

# ACROSS THE GENERATIONS

## A GUIDE TO THEIR UNIQUE TRAITS AND SPENDING HABITS

Understanding generational differences in consumer behavior is crucial for product success. By recognizing each generation's unique preferences, brands can create strategies that resonate across consumer segments. Curion offers insights to help brands innovate and grow by meeting the specific needs of their target audiences, leading to greater consumer satisfaction and loyalty.

### SILENT GENERATION BORN: 1925-1945 (AGE: 78-99)

RESILIENT | TRADITIONAL VALUES | HEALTH & WELLNESS FOCUSED

- Historical Context & Values:** The Silent Generation, shaped by the Great Depression and WWII, is known for frugality, respect for authority, and a strong work ethic.
- Consumer Behavior:** They prefer face-to-face communication, traditional advertising, and are loyal to trusted brands.
- Technology Skepticism:** Only 6% use smartphones for shopping, reflecting their cautious approach to new technologies.
- Economic Impact:** Despite being a smaller group, they hold significant economic influence, especially in healthcare, financial services, and housing.



**23 MILLION**  
People in the U.S.

Called the **"SILENT GENERATION"** in a 1951 **TIME MAGAZINE** describing them as quieter compared to their parents.

**73 MILLION**  
People in the U.S.

**50%**

prefer in-store shopping & enjoy walking the aisles.



### BABY BOOMERS BORN: 1946-1964 (AGE: 59-77)

OPTIMISTIC | TREND SETTERS | MAJOR ECONOMIC INFLUENCE

- Historical Influence:** Shaped by events like the Civil Rights Movement, Baby Boomers (1946-1964) are optimistic, competitive, and work-focused.
- Economic Power:** Despite fewer numbers, Boomers control 51.8% of household wealth with significant disposable income, especially in retirement.
- Consumer Behavior:** They prefer in-store shopping, spending on leisure, luxury, and user-friendly tech that supports independence.
- Cultural Impact:** Influential Boomers like Oprah Winfrey and Bill Gates have significantly shaped entertainment, social change, and technology.

### GENERATION X BORN: 1965-1979 (AGE: 44-58)

INDEPENDENT | RESOURCEFUL | BLEND TRADITIONAL & DIGITAL

- Generation Overview:** Generation X has about 65 million members in the U.S., making up 30% of households with significant spending power.
- Self-Reliance and Adaptability:** Shaped by the end of the Cold War and the rise of the internet, Gen X is practical, independent, and skilled in DIY and entrepreneurship.
- Consumer Behavior:** Gen X values thorough research, brand loyalty, and a blend of traditional and digital shopping, with a preference for online platforms like Amazon.
- Cultural Influence:** Gen X nostalgia drives marketing, while prominent figures like Joaquin Phoenix and Elon Musk influence social issues and technological innovation.

**\$16,880 YEARLY SPEND**

On CPG, more than any other generation.



**2/3** are happy with their mental health, but sleep is the primary concern.

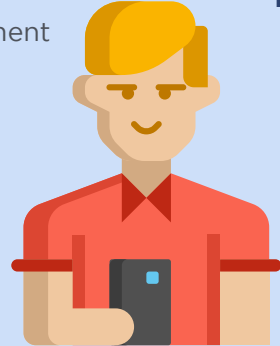
**30%**  
of U.S. households.

Millennials have the **HIGHEST PURCHASE INTENT**

for at-home entertainment & electronics.

**43%**

of Millennials use their mobile phones to shop & buy weekly.



### MILLENNIALS BORN: 1980-1994 (AGE: 29-43)

TECH SAVVY | SOCIALLY CONSCIOUS | PRIVATE LABEL CHAMPIONS

- Tech-Savvy and Purpose-Driven:** Millennials value brand authenticity, social causes, and experiences, relying heavily on online reviews and social media for purchases.
- Consumer Behavior:** They prefer quality, unique products, influence food trends, and seek deals, often choosing private label brands.
- Financial Challenges and Shopping Habits:** Despite lower average wealth, Millennials lead in mobile shopping, focusing on home entertainment, electronics, and fashion.
- Cultural Impact:** Influential figures like Taylor Swift and Beyoncé drive social change and reflect the generation's values.

### GENERATION Z BORN: 1995-2009 (AGE: 14-28)

DIVERSE | ENTREPRENEURIAL | STRONG SPENDING POWER

- Diverse Digital Natives:** Generation Z is diverse, socially conscious, and fully immersed in global digital culture.
- Values and Lifestyle:** They value experiences, mental health, and social justice, prioritizing authenticity and work-life balance.
- Consumer Behavior:** Gen Z has significant spending power, prefers social media shopping, and relies on online reviews and influencers.
- Cultural Impact:** Figures like Billie Eilish and Greta Thunberg showcase Gen Z's influence in music, activism, and entrepreneurship.



**\$450 BILLION GLOBAL SPEND**

and are set to be the wealthiest generation.

**22%** of the **GLOBAL** population.

**43%** claim to be **LOYAL** to brands.

**\$5.46 TRILLION**

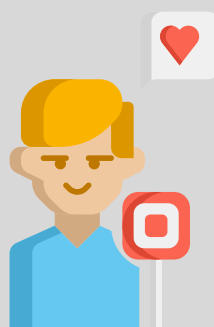
expected spending power by 2029.

**2.5 MILLION**

Born globally each week.

**92%** OF PARENTS

say Gen Alpha kids regularly introduce them to products, brands, and services.



### GEN ALPHA BORN: 2010-2025 (AGE: >13)

GLOBALLY DIVERSE | INFLUENCER CULTURE | AI ENABLED

- Tech-Savvy:** Gen Alpha, some not even born yet, is the most digitally immersed generation, growing up with smartphones, social media, and AI.
- Influential Shoppers:** They already heavily influence household spending, with 49% of purchases swayed by their preferences.
- Diverse and Conscious:** Gen Alpha values diversity and sustainability, shaping their expectations for education and social interactions.
- Market Drivers:** Their engagement on platforms like TikTok and YouTube will drive future consumer trends, emphasizing personalized and authentic brand experiences.

**PRO TIP:** By tailoring products and marketing strategies to each generation's unique needs, brands can enhance customer satisfaction and stand out in a competitive market. While generational behaviors share common themes like technology's influence and the importance of authenticity, it's crucial to recognize deeper insights beyond demographics. Curion provides valuable insights to help brands connect with various generations, including the emerging Gen Alpha, and explore the future of segmentation through like-minded consumer communities.