

Consumer Buzz

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Young Shoppers Prefer Physical Stores

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Despite never knowing a world without the Internet, Generation Z consumers actually prefer shopping in-store versus online. According to a study from IBM and the National Retail Federation, two-thirds (67%) of Gen Z consumers (ages 2 to 19) shop at brick-and-mortar stores the majority of the time and 31% said they do sometimes. By 2020, the number of Gen Zers is expected to reach 2.6 billion, NRF reports, and the generation's spending power is estimated at \$44 billion, according to Mintel. Three-quarters of Gen Z consumers say they spend more than half of their available money monthly. **GP**