



Re-imagining how to Gen Z buying experience

Born in mid-1990s to current 2000s, these digital natives have never lived a life without internet. From their early youth, Gen Zers have been exposed to technology, social media, and mobile devices.



This hyper-cognitive generation is very familiar with cross-referencing different sources of information and are highly confident in all aspects of virtual experiences.

Thinking of this new consumer, the way they shop and pay, merchants should rethink how they deliver frictionless omnichannel buying experiences outside the traditional structure of retail, and new digital buying experiences and products.

6 facts from Gen Z that are important to merchants



Visa is here to help you

Contact your Visa account executive to learn how we can help you understand the consumer behavior shifts and identify opportunities to maximize your portfolios with our Consulting and Marketing services (analytics, managed services, credit lifecycle, digital roadmaps, etc.) and our Innovation & Design services (to co-create/ co-design new consumer payment and commerce experiences).

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