

Very Peri: Pantone Colour of the Year 2022

Why does GEN ALPHA matter for your brand?

The world's **BIGGEST** generation

Gen Alpha will make up over 2 billion of the global population by 2030 - the largest generation in the history of the world

The world's **FASTEST GROWING** generation

More than 2.5 billion members of Gen Alpha are born around the world each week

The world's **MOST TECH-ADEPT** generation

Gen Alpha marks first generational cohort to be born & raised entirely in the 21st century

How does GEN ALPHA fit in?

MILLENNIALS

Today's parents

Born 1980 - 1994
Ages 29-43

GEN Z

Today's teens & twenty-somethings

Born 1995 - 2009
Ages 14-28

GEN ALPHA

Today's kids & tweens

Born 2010 - today
Ages 0-13

Ultimate Grey: Joint Pantone Colour of the Year 2021

ALPHA WAVE

The Rise of Tomorrow's Trendsetters

QUESTIONS

Our team has been hard at work answering q's about this cohort:

- What does the future of boyhood / girlhood look like for under 12s?
- What is the role of technology in Gen Alpha's lives?
- What aesthetics does Gen Alpha find most appealing and why?
- How are Gen Alpha kids shaping family shopping journeys?
- Why is Gen Alpha aging out of "kiddie" content faster than previous cohorts?

ATTITUDES & BEHAVIORS

The attitudes and behaviors shaping Gen Alpha childhoods are different from the ones that shaped Gen Z's youth

GEN Z

GEN ALPHA

SOCIOPOLITICAL CONTEXT

Grew up in a period of relative stability

Growing up in a time of instability and uncertainty

TECH



Described as true digital natives, but most remember a time *before* tablets and smart speakers

Born into a world of tablets and smart speakers, giving them tech autonomy before they're literate

PLAY

Parents encourage play for skills acquisition

Parents encourage play for the sake of play

IDENTITY FORMATION

Feel pressure to be their own personal brand - seeking external validation along the way

Experiment early with self-expression with a humble and introspective view

ETHOS



Practice social activism and aren't afraid to amplify it using social media

Emphasize pragmatic ethics and localized actions

MODUS OPERANDI

Participation

Empathy

Classic Blue: Pantone Colour of the Year 2020

Illuminating Yellow: Joint Pantone Colour of the Year 2021

How can TPL help you **future proof** your brand against the next wave of **disruptors**?

Reach out to schedule a chat about early Gen Alpha signals we've been spotting, or to discuss the future of kids and tweens!

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