

Generation Z

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The economic sphere



What do “Zeds” spend their money on?



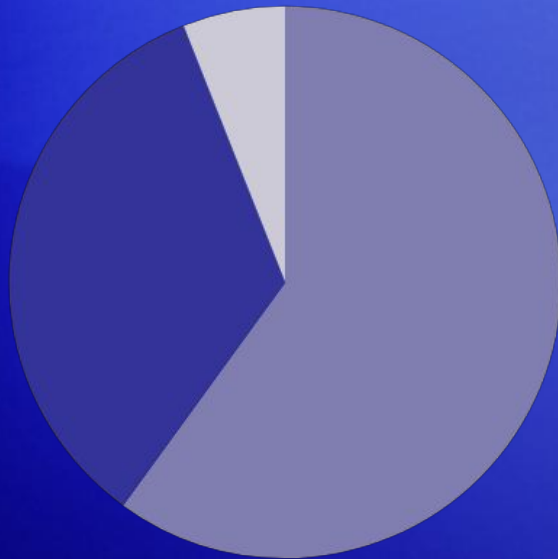
How business can find a way to reach Zeds?



Make an Instagram account

Youth interest in politics

Youth



- Not interested in politics
- Interested in politics
- Other



The social sphere



Trends of the social life of Zeds:

They can easily end their relations

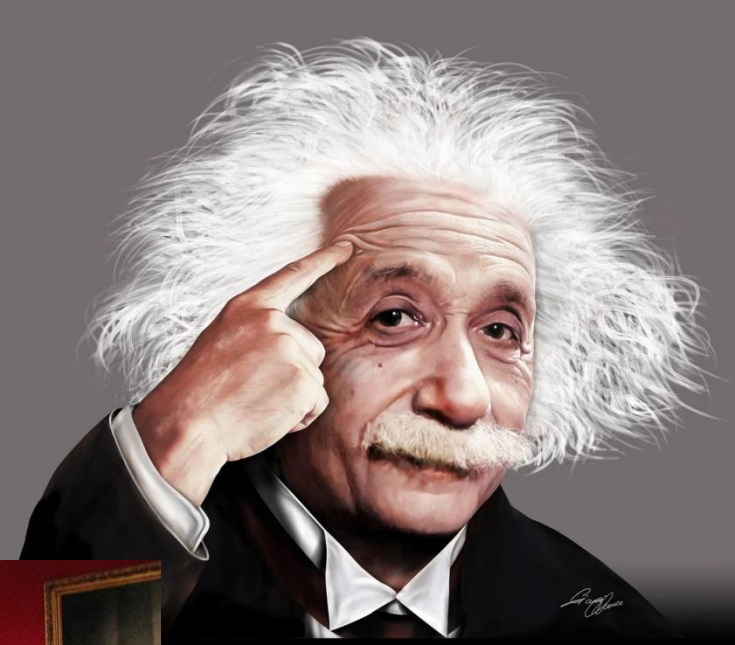
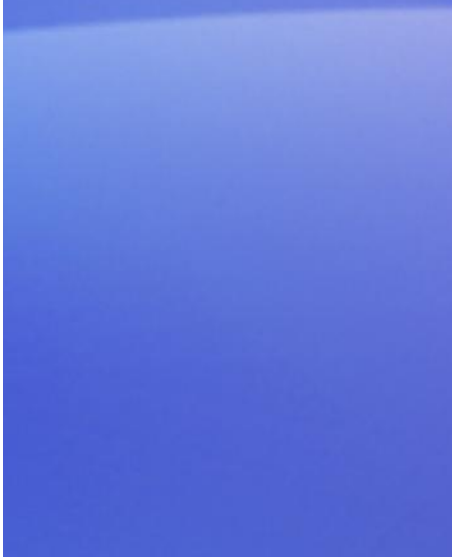
Zeds pay less attention to real conversations



The spiritual sphere



What do spiritual sphere consists of?



The distinctive features of the Generation Z

-Development of science and technology

- Development of ways of transmitting information
- New ways of communication



Collection 1: ways to communicate

- Black icons with white background
- White icons with black background



Thank you for your attention!
We want 5

