

YourStudio

Generation Alpha

February 2024



In the next four years, this generation is set to surpass Baby Boomers in numbers, with a projected economic influence of \$5.46 trillion as they enter adulthood. We anticipate this rising generation will forge a hyper-connected world, marked by their collective pursuit of positive change for themselves and their communities.

Our report explores how Gen Alpha's unique characteristics will influence the retail landscape and consumer behaviours.

Gen Alpha at a Glance...

Gen Alpha
Ages 0-13



Gen Z
Ages 12-27



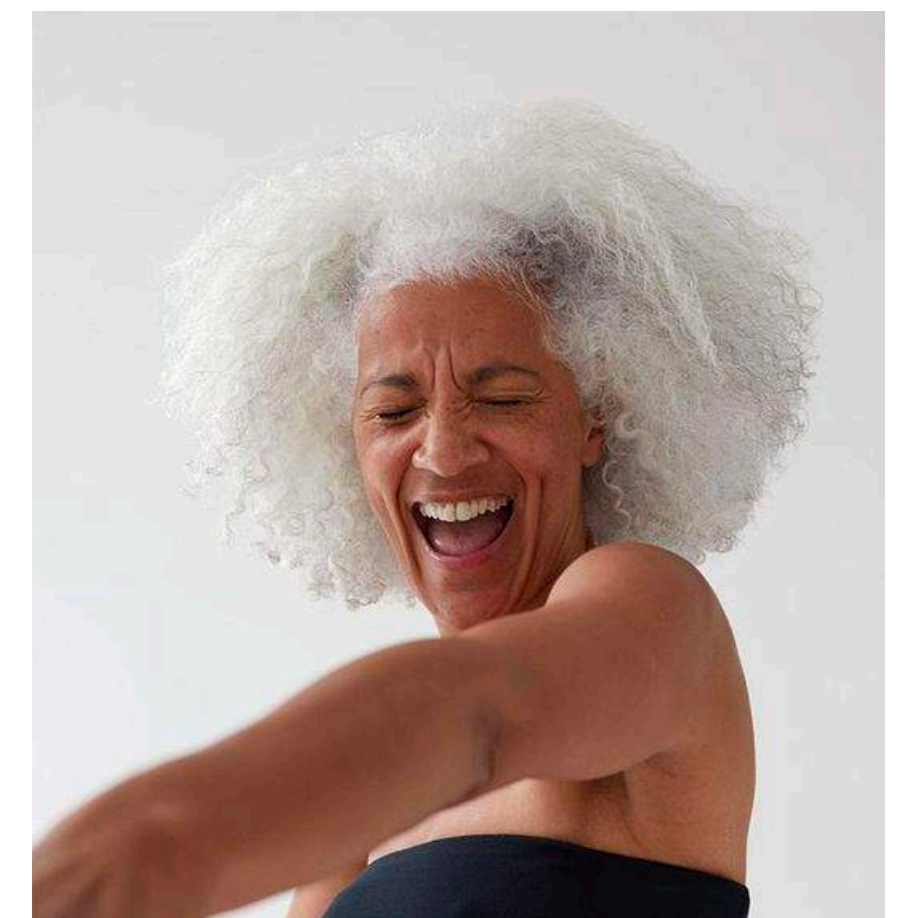
Millennials
Ages 28-43



Gen X
Ages 44-59



Boomers
Ages 60-78



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With a global birth rate of over 2.8 million members per week comprising current and future generations, Gen Alpha is projected to reach over 2 billion by 2025.

Pew Research Center Generation Age Brackets, calculated in 2024 | McCrindle Research, 2023

Gen Alpha Influence

Confident, digitally native and raised in the 21st century, these 'mini millennials' are entwined with technology.

Y Climate change, health crises and political unease are shaping their attitudes toward community, culture, and well-being, resulting in them advocating for a better future as the most digitally empowered generation yet.

We expect this emerging generation to strongly influence their peers and parents.

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Global Values

Gen Alpha are...

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Digitally Empowered



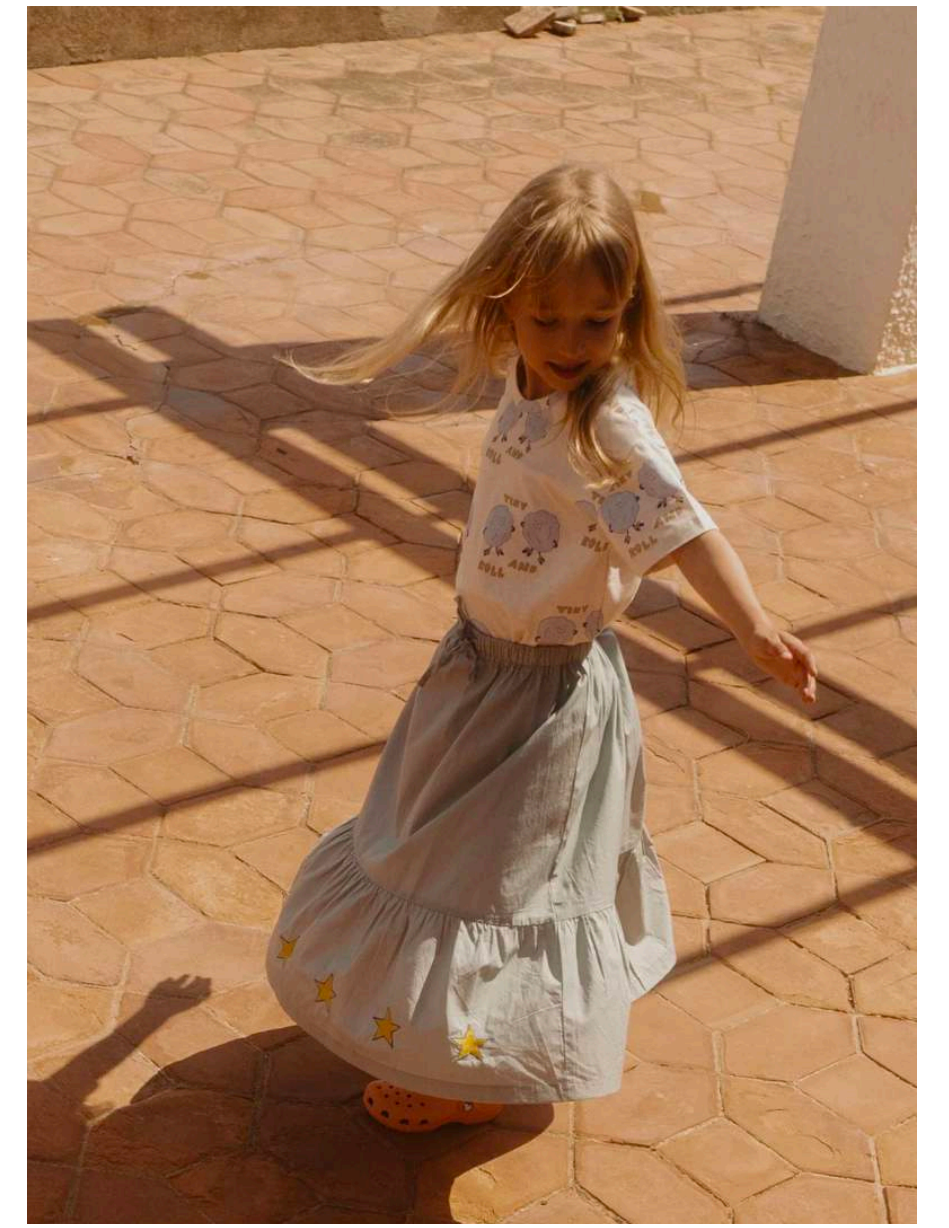
Active Advocates



Hyper Expressive



Knowledge Seekers



Balance Conscious

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Globally They Are....

Digitally Empowered

“Gen Alpha, are tremendously more confident, and they’re completely digitally native, and digitally first.”

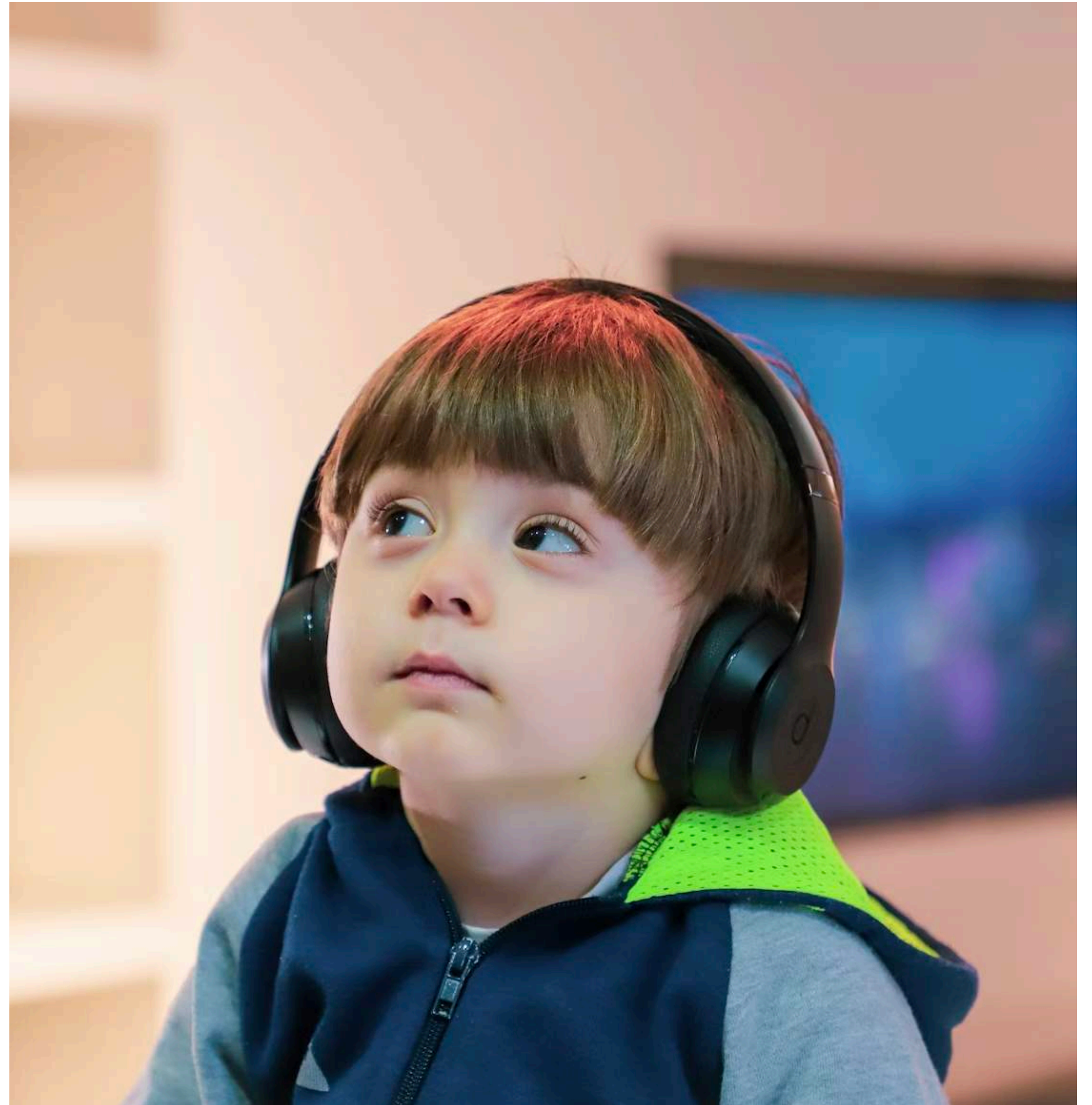
Adam Tinworth, The Bazaar Voice, 2022

Digitally Empowered

Transcending barriers of
digital and physical worlds

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Gen Alpha seamlessly integrates digital tools and tech into their daily lives, considering them integral. Familiar with concepts like the metaverse, cryptocurrency and AI, this generation is aware of how powerful tech is.



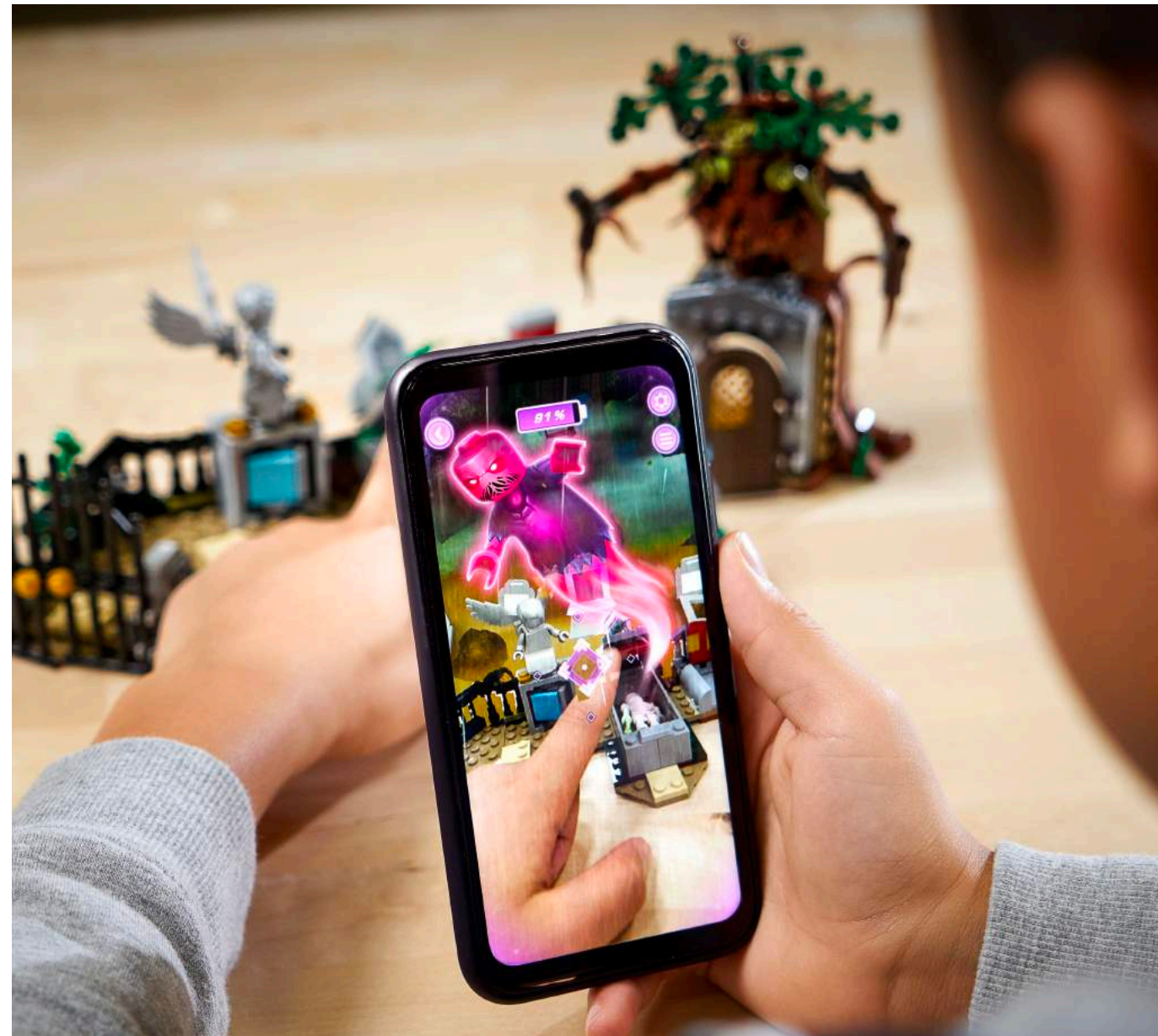
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Digitally Empowered

“Gen Alpha will be hugely influenced by AI, which may allow them to be the most emotionally engaged and purposeful generation to date”

VML Intelligence, 2024

Brands x Digitally Empowered



Lego creates seamless omnichannel experiences across products, stores and theme parks. Augmented reality brings sets to life and gaming collaborations with Fortnite and Epic Games tease a new world of entertainment.

Brands x Digitally Empowered



Amazon's Echo Dot, the device lets kids chat with AI-powered Alexa, with appropriate guardrails in place to keep them safe.



TeddyGPT by Toymint, a physical teddy bear integrated with AI acts as a personalised learning tool and companion.

Brands x Digitally Empowered

“We’ve had things like VR roller coasters and AR interfaces, and we are now looking at AI, holograms, and the metaverse, and we know that at Legoland we have the creative license to think about the gamification of experiences”

Roma Swords-McDonnell, Commercial Creative Lead,
Legoland Resorts, 2023

Globally They Are....

Active Advocates

“A lot of people look at us and just say, ‘oh, they’re kids, they don’t know what they’re talking about...They are underestimating us”

Izzy Raj-Seppings, Gen A Climate Activist, 2021

Active Advocates

Making choices and actions towards a more environmentally conscious world

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Gen Alpha is passionately advocating for sustainability and positive global change. Their strong concern for environmental and social justice shapes their attitudes and actions, making them a powerful force for future improvement.



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Active Advocates

“Kids are starting to feel that they’re the ones who are going to suffer because of the consequences of inaction. They want to move quickly.”

Abdaal Mazhar Shafi, Serial Entrepreneur,
Millennial, and Co-founder of UpstartED 2023

Brands x Active Advocates

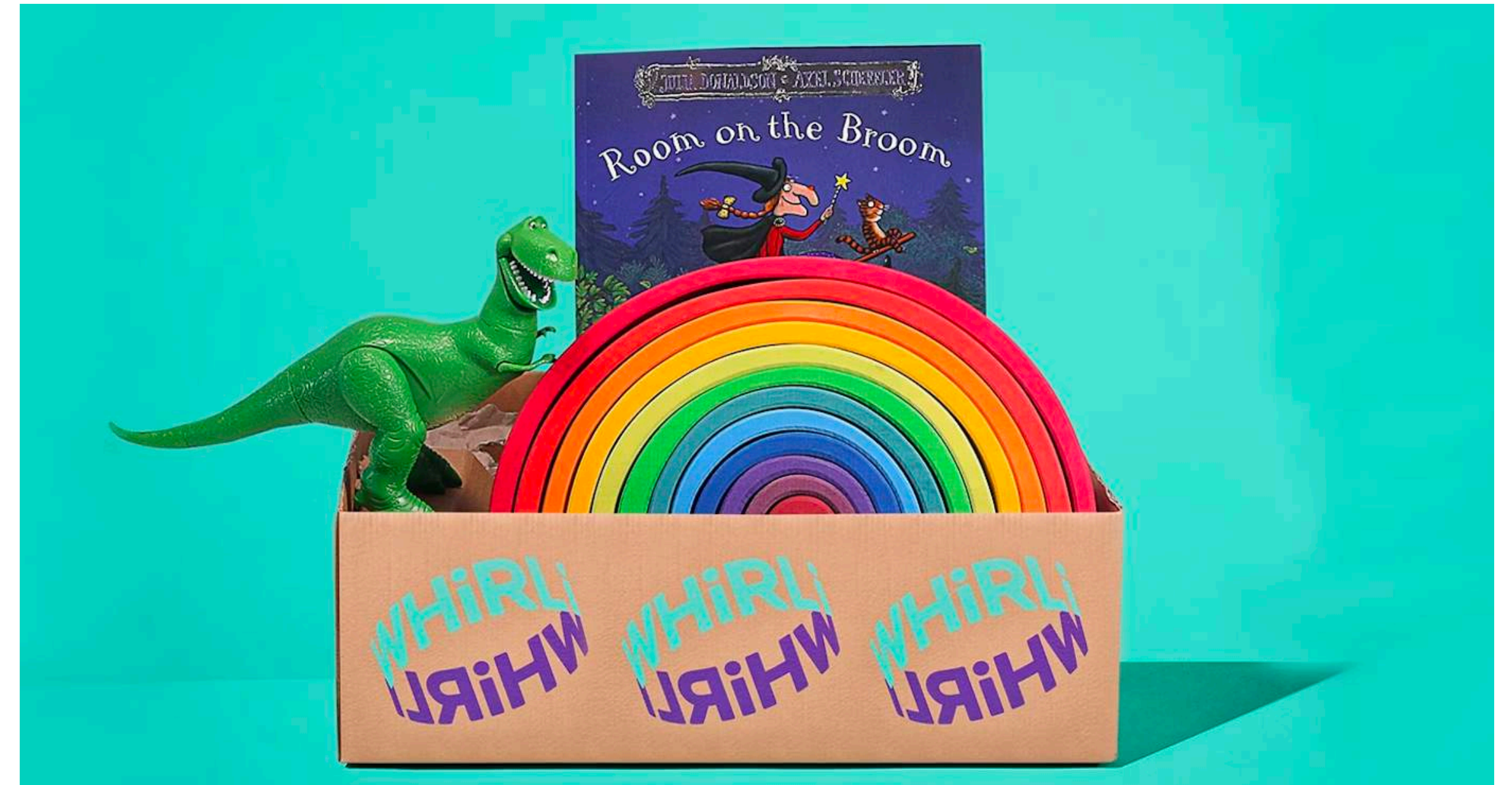


Smart Kids Planet in Poland, is an edutainment concept that engages kids with smart play featuring local brands, all while promoting sustainability and healthy living.

Brands x Active Advocates



The Little Loop clothing rental service for stylish, ethical items, allows for easy swaps as children grow or seasons change.



Whirli toy subscription service allows kids to borrow and swap toys, without having to constantly buy them, reducing waste.

Brands x Active Advocates

“53% of Millennial parents believe today’s Gen Alpha kids will help solve problems caused by previous generations – a theme rooted in parents’ fears for the planet and the world their children are inheriting.”

Beano Brain, 2023

Globally They Are....

Hyper Expressive

“As the Alpha generation continues to grow and shape the world, their creativity and ingenuity will be a driving force for change.”

Communication Generation, 2022

Hyper Expressive

Asserting individuality and advocating with a purpose

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Gen Alpha champions and advocates for diversity and inclusion, with an awareness fostered growing up in a world where it's more visible. This early exposure to diverse cultures and perspectives contributes to their confident and expressive nature.



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“Gen Alpha is acutely aware of diversity and inclusion issues, growing up in an environment where diversity is normal.”

Adam Tinworth, Bazaarvoice Webinars, 2022

Brands x Hyper Expressive

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Allkinds, an Australian brand for teens and kids, focuses on skin and hair care with a strong emphasis on celebrating individuality and authenticity. Their approach is to cater to the unique needs of every kid, highlighting the beauty in their differences.



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Brands x Hyper Expressive



Little Passports subscription service helps kids discover the world. Each month's theme offers new activities, toys and stories.



Foodni Club cooking subscription service helps kids discover different foods and cultures. Each month offers new inspiration, flavours and skills.

Brands x Hyper Expressive

“They are growing up in a time when diversity and inclusivity are celebrated, and they are encouraged to embrace their unique identities.”

Vocci, 2023

Globally They Are....

Knowledge Seekers

“Gen Alpha have ownership, authority and influence in the realms they operate, and influence others of their own age.”

Ashley Fell, McCrindle Research, 2020

Knowledge Seekers

What sets Gen Alpha apart is their entrepreneurial spirit

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Gen Alpha entrepreneurial mindset leverages technology and education to turn talents into potential careers. Their adaptability and tech-savviness position them to redefine traditional career paths and innovate in the rapidly evolving digital landscape.



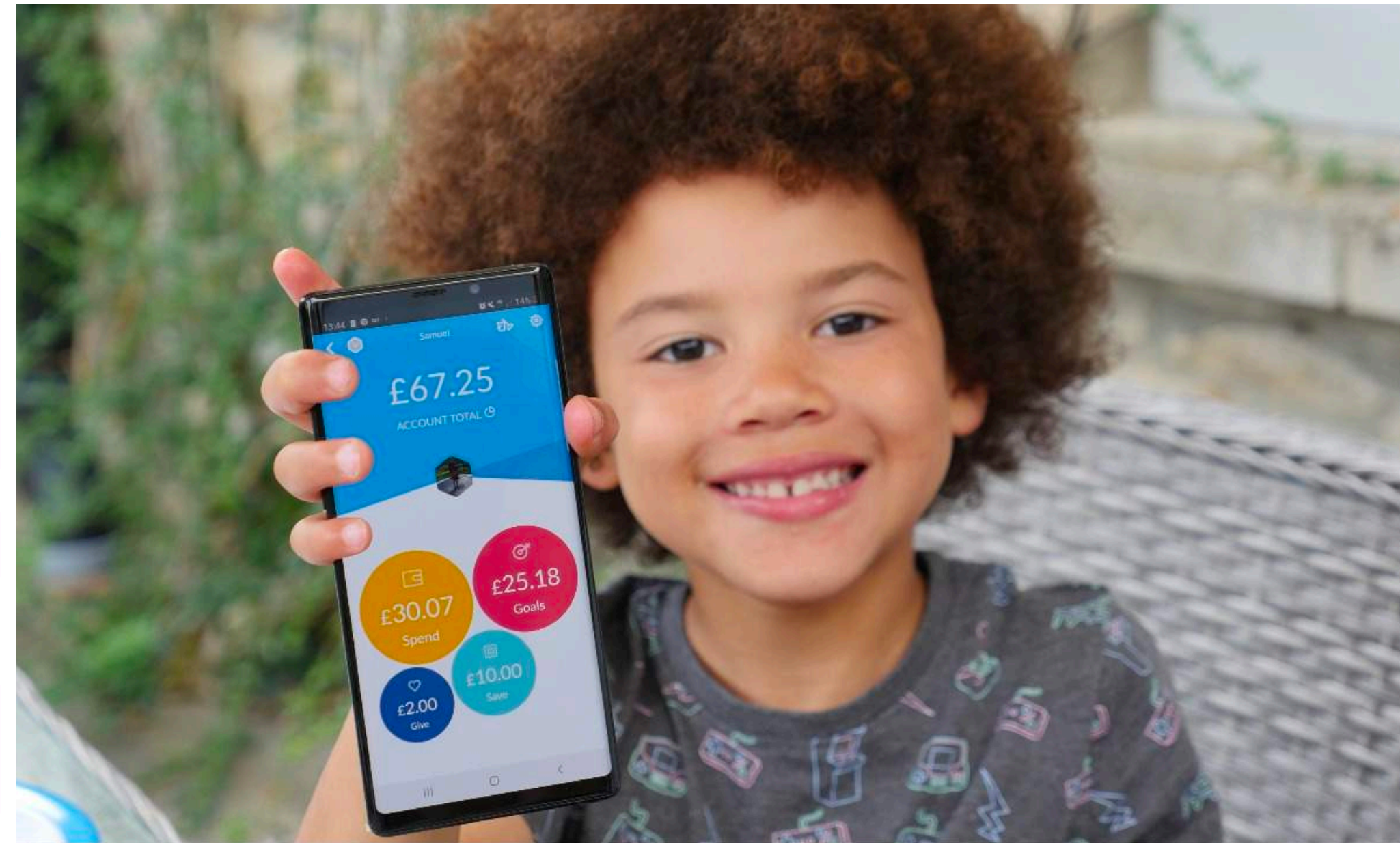
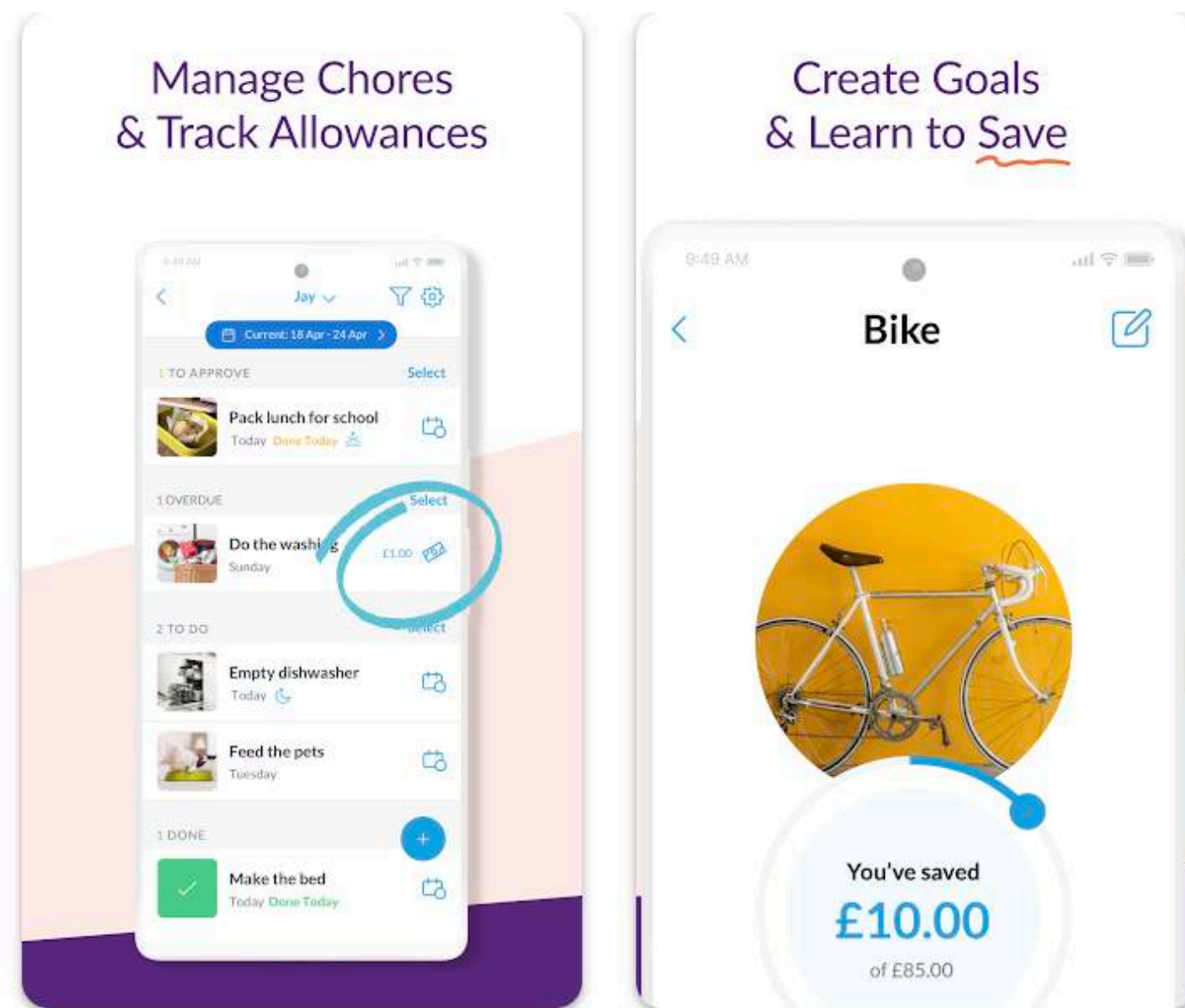
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Knowledge Seekers

76% of children aged 8-14 aspire to either establish their own business, run a small enterprise, or pursue a 'side hustle', compared to only 13% who said they would prefer working for others.

Brands x Knowledge Seekers

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NatWest Rooster Money is a children's prepaid debit card and pocket money app offered by NatWest bank in the UK. It is designed to help parents teach their children about money management in a fun and engaging way, whilst empowering the child.

Brands x Knowledge Seekers



Young V&A in London is specifically designed for ages 0-12, offering a variety of interactive exhibits, workshops and events that engage young visitors with the museum's collections and the wider world of art and design.



MOKA+ in South Korea is designed to foster play and learning, immersing children in sensorially stimulating environments. It features three zones: the Creative Lab, Moka Library and The Art Lounge. Creative Lab engages children in online art creation and creating digital recordings.

Brands x Knowledge Seekers

“Kid powered entrepreneurship is not a new concept....but Technology and access to simple-to-use tools have provided more kids the opportunity to learn vital skills and earn their own money.”

Shopify, Dayna Winter, 2023

Globally They Are....

Balance Conscious

“This generation is placing a greater emphasis on holistic wellness, with a focus on mental and emotional health...it’s clear that Gen Alpha is ushering in a new era of wellness”

Communication Generation, 2022

Balance Conscious

They are de stigmatising mental health and seeking balanced wellbeing

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Gen Alpha emphasises wellbeing, which manifests in work, relationships, and personal growth. Raised in a time where mental health awareness is prominent, they prioritise self-care, stress management, and a proactive stance on physical fitness.



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Balance Conscious

72% of Millennial parents teach practical mental health techniques to their children and 81% believe their children have more access to mental health resources than they did at their age.

Brands x Balance Conscious



Jaego House, a family members club located in London is designed with kids' zones (soft play, cinema, club) and adults-only (co-working, gym, lounge).



Little Space, a dedicated multi-area space for children within the Third Space Islington gym in London, with sports programme and facilities for kids aged 5-11 years.

Brands x Balance Conscious



Evereden, clean beauty brand offers products for developing skin with the aim to unleash children's natural radiance.



Luxury Family Hotels in the UK offers kid-focused spa treatments, designed to alleviate stress and encourage self-care.

Brands x Balance Conscious

“They focus on the idea that being healthy and happy is not just the absence of illness or disease, but rather a state of wholeness that encompasses all aspects of a person’s life.”

Key Takeaways

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Digitally Empowered

Leverage tech to stimulate interactive learning and engagement in retail



Active Advocates

Transform stores as hubs for these activists to connect and exchange ideas globally



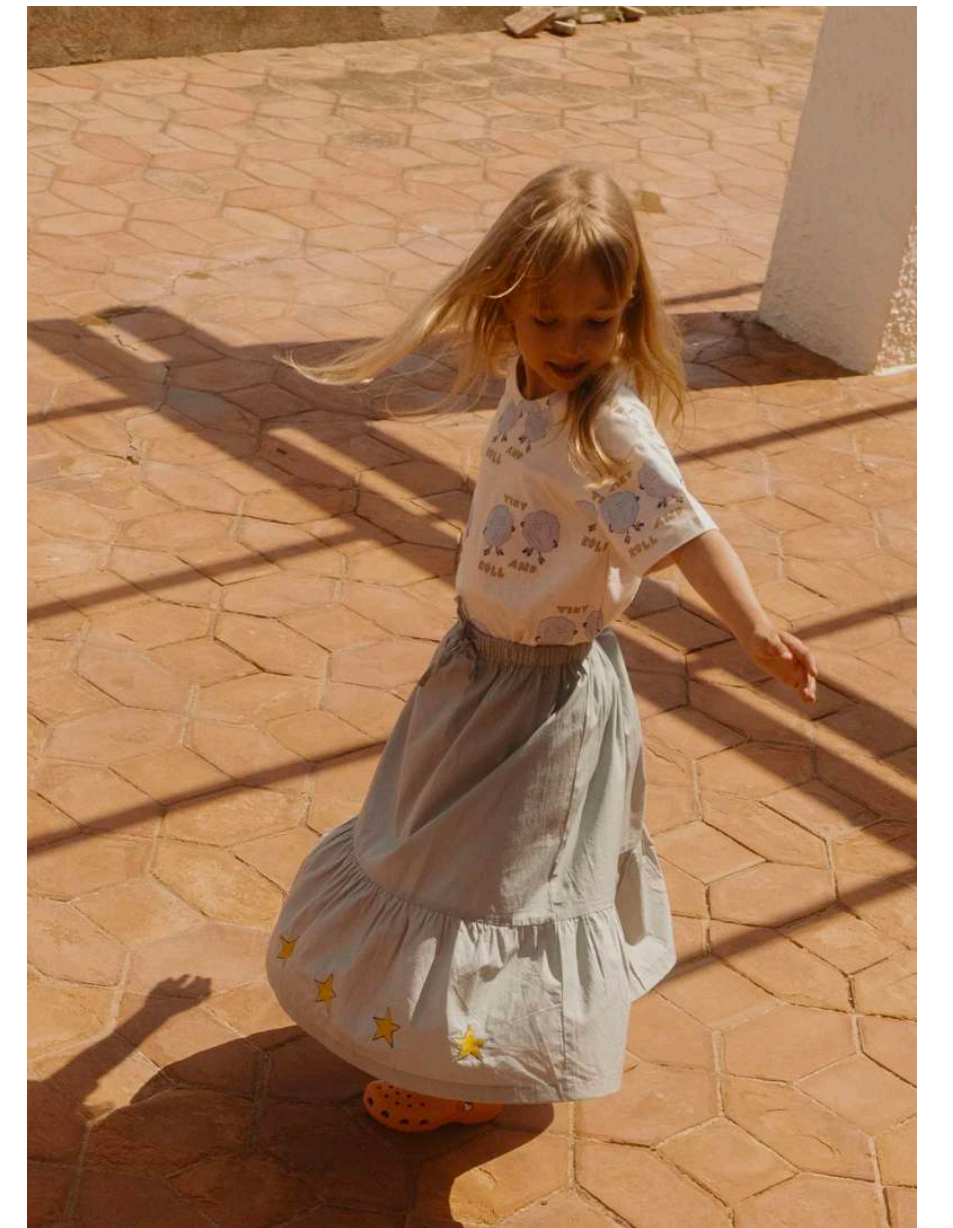
Hyper Expressive

Integrate swift and impactful personalisation options in-store, inspiring individual expression



Knowledge Seekers

Stimulate learning with engaging in-store experiences to spark imagination



Balance Conscious

Highlight how brands promote balance, providing experiences to foster mindfulness

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YourStudio

YourStudio creates environments and experiences that inspire human connection

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