



Gen Z

CONSUMER TREND
BEHAVIOUR AND
LIFE STYLE

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AGENDA



**WHY AM I
HERE TODAY?**

GENERATION

Z Generation's Behaviors and Lifestyle

Answer your questions

MOVE OVER MILLENNIALS, GEN-Z NOW THE LARGEST SINGLE POPULATION SEGMENT

Greatest Gen
before 1954
Age – 72+

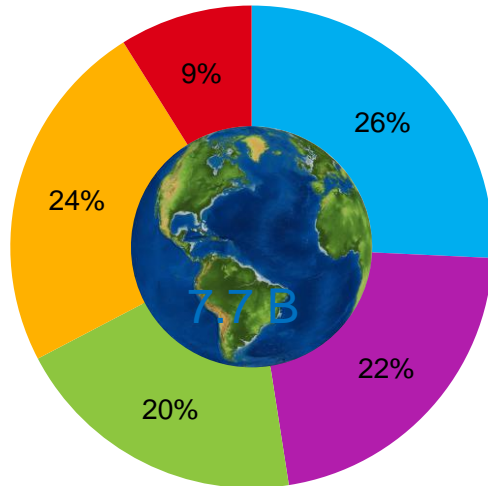
Baby boomers
1955 -1965
Age 71 & 53

Gen – X
1966 – 1980
Age - 38~52

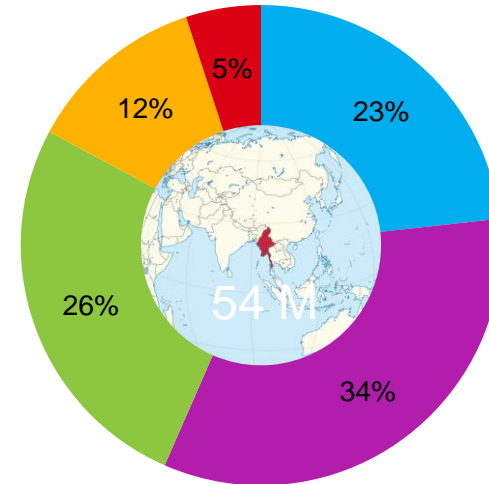
Gen – Y
1981 – 1995
Age – 23~37

Gen – Z
1996 – 2005
Age – 14~22

World Generation Composition



Myanmar Generation Composition

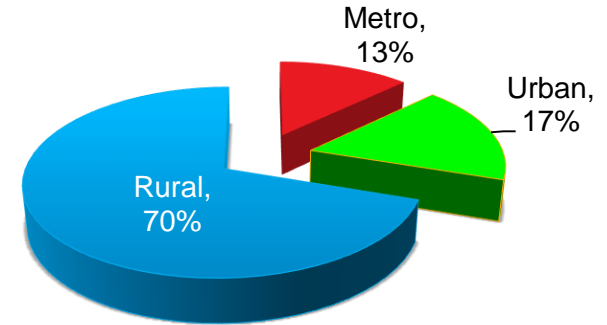
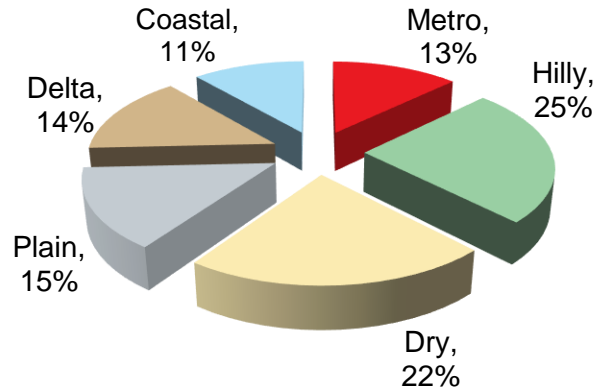


- Generation Z
- Millennials Gen Y
- Generation X
- Baby Boomers
- Greatest Generation

POPULATION BY GEOGRAPHIC REGIONS ...



Two-thirds of the population live in one-third of land area (dry, plain & delta)

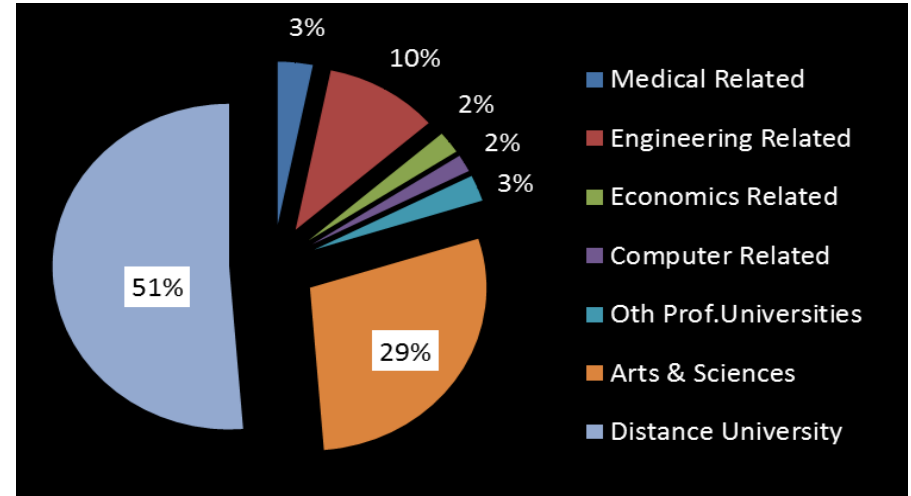
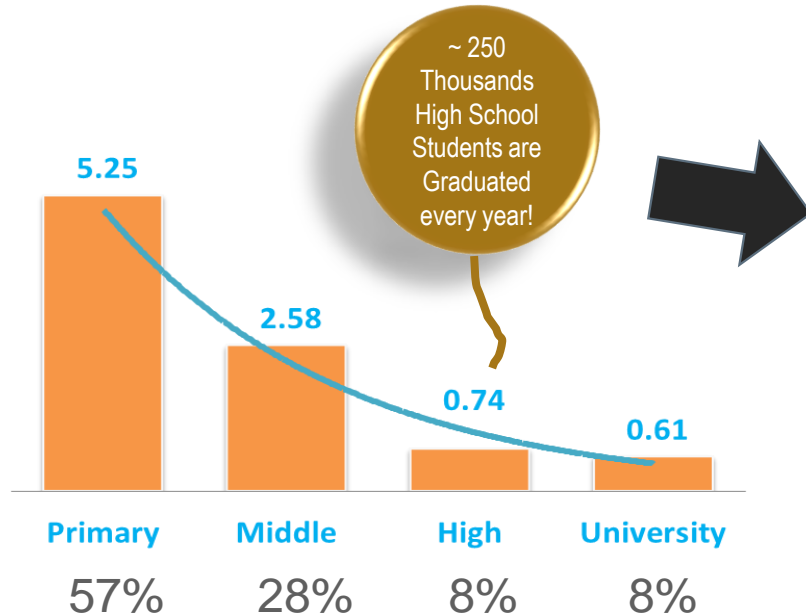


Metro: Yangon, Mandalay and Naypyitaw cities

Urban: At the center of each town are "wards" which government defines as urban. Each urban area has a government office, market place, schools of at least high school level or colleges, hospitals; likened to a hub for internal trade for each town.

Rural: Surrounding areas of each town are villages which government defines as "rural". These areas mostly rely on farming, fishing, livestock breeding as livelihood.

EDUCATION ...



- ❖ Drop out rate seems too high between each level. (*P to M, M to H, H to U*)
- ❖ Majority of the students may not have chances to apply what they have learnt in university for 4 years at least!

MARKET COMMANDS ...

OVER +20MM STORES

Value Share



**Nielsen MMRD estimation*

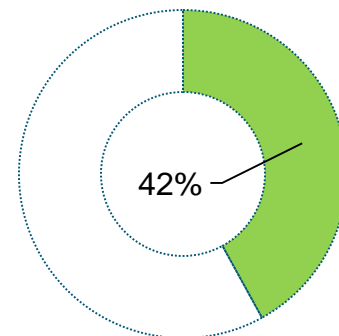
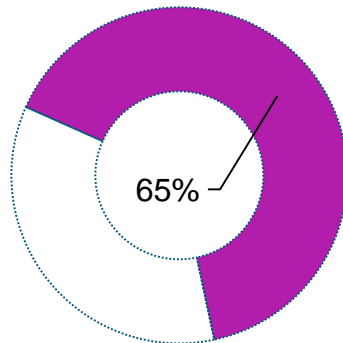
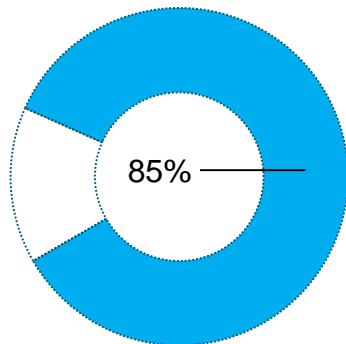
ONLINE SHOPPING

Z

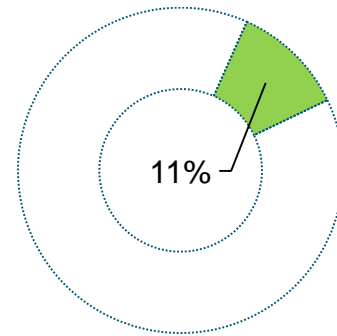
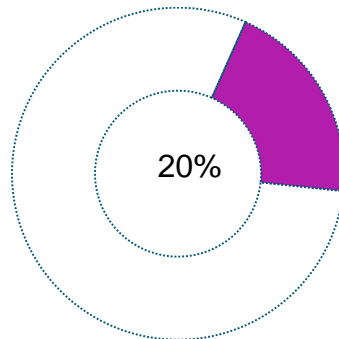
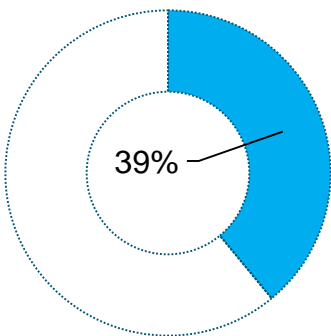
Y

X

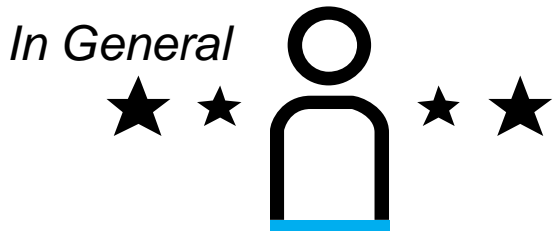
Awareness



Usage



HOW DO WE LIVE



FEELING GOOD TO BE ATTRACTIVE

Z

Y

X

77%

70%

63%

IMPORTANT TO LEARN NEW THINGS THROUGHOUT LIFE

88%

83%

80%

LIKE TO KEEP UP WITH LATEST FASHIONS

69%

45%

34%

WILLING TO VOLUNTEER MY LIFE FOR A GOOD CAUSE

86%

90%

90%

IMPORTANT TO RESPECT TRADITIONAL CUSTOMS & BELIEFS

94%

95%

96%

FINANCIAL



MONEY IS THE BEST MEASURE OF SUCCESS

Z
66%

Y
72%

X
73%

SAVING IS THE BEST WAY TO MANAGE MONEY

Z
92%

Y
95%

X
96%

VERY GOOD AT MANAGING MONEY

Z
67%

Y
73%

X
74%

I FEEL THAT MY INCOME IS NOT ENOUGH
COMPARED TO MY EXPENSES

Z
73%

Y
73%

X
75%

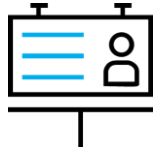
HOW TO SPEND TIME IS MORE IMPORTANT THAN
TO MAKE MONEY

Z
83%

Y
87%

X
87%

ADVERTISING MEANS TO US



Z

Y

X

USUALLY SELECT FAMILIAR BRANDS

84%

89%

91%

WILLING TO PAY MORE FOR FAMOUS BRANDS

86%

90%

91%

BUY PRODUCTS RECOMMENDED BY EXPERTS

47%

45%

45%

QUALITY OF PRODUCTS IS MORE IMPORTANT
THAN PRICE

76%

81%

76%

RELY ON HEALTHY PRODUCTS

86%

90%

91%

DOES ALCOHOL STILL SENSITIVE???



IT IS NOT A PROBLEM IF A WOMAN DRINKS ALCOHOL

DRINKING AT FAMILY PARTY IS ACCEPTABLE

ANY PARTY IS MORE FUN WITH ALCOHOL

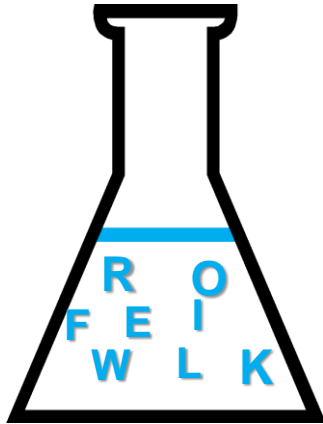
DRINKING PROVIDES A SHORT ESCAPE FROM STRESS AND WORRY.

A PERSON WHO DRINKS ALCOHOL FEELS MORE CONFIDENT TO TALK TO

Z	Y	X
84%	89%	91%
86%	90%	91%
47%	45%	45%
76%	81%	76%
86%	90%	91%

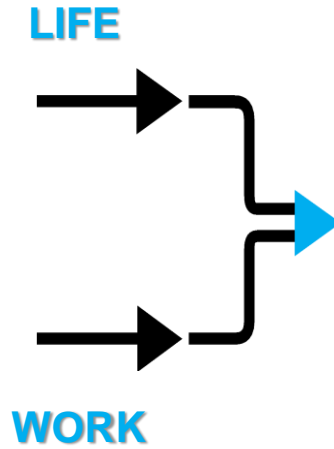
WORK LIFE

Z



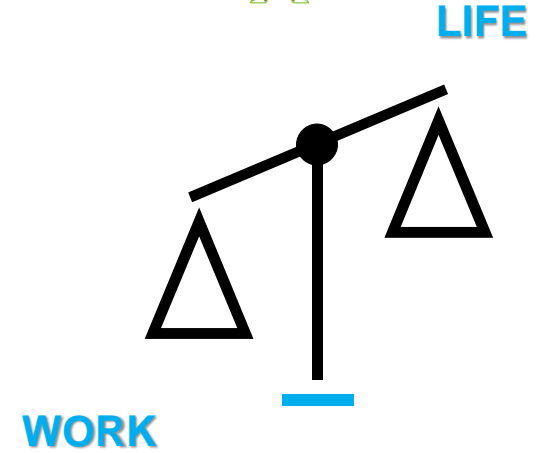
Blend

Y



Integration

X



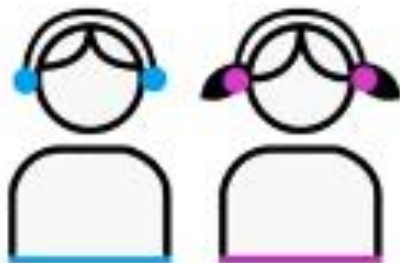
Balance

Generation Z

Want to be a part of the solution

I know who I am and what I can do

More sober, practical & mature than their age



Higher expectation of others

Safety and security are more important

Millennials

Who am I?
Why am I here?

What's in it for me?



An exploring generation

More likely to share personal information

More tolerant

LIFE STYLE



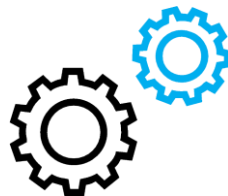
Media Consumption

Y

Z

Scan text
Focus on headlines and bullet points

Think
Communicate & Consume information through image



Personal Value

Y

Z

Focus now

Focus future

Optimistic

Realistic

Waiting to be discovered

Ready to work for success



Technology Adoption

Y

Z

Tech Suvvy

Tech innate

Happy with 2 screen at once

Love 5 screen at once

Communicate with text

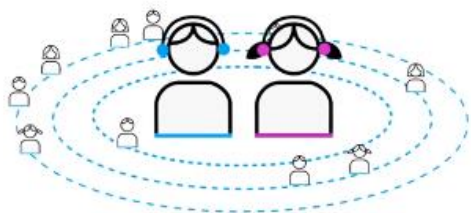
Communicate with image

Curator and sharers

Creators and collaborator

GEN Z

They are influenced by **THE CROWD**



but they value **PERSONAL THOUGHTS**



SOCIAL MEDIA is an essential part of their lives

but



so are traditional media like **TELEVISION**



are **WIRED**

but

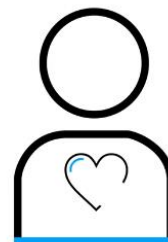


REAL LIFE is also important

These traits are



OPPORTUNITIES and **CHALLENGES**



Brand loyalty **IS LOW**
They want **NEW EXPERIENCES**





Q & A

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THE SCIENCE BEHIND WHAT'S NEXT™

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