

9/30/2025

Video First

Ellen C. Wells

A recent Think With Google piece discussed a Kantar study finding Gen Z is more of a video-first demographic. According to the article, the Kantar study shows that video “increasingly informs, influences and educates consumers.” The study found that 70% of U.S. viewers would rather watch a video to learn how to build something than read text or listen to audio about it and 63% would rather watch a video to learn how to cook something.

The piece also indicates that U.S. video viewers find YouTube to be the preferred video platform (big surprise there) with the best shopping-related content, instructional videos, unboxing videos and product reviews. This same article cites a different study that found that “YouTube’s influence cuts down the average online U.S. video shopper’s journey by six days.” **GP**