: none"><li>• Globalization</li><li>• Economic stability</li><li>• Emergence of internet</li></ul>	<ul style="list-style-type: none"><li>• Mobility and multiple realities</li><li>• Social networks</li><li>• Digital natives</li></ul>
Behavior	<ul style="list-style-type: none"><li>• Idealism</li><li>• Revolutionary</li><li>• Collectivist</li></ul>	<ul style="list-style-type: none"><li>• Materialistic</li><li>• Competitive</li><li>• Individualistic</li></ul>	<ul style="list-style-type: none"><li>• Globalist</li><li>• Questioning</li><li>• Oriented to self</li></ul>	<ul style="list-style-type: none"><li>• Undefined ID</li><li>• “Communaholic”</li><li>• “Dialoguer”</li><li>• Realistic</li></ul>
Consumption	<ul style="list-style-type: none"><li>• Ideology</li><li>• Vinyl and movies</li></ul>	<ul style="list-style-type: none"><li>• Status</li><li>• Brands and cars</li><li>• Luxury articles</li></ul>	<ul style="list-style-type: none"><li>• Experience</li><li>• Festivals and travel</li><li>• Flagships</li></ul>	<ul style="list-style-type: none"><li>• Uniqueness</li><li>• Unlimited</li><li>• Ethical</li></ul>
McKinsey&Company				

... next: Generation **Alpha** from 2011 to 2024.

More:

<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies>

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