



CONSUMER TRENDS

ANTICIPATING GENERATION ALPHA



ANTICIPATING GENERATION ALPHA

ABOUT THE REPORT

NUMERATOR'S ANTICIPATING GENERATION ALPHA report offers insight into the most recent generation of consumers: Gen Alpha.

Numerator estimates the generation to be worth over \$28 billion in direct spending, with billions more through indirect spending. As Gen Alpha grows up, brands and retailers will need to discover how to engage with them.

Utilizing Numerator's omnichannel capabilities to capture purchase data and attitudinal data, Gen Alpha households include any household with a child under the age of 15. Survey questions were answered by the parent or guardian of the child(ren).

Survey fielding occurred in March 2024 with all consumer purchase data looking at the 12 months ending 1/31/2024.



Three Central Tenets for Gen Alpha

ALPHA AMPLIFIED



The time to know Gen Alpha is now. Gen Alpha is already contributing to spending in the US, both directly and indirectly across all categories.

PARENTAL PREFERENCE



With parents calling the shots for many purchases, their brand, retailer and other preferences influence what their child is exposed to.

DIGITAL DIGEST



Gen Z social plays cannot be the same for Gen Alpha. Gen Alpha showcase different engagement with social media requiring ads to be updated.



 Numerator

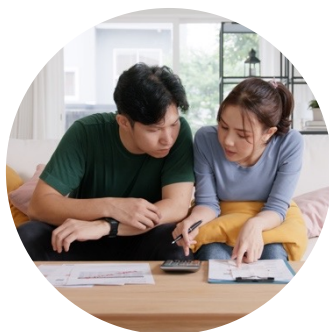
GENERATION ALPHA

Alpha Amplified

Gen Alpha parents have more money, but their dollars are stretched across more people which limits their child's influence.

INCOME PROFILE OF GEN ALPHA HOUSEHOLDS Latest 12 Months Ending 1/31/2024 | Indexed to Total US

HIGHER INCOME



37% are \$125K income households | 131 index

FOUR MEMBER HOME



65% are Married | 129 index
34% are 4 person households | 270 index

LOWER PURCHASE POWER

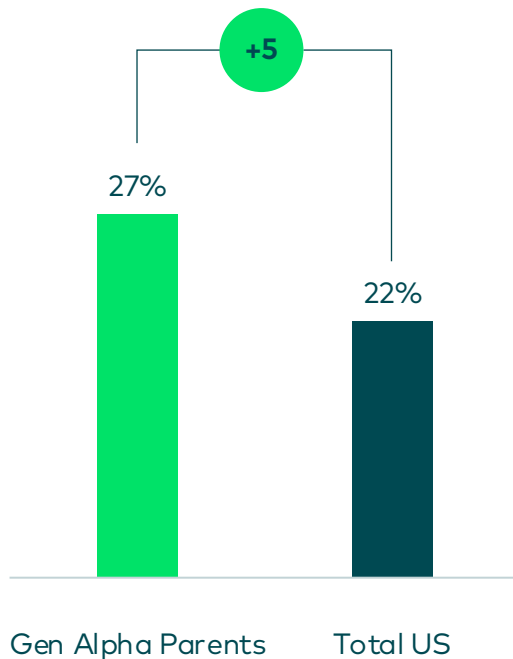


41% more likely to be in the bottom 10th percentile of purchasing power

However, Gen Alpha parents are feeling more positive about their financial situation this year and the year to come.

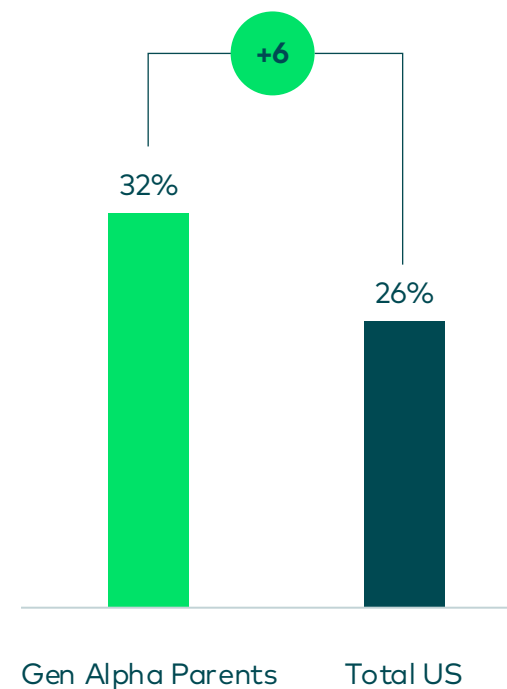
FINANCIAL SITUATION IS BETTER THIS YEAR VS LAST YEAR

% of Respondents

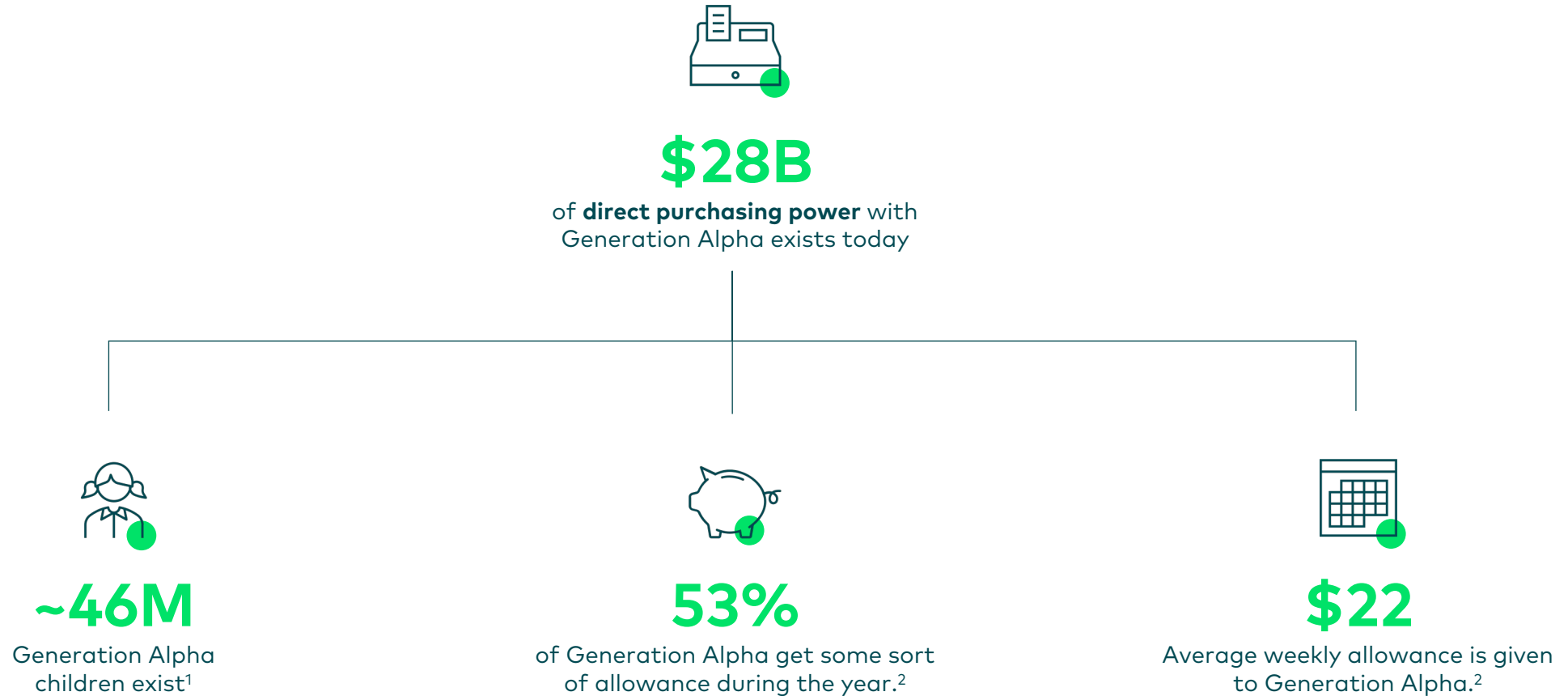


FINANCIAL SITUATION WILL BE BETTER IN THE NEXT YEAR VS THIS YEAR

% of Respondents



Gen Alpha has an estimated ~\$28 billion in direct purchasing power.



Source: ¹ US Census via [eMarketer](#)

² Numerator | Gen Alpha Parents n=2067 | Q. How often do you give your [age] year-old an allowance for personal spending or personal saving?

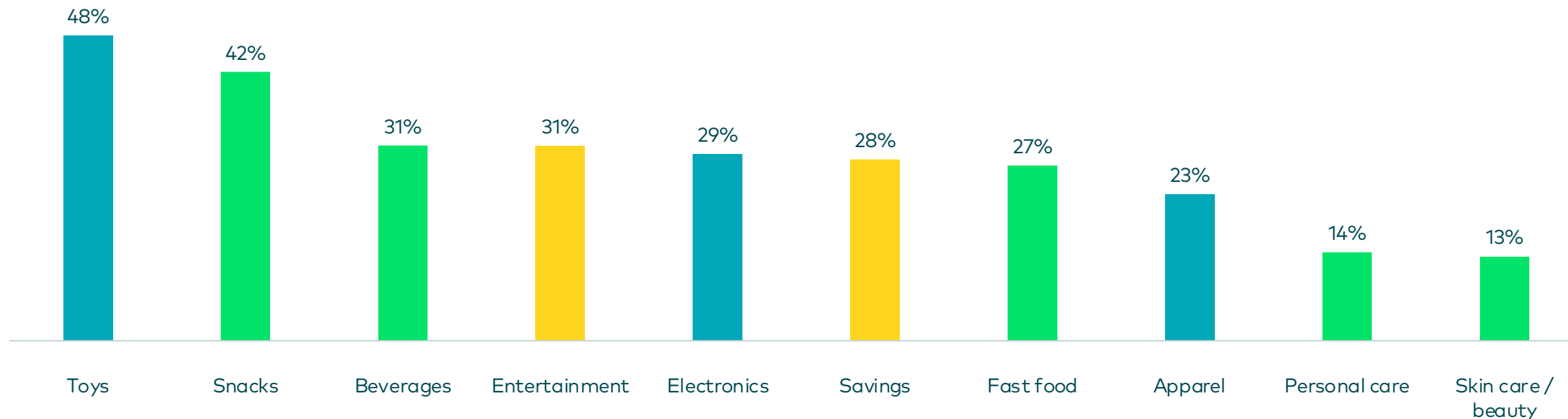
³ Numerator | Gen Alpha Parents n=2067 | Q. How much money does your [age] year-old receive as a [daily, weekly, monthly] allowance [during the year]?

Gen Alpha's direct spending is spread across consumables and durables.

PRODUCTS PURCHASED BY GEN ALPHA USING PERSONAL ALLOWANCE

% of Respondents | Showing Top 10 Responses

■ General Merchandise ■ Consumables ■ Others



Spending on food, services and durables becomes more important as Gen Alpha grows up.

PRODUCTS PURCHASED BY GEN ALPHA USING PERSONAL ALLOWANCE BY AGE RANGE

% of Respondents | Showing Top 10 Responses

■ Increase Rank Compared to Prior Age Group
 ■ Stayed the Same
 ■ Decreased Rank

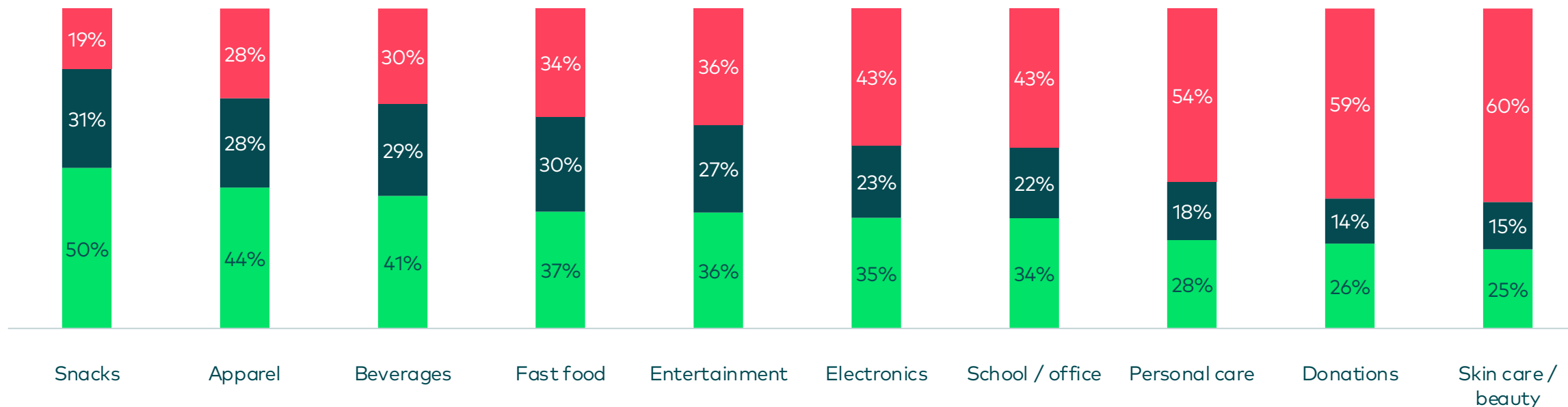
Rank	1-5 Years	6-10 Years	11-14 Years
1	Toys	Toys	Snacks
2	Snacks	Snacks	Beverages
3	Savings	Savings	Entertainment
4	Beverages	Entertainment	Electronics
5	Apparel	Electronics	Fast food
6	Fast food	Beverages	Apparel
7	Entertainment	Fast food	Toys
8	Electronics	Apparel	Savings
9	Charitable donations	Personal care	Personal care
10	School/Office	Skin Care/Beauty	Skin Care/Beauty

Gen Alpha can also influence indirect spending as most will have some level independence for the products they want.

GEN ALPHA'S LEVEL OF INDEPENDENCE WHEN CHOOSING PRODUCT

Among those where category is applicable | % of Respondents | Showing Top 10 Responses

■ Usually / Always
 ■ About half of the time
 ■ Rarely / Never



Source: Numerator | Gen Alpha Parents n=2067
 Q. How often do you let your [age] year-old independently choose the following products?

Categories that overindex in households with Gen Alpha children could be the most impacted by Gen Alpha's indirect spending.

TOP OVERINDEXED CATEGORIES AMONG GEN ALPHA HOUSEHOLD
 Indexed to Total US | Limited to Categories with HHs with Gen Alpha Penetration > 10%

Grocery



Cookie & Gingerbread Kits



Meal Combo-Kids



Yogurt Covered Snacks

Health & Beauty



Children's Vitamins & Supplements



Tampons & Pads



Skin Care Sets

Electronics



Video Games (Consoles, Accessories)

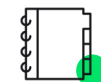


Headphones

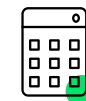


Tablets

Office Supplies



Binders



Calculators



Binder Supplies

Toys



Slime & Putty



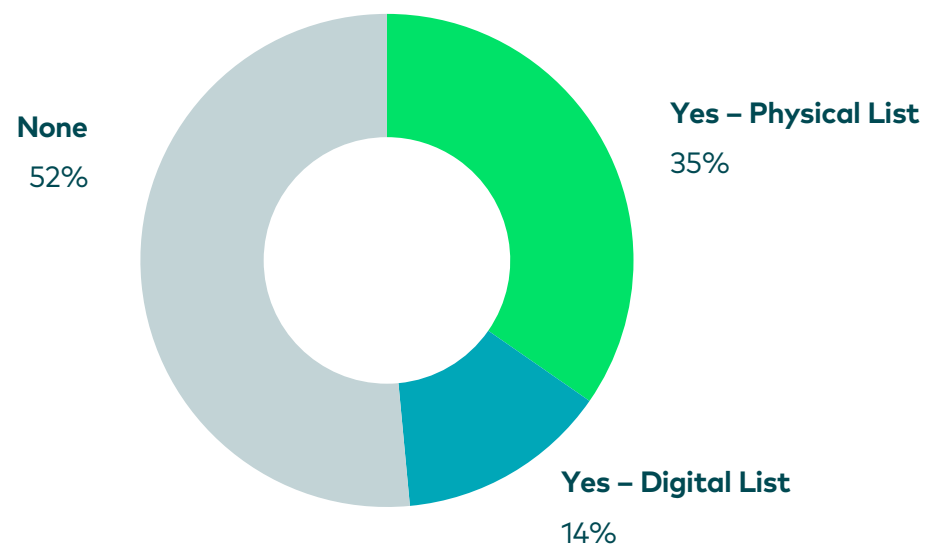
Figure Playsets



Doll Accessories

And Gen Alpha's influence on indirect spending can happen regardless of whether they are in the store or not.

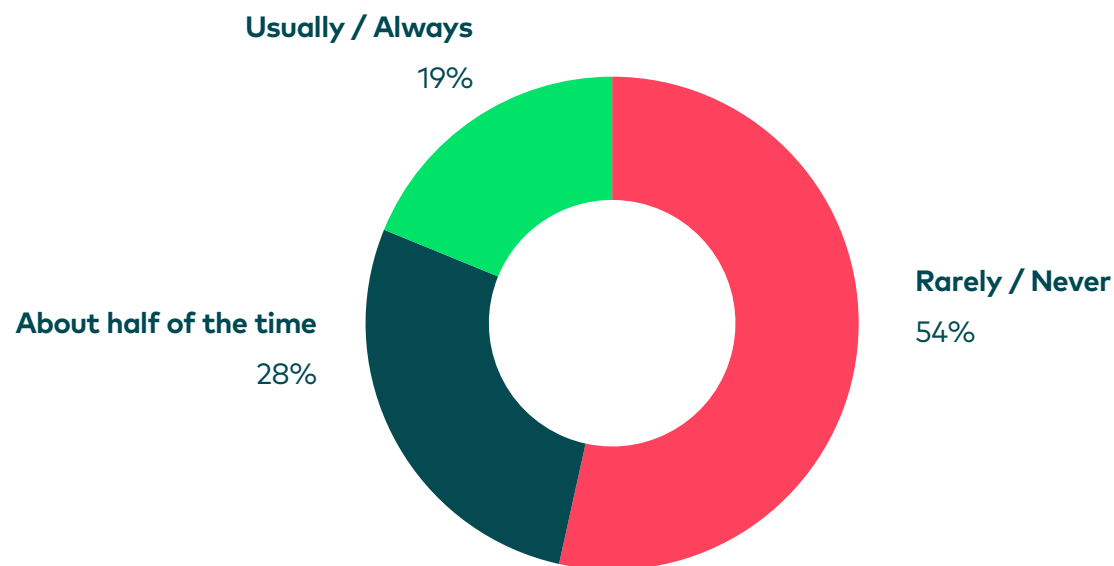
SHARED SHOPPING LIST IN GEN ALPHA HOUSEHOLD
% of Respondents



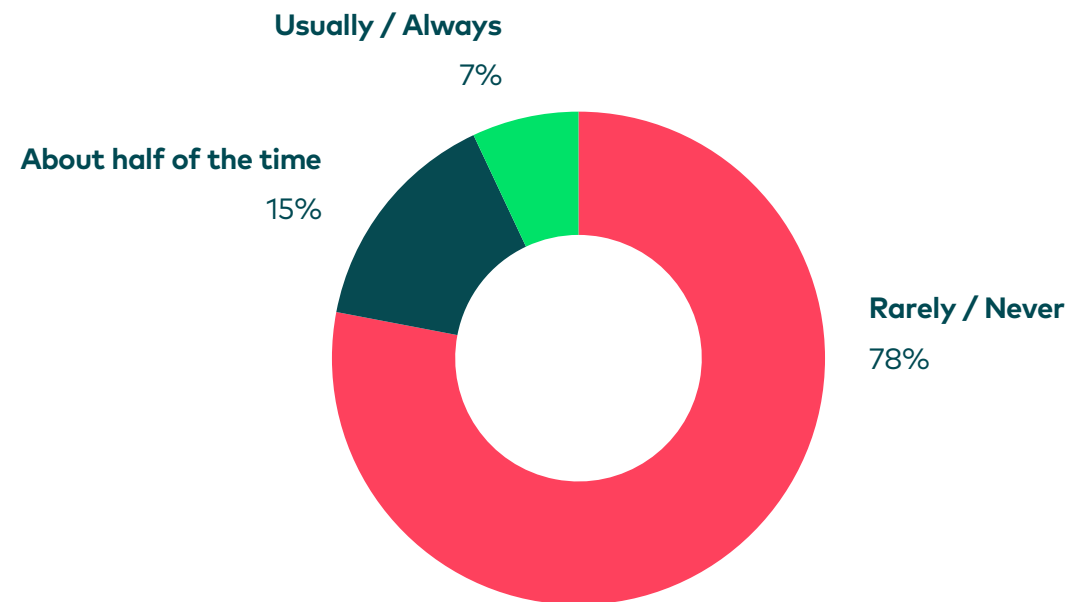
Shelf displays and in-store promotions are crucial in capturing the attention of Gen Alpha as decision making happens in the store.

FREQUENCY OF GEN ALPHA PARENTS LETTING CHILDREN SHOP INDEPENDENTLY
% of Respondents

IN-STORE



ONLINE



Source: Numerator | Gen Alpha Parents n=2067

Q. When your [age] year-old accompanies you to the store, how often do you allow them to shop for items independently?

Q. How often do your [age] year-old shop online for items independently?



 Numerator

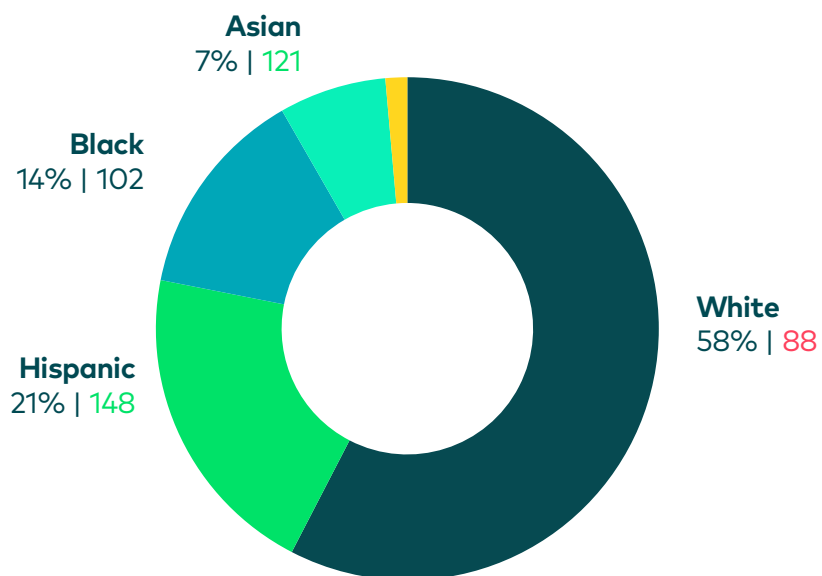
GENERATION ALPHA

Parental Preference

Gen Alpha children are being raised in more diverse homes and are more likely to have foreign-born parents.

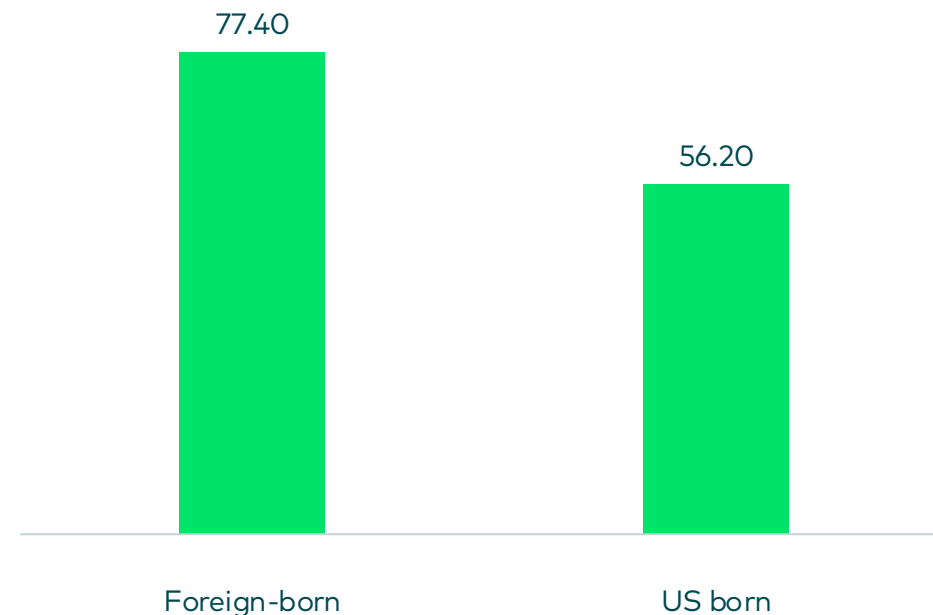
HOUSEHOLDS WITH GEN ALPHA ETHNICITY

% of Households | Index to Total US
Latest 12 Months Ending 1/31/2024



US FERTILITY RATE BY MOTHER'S NATIVITY

Births per 1,000 women ages 15 to 44 | Year 2017



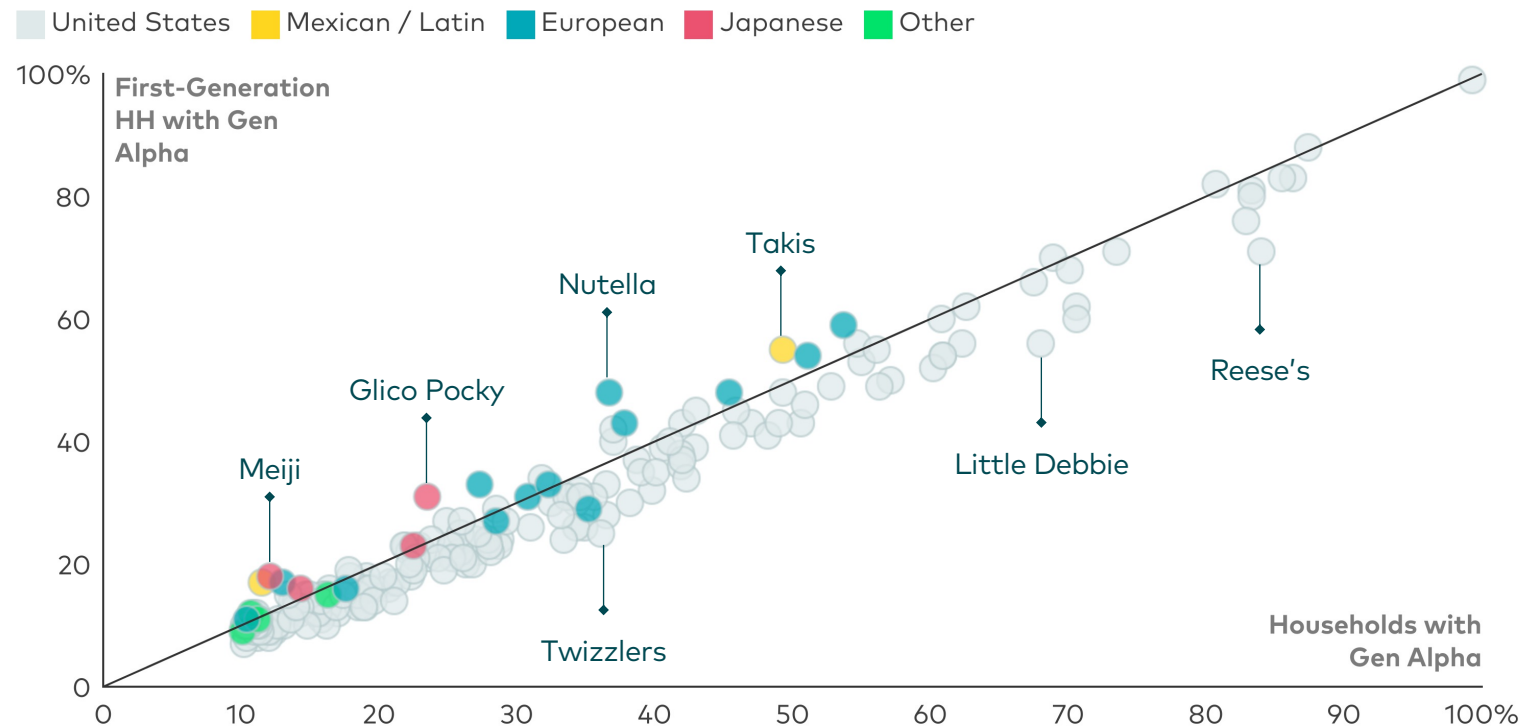
Source: Left: Numerator | Gen Alpha Parents n=36,182

Right: Pew Research Center analysis of National Center for Health Statistics, 2000 decennial census data and 2007-2017 American Community Survey data (IPUMS).

Bringing global products into the US market will be important for Gen Alpha given the brands they are growing up with.

FIRST-GENERATION HOUSEHOLDS WITH GEN ALPHA INDEX TO TOTAL HOUSEHOLDS GEN ALPHA

Snack & Candy Brands % Relative Penetration by Country Association | Latest 12 Months Ending 1/31/2024



Global food brands offer unique flavors and consistent quality.

SELECT OVERINDEXING BRANDS AMONG FIRST-GENERATION HOUSEHOLDS WITH GEN ALPHA

Latest 12 Months Ending 1/31/2024



Meiji Hello Panda

Cookie with crème filling from Japan

Consumers say they appreciate its distinct characteristic and **unique chocolate-filled** cookie experience.



Barcel Takis

Flavored rolled tortilla chips from Mexico

Most consumers are likely to recommend Barcel Takis, especially the Fuego variety, to friends and family. The key factors driving purchases include **good product quality**, previous positive experiences, and the **unique spicy flavor** they offer.



Ferrero Nutella

Hazelnut spread originating from Italy

People overwhelmingly enjoy Nutella for its unique and **superior taste** compared to other chocolate spreads. Most consumers specifically seek out Nutella for purchase, consider it crucial to their shopping, and would likely recommend it to others.



Glico Pocky

Biscuit sticks dipped in chocolate from Japan

People generally feel positive about Glico Pocky, with **the quality** being a major reason they buy it. Most purchase it regularly and are likely to recommend it. Essential for a good number of shoppers, the brand is their go-to when buying packaged cookies.

And it is not just in food, health & beauty is also experiencing pockets of brand globalization.

SELECT OVERINDEXING BRANDS AMONG FIRST-GENERATION HOUSEHOLDS WITH GEN ALPHA

Latest 12 Months Ending 1/31/2024



SHISEIDO CO.
128 Index

Shiseido is the largest personal care and makeup manufacturer in Japan. Many products Shiseido offers fall under prestige pricing.



PICOT
222 Index

Picot is an effervescent / antacid like Alka-Seltzer. Produced by Bristol-Myers Squibb, the brand is primarily known in Mexico, with the majority of households purchasing the brand at Walmart in the south census region.



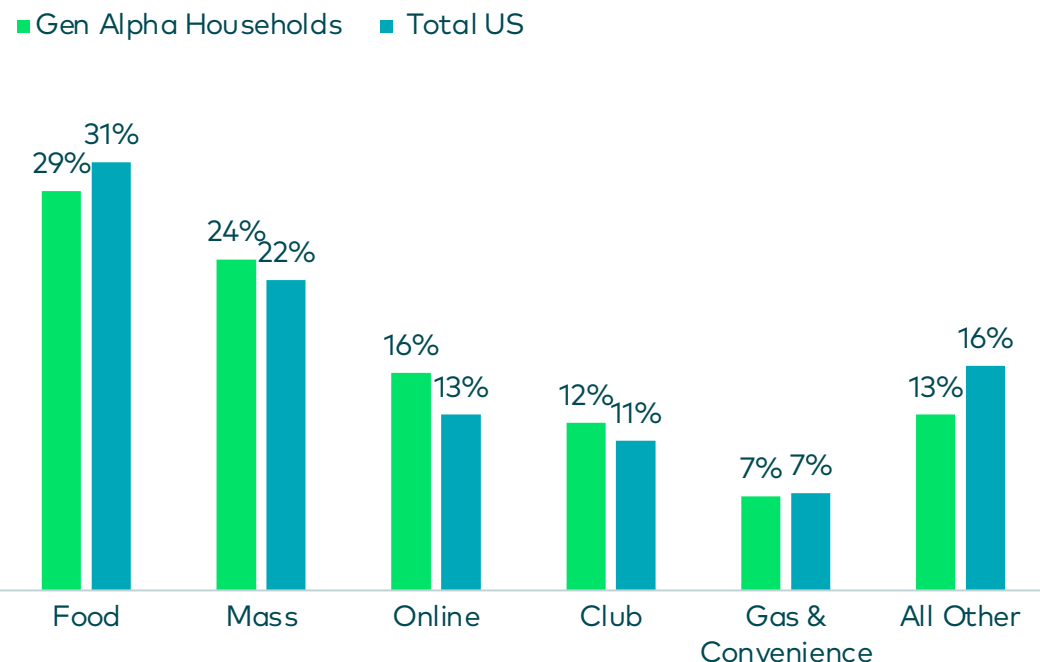
SALONPAS
138 Index

Salonpas is a personal health care brand known for its pain relieving patches created by Hisamitsu in Japan. Salonpas shoppers are twice as likely to be Asian.

Gen Alpha homes skew towards mass & online, but they also diversify spending to emerging retailers.

CHANNEL SHARE OF WALLET BY SHOPPER GROUP

Total CPG | Latest 12 Months Ending 1/31/2024



SELECT OVERINDEXED RETAILERS AMONG GEN ALPHA HOMES

Total CPG | Latest 12 Months Ending 1/31/2024



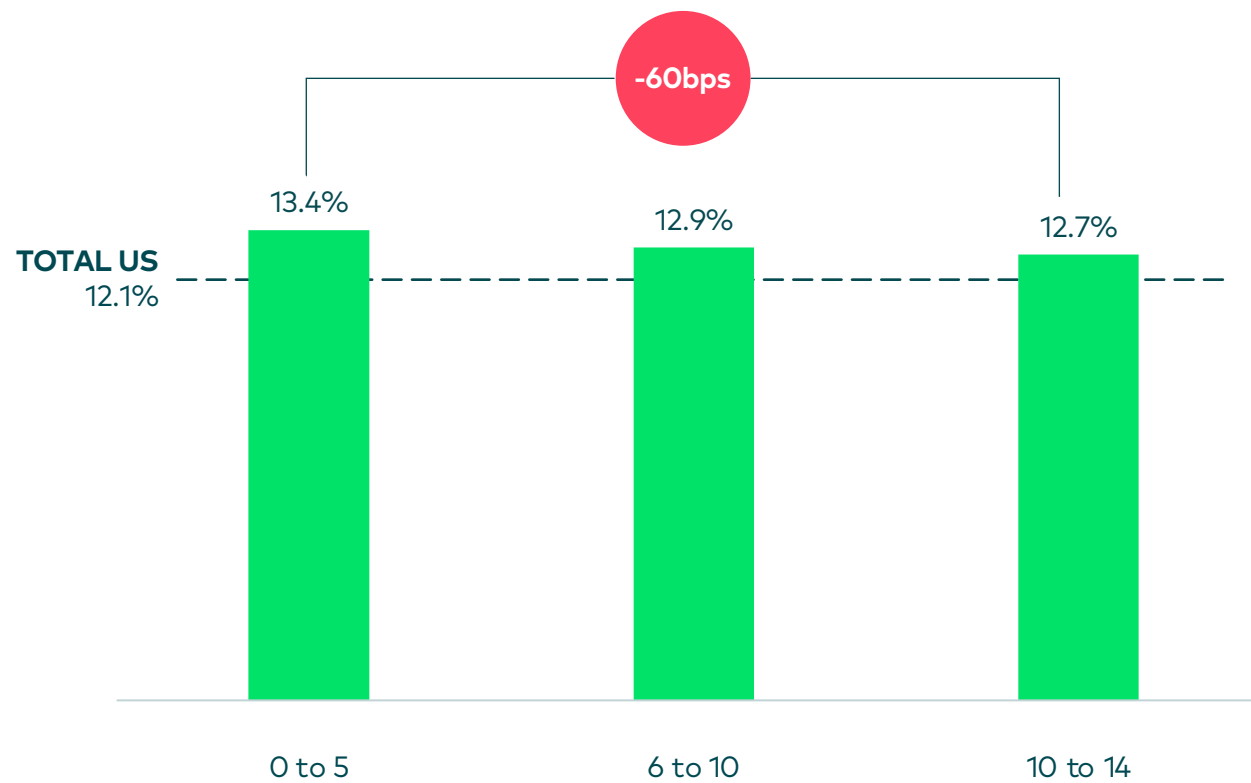
Five Below is a discount retail store chain offering a variety of products, all priced at \$5 or below. **Over 30%** of Gen Alpha households shop at Five Below (2x higher than total US), highlighting its appeal to younger, cash-strapped families.



H-Mart is a prominent Asian-American grocery store chain, renowned for its extensive range of Asian food products and fresh ingredients. Compared to Total US, **Gen Alpha households are 21% more likely** to shop at H-Mart.

Private label is more prominent among Gen Alpha's parents but diminishes as children age— where brands can take a stake of share.

PRIVATE LABEL SHARE AMONG GEN ALPHA AGE
 Total Store | % of Spend | Latest 12 Months Ending 1/31/2024



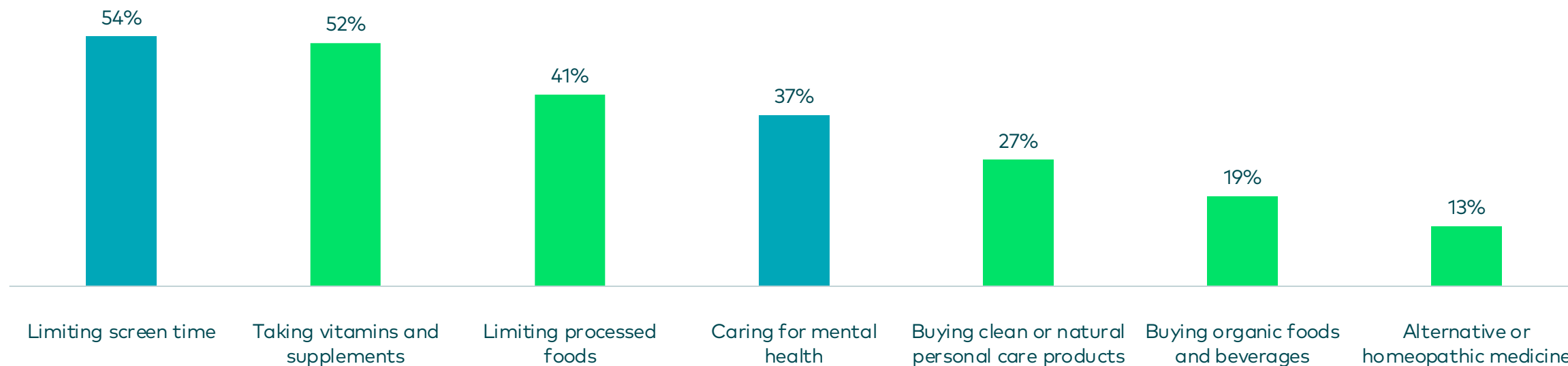
Source: Numerator | Gen Alpha Parents n=36,182

Additionally, Gen Alpha's parents have many priorities around health.

HEALTH TRENDS PARENTS FOLLOW FOR THEIR GEN ALPHA CHILDREN

% of Respondents

■ Mental Health ■ Physical Health



Source: Numerator | Gen Alpha Parents n=2067

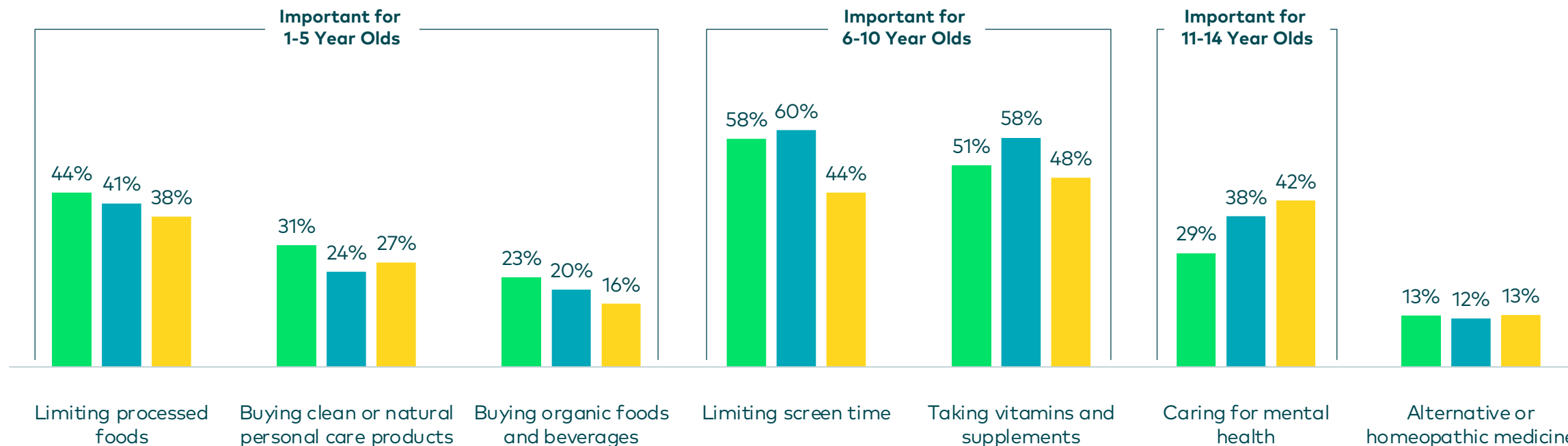
Q. Which of the following health trends do you follow for your [age] year old?

Brands must identify which life stages to focus on as health priorities change based on how old Gen Alpha is...

HEALTH TRENDS PARENTS FOLLOW FOR THEIR GEN ALPHA CHILDREN BY AGE RANGE

% of Respondents

■ 1-5 ■ 6-10 ■ 11-14



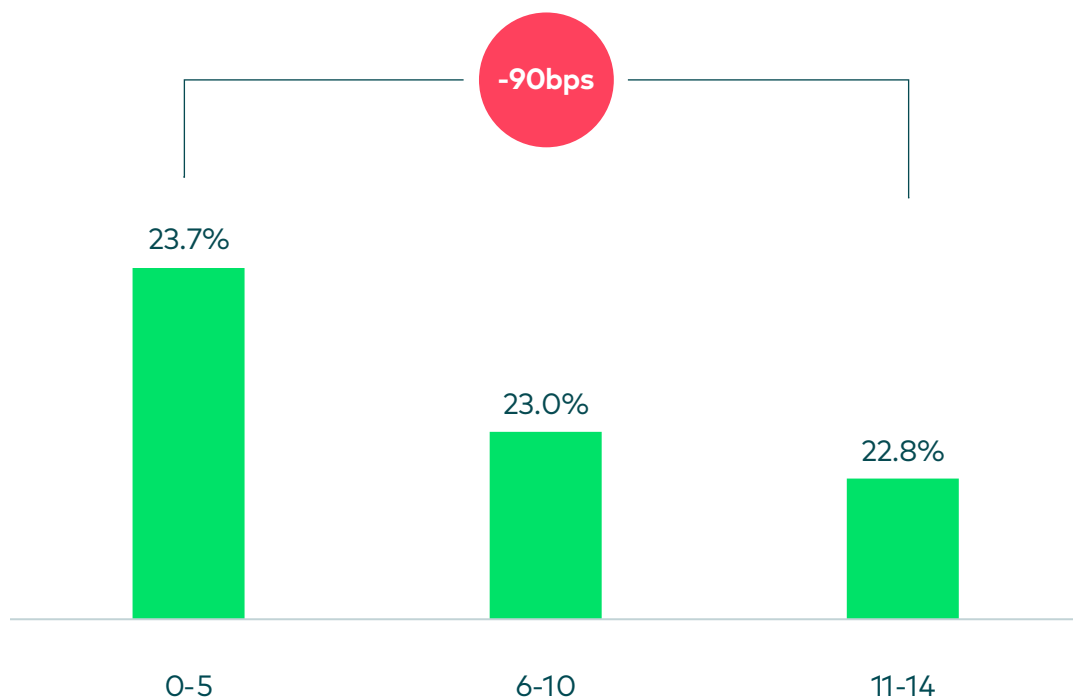
Source: Numerator | Gen Alpha Parents n=2067

Q. Which of the following health trends do you follow for your [age] year old?

As purchasing behaviors reflect parental sentiment.

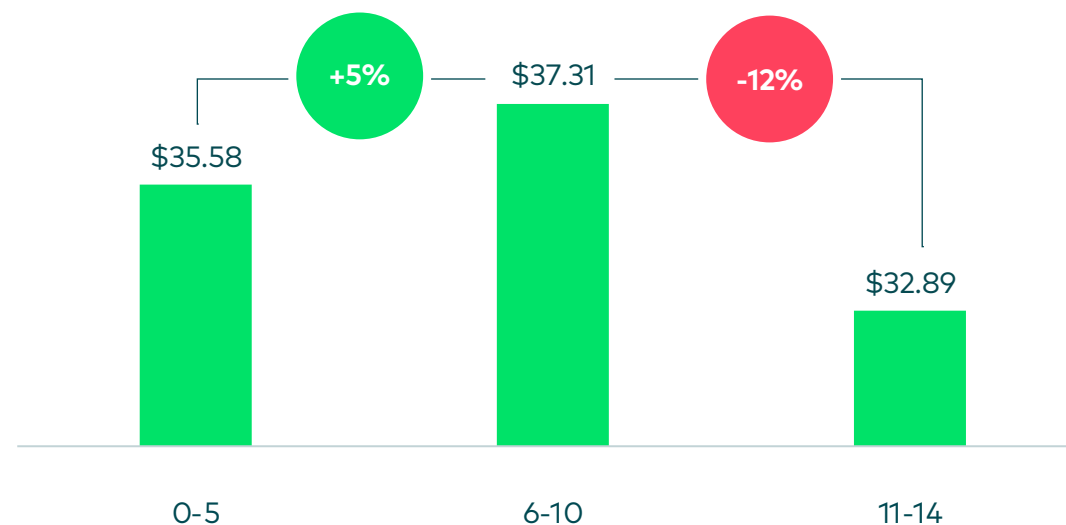
SHARE OF SPENDING PERIMETER / FRESH SPENDING BY AGE GROUP

% of Spend | Total Grocery | Latest 12 Months Ending 1/31/2024



CHILDREN'S VITAMINS & SUPPLEMENTS BUY RATE BY AGE GROUP

\$ USD | Latest 12 Months Ending 1/31/2024



Source: Numerator | Gen Alpha Parents n=2067
 Q. Which of the following health trends do you follow for your [age] year old?



 Numerator

GENERATION ALPHA

Digital Digest

7 in 10 Gen Alpha children have already been influenced by advertising— with over half of Gen Alpha asking by age 6.

69%

of Gen Alpha children have requested **something they saw on an advertisement.**

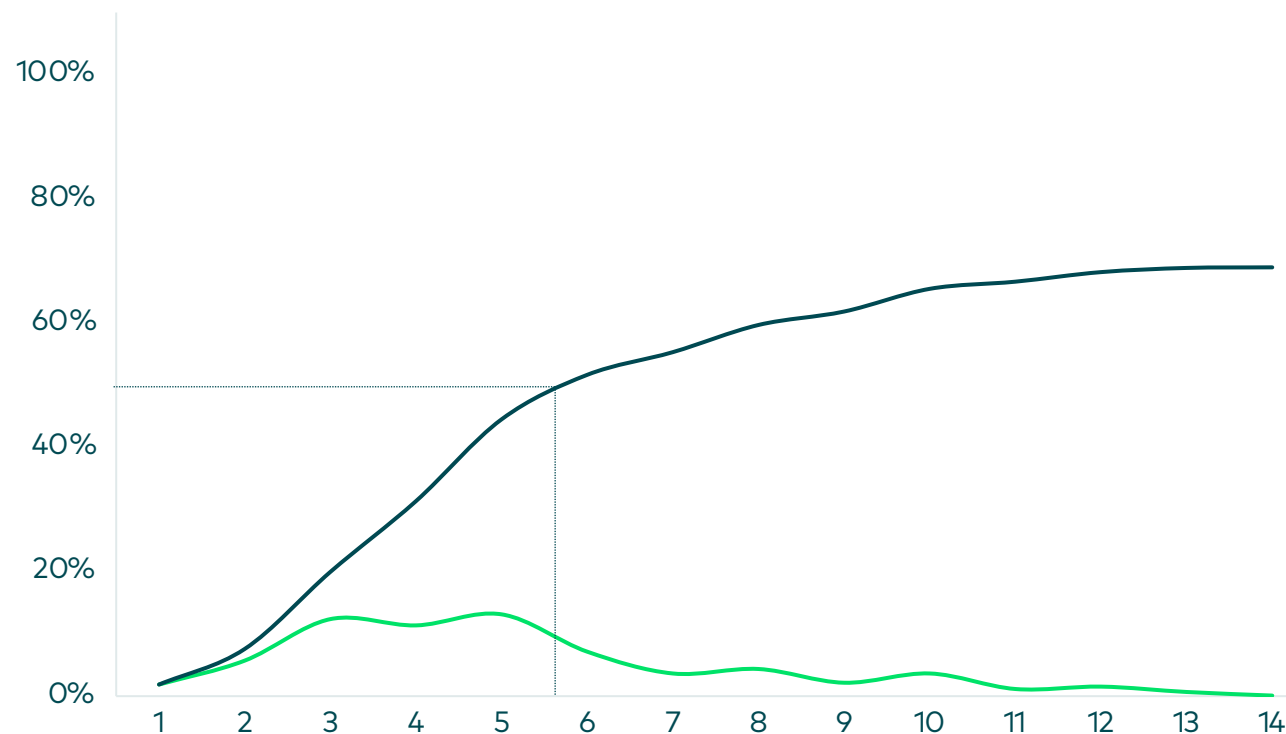
50%

of Gen Alpha will have asked for something **before age 6.**

AGE WHEN CHILD REQUEST SOMETHING THEY SAW ON AN ADVERTISEMENT

% of Respondents

— Discrete — Cummulative



Source: Numerator | Gen Alpha Parents n=2067

Q. Using your best estimate, how old was your [age] year-old when they first asked for something they saw on an advertisement?

And the sources of advertising influence varies by life stage, with social media, friends and family growing in importance.

SOURCES OF LEARNING ABOUT NEW PRODUCTS

% of Respondents | Excluding None of the Above

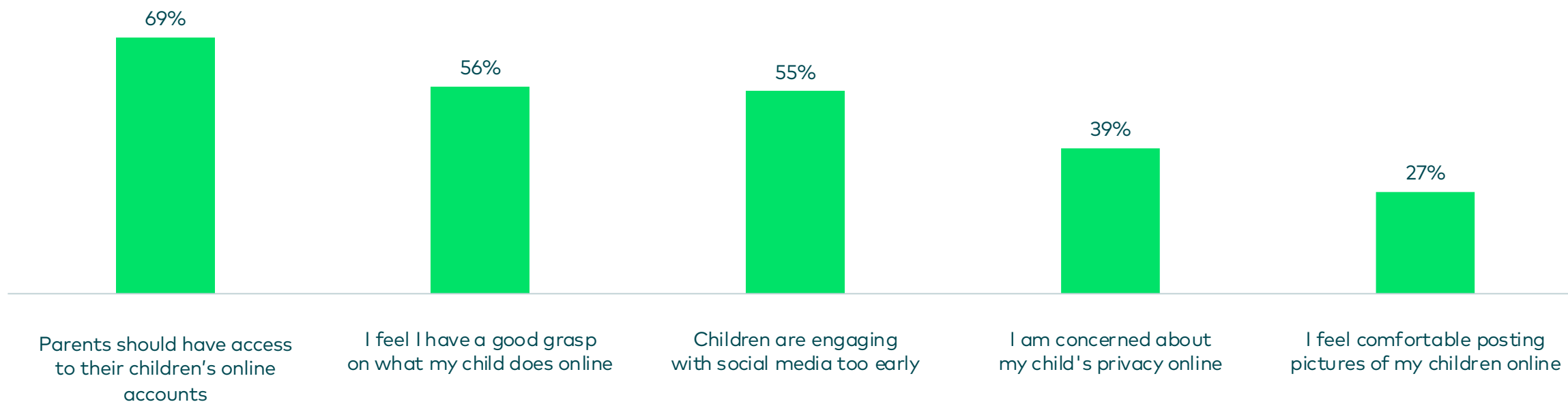
■ Increase Rank Compared to Prior Age Group
 ■ Stayed the Same
 ■ Decreased Rank

Rank	1-5 Years	6-10 Years	11-14 Years
1	Walking through the store	Friends	Friends
2	Family members	Television commercials	Influencers
3	Television commercials	Family members	Family members
4	Friends	Walking through the store	Social media ads
5	In-store ads	Influencers	Walking through the store
6	Social media ads	In-store ads	Television commercials
7	Influencers	Social media ads	Surfing online
8	Surfing online	Surfing online	In-store ads

Knowing the digital footprint of Gen Alpha is a hot topic among parents– who show concern for their child's privacy.

ONLINE SENTIMENTS AMONG GEN ALPHA PARENTS

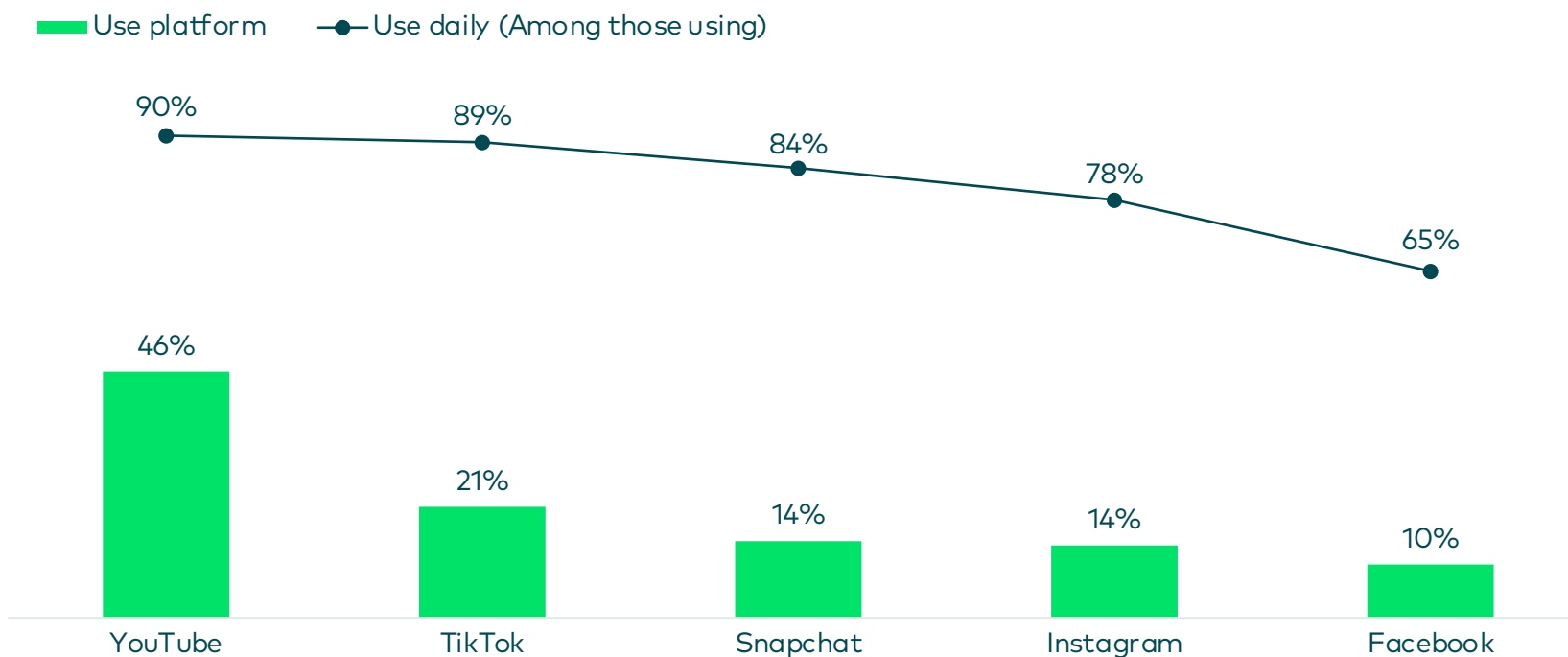
% of Respondents



Video-centric social media shows the highest penetration among Gen Alpha today with nearly all users using the platform daily.

SOCIAL MEDIA USAGE

% of Respondents | Showing Responses >10%



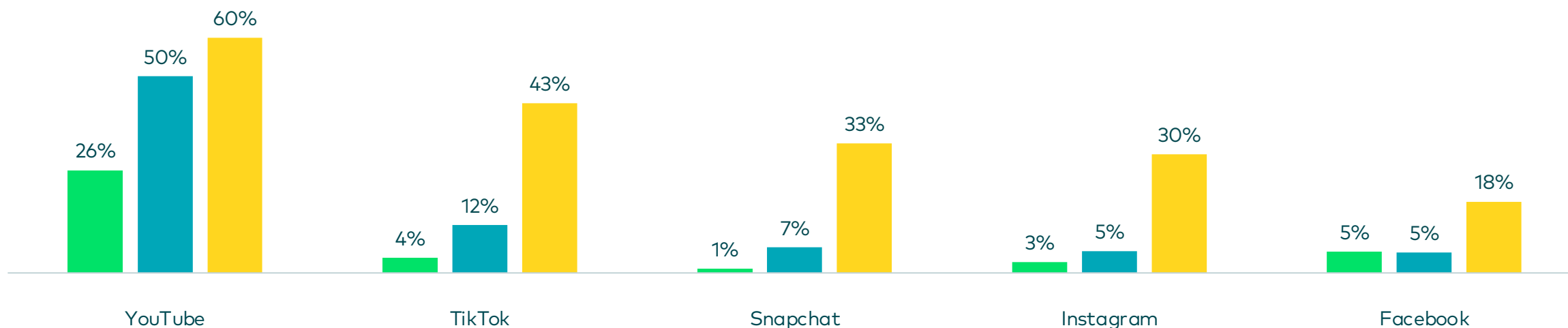
Source: Numerator | Gen Alpha Parents n=2067
 Q. What social media apps does your [age] year-old use?
 Q. How much time does your [age] year-old spend on the following app(s) and device(s) daily?

However, social media adoption among Gen Alpha today is heavily driven by tweens.

SOCIAL MEDIA USAGE BY AGE RANGE

% of Respondents | Showing Responses > 10%

■ 1-5 ■ 6-10 ■ 11-14



Brands will need to plan their advertising spend by generation as social media platform usage varies.

SOCIAL MEDIA USAGE RANKING

% of Respondents | Showing Top 5 Excluding YouTube¹

■ Increase Rank Compared to Prior Age Group
 ■ Stayed the Same
 ■ Decreased Rank

Rank	Gen Alpha	Gen Z	Millennials
1	TikTok	Instagram	Facebook
2	Snapchat	Facebook	Instagram
3	Instagram	Snapchat	Pinterest
4	Facebook	TikTok	Snapchat
5	Pinterest	Pinterest	TikTok

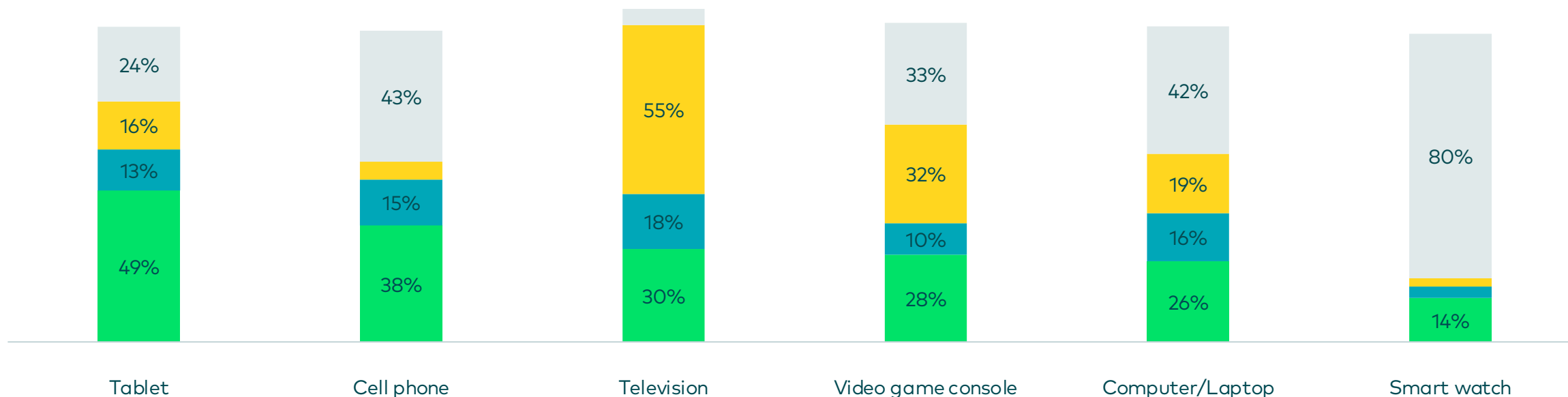
Source: Numerator | ¹YouTube was not asked of Gen Z and Millennials. YouTube is number 1 for Gen Alpha.
 Q. What social media apps does your [age] year-old use?

Creative development will need to evolve as Gen Alpha personally owns tablets and cellphones today over televisions and computers.

DEVICE USAGE BY AGE RANGE

% of Respondents

■ Personal device
 ■ Has access to/Shares my own device
 ■ Is shared across the household
 ■ They do not have access to this device



Source: Numerator | ¹Summation >100% due to question being multiple select. Data labels hidden for incidence <5%.
 Q. Which of the following electronic devices does your [age] year-old have primary access to?

Inspiration for Anticipating Gen Alpha.



START THINKING NOW

Although Gen Alpha may seem like a distant future, their spending is happening now. Brand leaders must prioritize understanding the direct and indirect spending among parents with Gen Alpha children and find ways to incorporate their brand across all life stages.

Use panel insights and sentiment data to understand core drivers among Gen Alpha parents and their households. Additionally, retailers and manufacturers should collaborate to discover the right shopper marketing activations to reach these parents. Brands like [Stanley and Lululemon](#) have already made an impact by resonating with Gen Alpha.



GLOBALIZING THE PORTFOLIO

Consumer goods must incorporate global products, as many Gen Alpha homes are first-generation. Manufacturers should identify emerging global brands for inspiration during long-range strategic planning.

This inspiration could involve finding the perfect brand for M&A or conducting concept testing for innovation within the existing portfolio. Retailers need to curate the right assortment to accommodate this emerging trend. They can draw inspiration from brands featured in [subscription snack boxes](#) like Bokksu or Universal Yums.



SOCIAL MAVENS

Gen Alpha tweens are driving today's social media usage, favoring platforms like YouTube, TikTok, and Snapchat, which differ significantly from those preferred by Gen Z and Millennials. They also mainly use portable devices such as tablets and cellphones to consume media.

Marketers and their creative agencies must learn to create marketing content formatted and distributed for these specific platforms and devices. Given current [government legislation potentially banning TikTok](#), consider diversifying your ad spend to reach a broader audience.

How Numerator helps brands grow with Gen Alpha.

PURCHASE-VERIFIED SURVEYS

To understand Gen Alpha homes in relation to your brand, many research vendors claim large sample sizes but need extensive filtering to identify actual brand buyers.

Numerator's purchase-verified surveys let consumer insights and retail teams directly reach known brand buyers through our customer and instant survey solutions.

[LEARN MORE](#)

IN-DEPTH DEMOGRAPHICS

Gen Alpha is highly globalized, making simple demographic cuts insufficient to understand their purchasing behaviors.

Numerator provides over 2,500 demographic and psychographic attributes, including ancestry and foreign-born generational status, allowing users to precisely filter purchasing and survey data.

[LEARN MORE](#)

ROBUST REPORTING & TRACKING

Numerator has over five years of historical purchase data across FMCG and general merchandise to easily understand Gen Alpha households.

All the purchasing and survey insights leveraged in our analysis come directly from our on-demand Numerator Insights platform and Instant Survey capabilities.

[LEARN MORE](#)



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