

Gen Alpha unfiltered



The next generation of consumers are already shaping your brand's future

GWI.

01

They're heavily influencing household spend

A clear majority of 8-11 year olds have a say in what goes in the basket - from food (61%) to toys (83%) to tech (62%).

So what? Kids are active participants in family decision-making, not just passive observers. Brands that understand their preferences can better connect with modern households and influence purchase decisions through the whole ecosystem.

03

Self-expression is getting serious

Interest in fashion and beauty is rising - especially among boys. In the UK, the share of teen boys interested in beauty or makeup has more than doubled since 2022.

So what? Brands that act as responsible enablers of self-expression - offering age-appropriate products, content, and influencers - will build early trust that lasts. Representation and responsibility are hugely important here.

05

They're not oversharers - they're observers

When it comes to the reasons 12-15 year olds use social media, watching sports (+16%), finding products (+14%) and finding style inspiration (+12%) are all on the up. Meanwhile, posting opinions and sharing causes are both down by over 10%.

So what? Think less about likes and more about lurking. Gen Alpha aren't broadcasting - they're quietly observing and curating. If your content doesn't entertain, inform, or help them express themselves on their terms, it won't land.

02

IRL moments are back in a big way

Cinema trips, board games, and outdoor adventures are on the rise. At the same time, 40% of teens now take regular breaks from devices.

So what? Gen Alpha craves balance. Brands that create experiences blending physical and digital will tap into a growing appetite for meaningful, shareable offline moments. IRL is where loyalty and emotional resonance are built.

04

Their career goals are changing - and so is your future talent pipeline

Girls are increasingly aiming for high-status careers in law and medicine. Content creation (13%) now outranks teaching (8%) as a top career goal, and 1 in 4 teens are already using AI tools.

So what? It's time to rethink how your brand attracts future talent. Gen Alpha are already sharpening skills in AI and content creation, and young girls are aiming for industries once out of reach. Reflecting their goals in your messaging, partnerships, and internal culture is key to building future loyalty and trust.

06

They're co-creating their own worlds

Games like Roblox and Minecraft have almost doubled in popularity since 2021, driven by creativity, collaboration, and social connection. 38% of 12-15 year old gamers now prefer titles that let them build or create.

So what? Gen Alpha expects brands to give them tools, not just toys. Whether it's digital platforms, physical products, or hybrid experiences, the opportunity is to build experiences that empower them to shape the outcome.



Want to get the whole picture?
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