

How some brands/ retailers make all the right connections with GenZ?



Apolline Bellengier
Apolline Guilleman
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Blanche De Beaumont
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NOVEMBER 2025

**By 2030, Gen Z will represent 30% of
global consumers.**

*McKinsey & Company,
"True Gen: Generation Z and its implications for companies."*

The Gen Z paradox

WE CARE BUT WE CLICK

WHAT WE WANT

- Ethics
- Sobriety
- Positive Impact



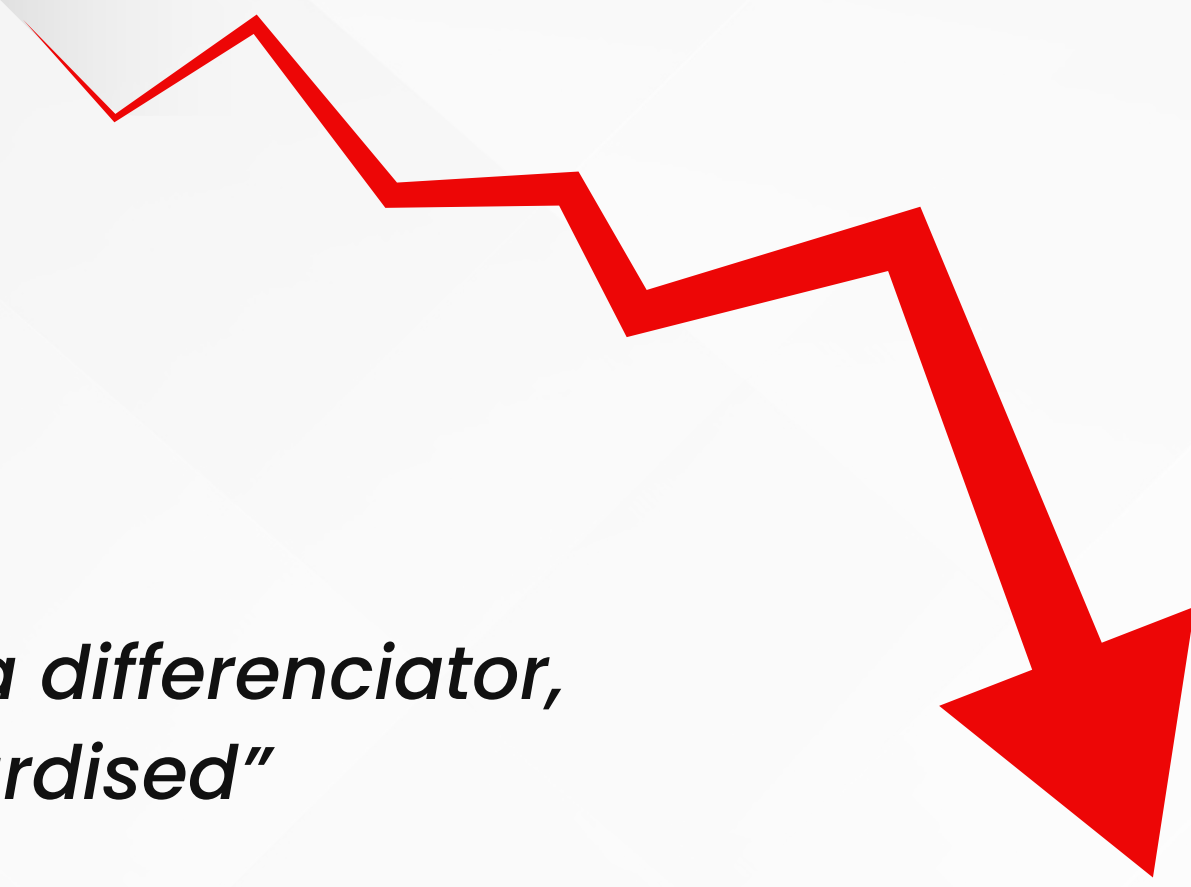
Vs

WHAT WE CLICK

- Fast trends
- Impulse
- Low-cost



LOW PRICE REFERENCE



*“Price is no longer a differentiator,
it is standardised”*

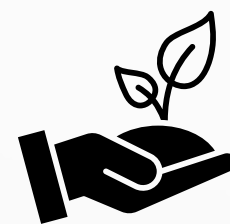
65%

**“GenZ compare prices
online before buying”**

Deloitte, 2023



LOW-COST STRATEGY



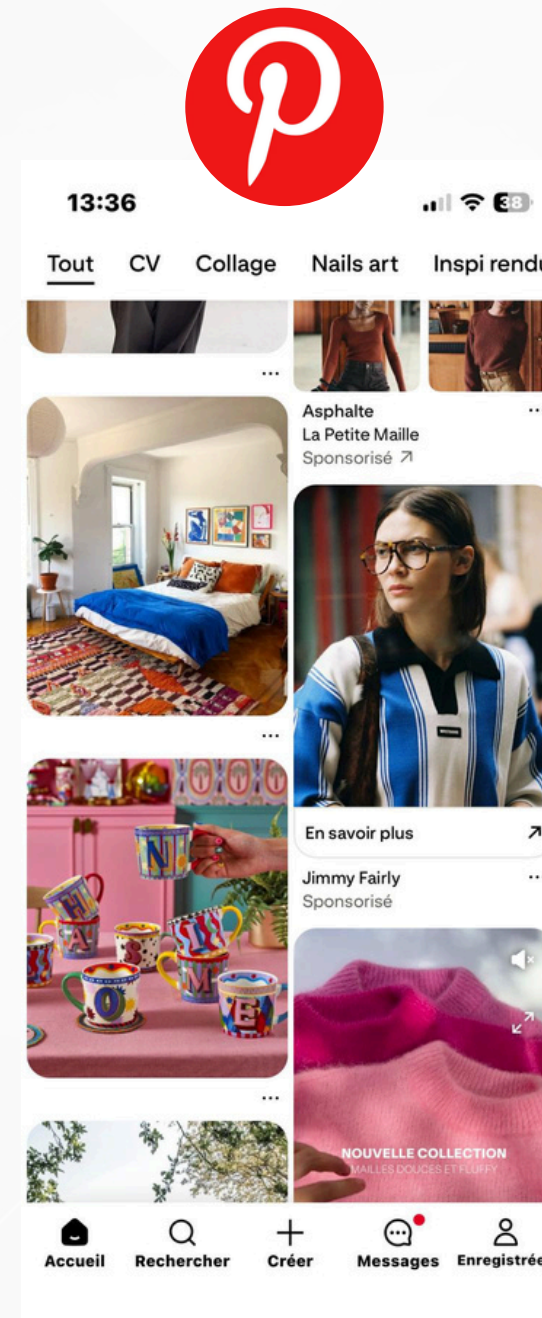
**DEVELOPMENT ETHICAL &
RESPONSIBLE BRANDS**



NEW PURCHASE VALUE

OUR DIGITAL LIFESTYLE

WE FOLLOW PEOPLE NOT BRANDS



- GenZ is sensible to their **lifestyle**
- Excessive use of social media

93%



OF MARKETERS USING **UGC** (USER GENERATED CONTENT) SEE BETTER PERFORMANCE THAN TRADITIONAL BRANDED CONTENT.

SOURCE : BILLO

GEOGRAPHIC DIFFERENCES



AMERICA

**Quantity over
quality**



EUROPE

**Second
hand**

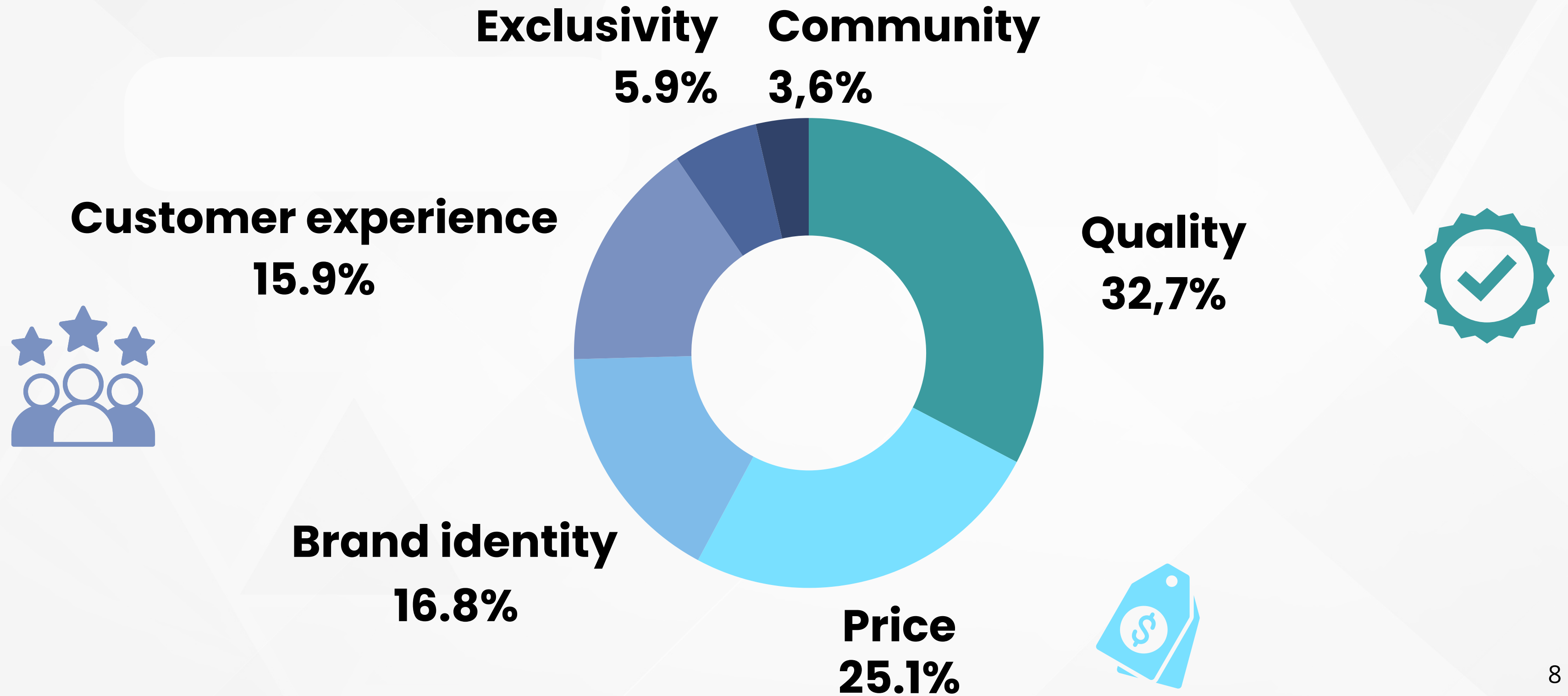


ASIA

**Celebrity
effect**

WHY BRANDS MOVE US ?

International ESSEC Survey



SOME BRANDS HAVE ALREADY STARTED THE MOOVE

International ESSEC Survey

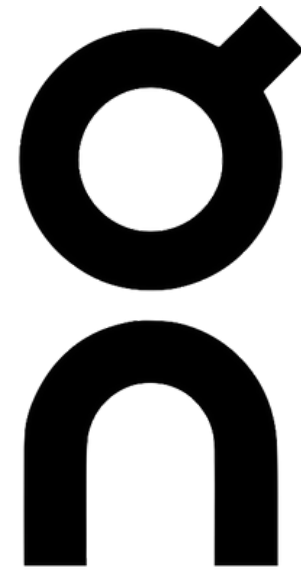
Shop guilt-free



- Plurality of domains
- Monetize purchase

RETAIL CHAINS THAT **TALK TO US**

International ESSEC Survey and research



RETAIL CHAINS THAT INSPIRE US

International ESSEC Survey and research



"Brands seek to create communities"

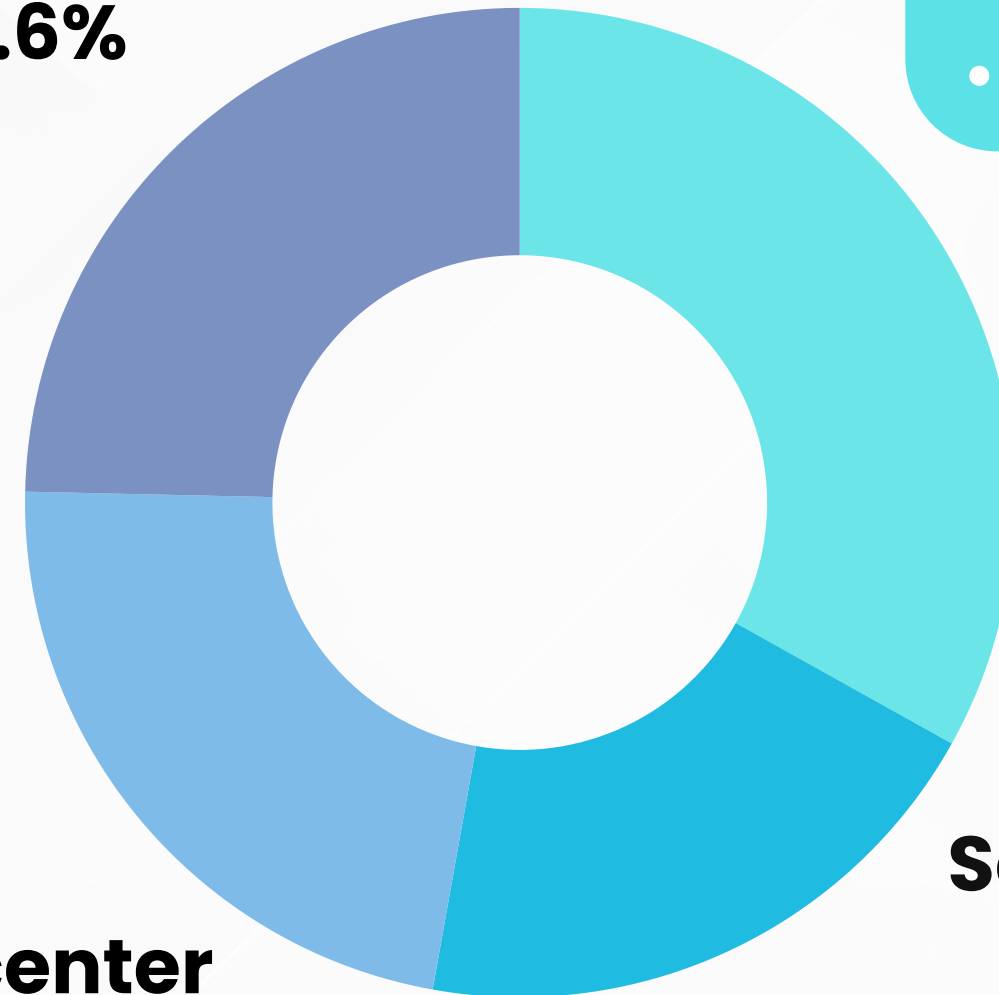
THE GEN Z MINDSET

International ESSEC Survey

Retail Store
24.6%

- Greater choice
- Discovering new retail chains

- Attractive price, promotions & products
- Social media advertising & trends



Online
33.1%

Second-hand
19.7%

53%

Shopping center
22.5%

- Unique items or products
- Ethical & responsible purchase

- Try & buy without waiting
- Immersive experience

THE TIME HAS ALREADY CHANGED

60% of international ESSEC survey are not comfortable with actual shopping

✓ **DIVERSITY**

✓ **SOCIAL CONNEXION**

✓ **ETHICS BUT LOW PRICE**

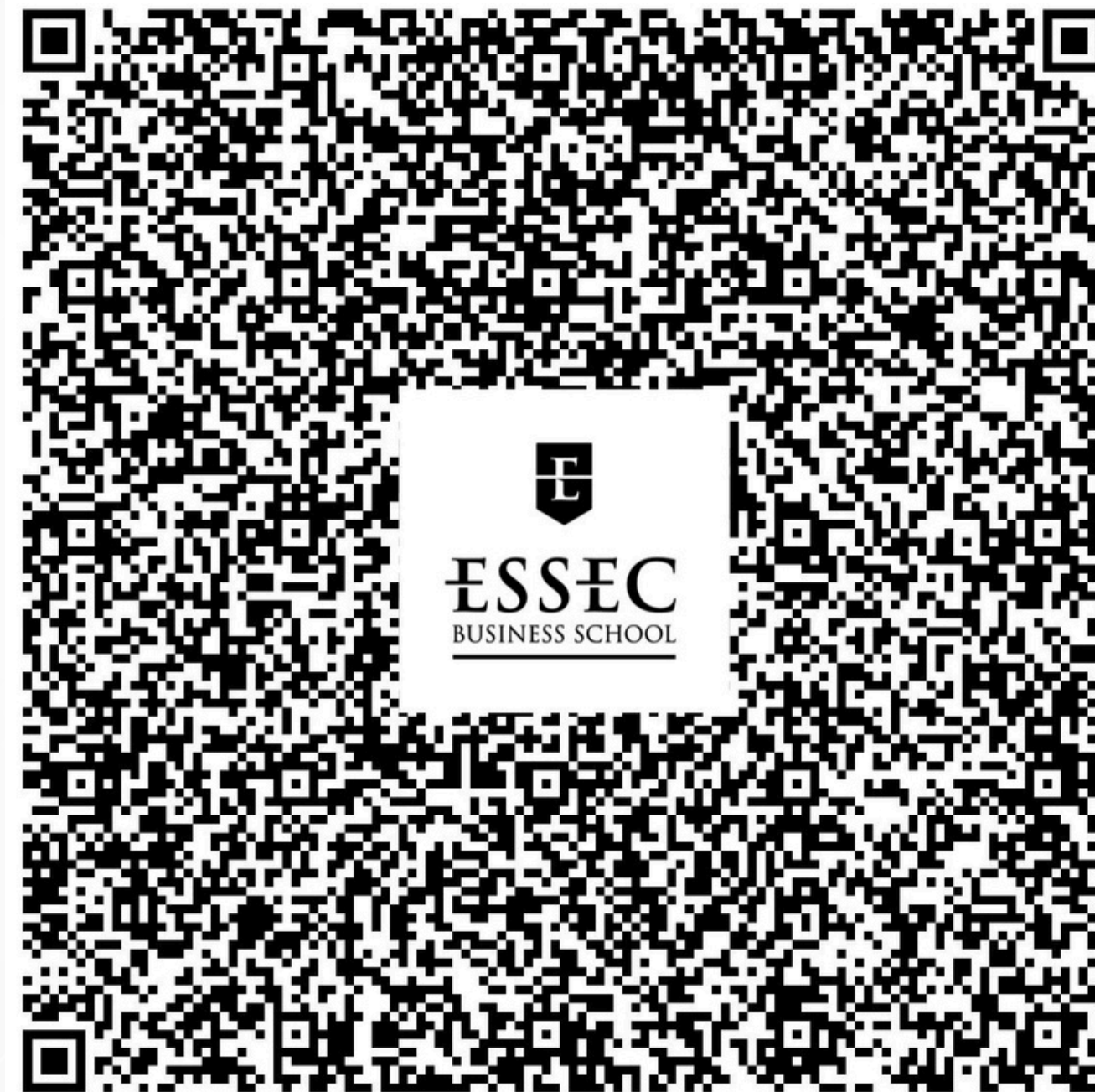
✓ **QUALITY**

Conclusion

HOW WILL BRANDS AND
RETAIL CHAINS ADAPT TO
THE MULTIPLE DIVERSITY
OF OUR GENERATION TO BE
LOVED BY THE MAJORITY ?

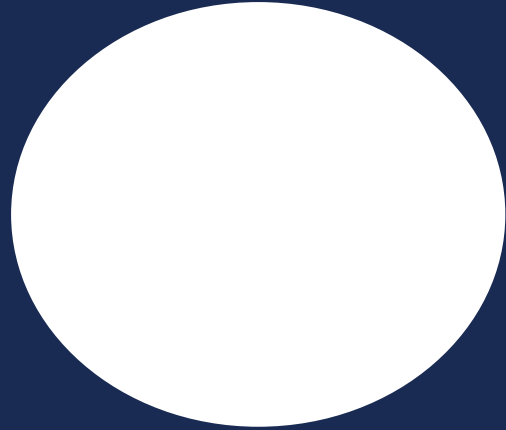
THANK YOU !

International ESSEC Survey Report :



MAPIC Conference 2025

Which in-store experience for digitally native GenZ?



Generation Z

About me

- Born between 1997 and 2012
- Aged between 13–28
- Represent ~30% of the global population
- First fully digital-native generation
- Value authenticity, diversity, and purpose

Who are Gen Z and what excites them?



Drivers of shopping behaviors

- Blend of online & offline experiences
- Social interaction and shareable moments
- Sustainability and ethical responsibility
- Personalization and self-expression

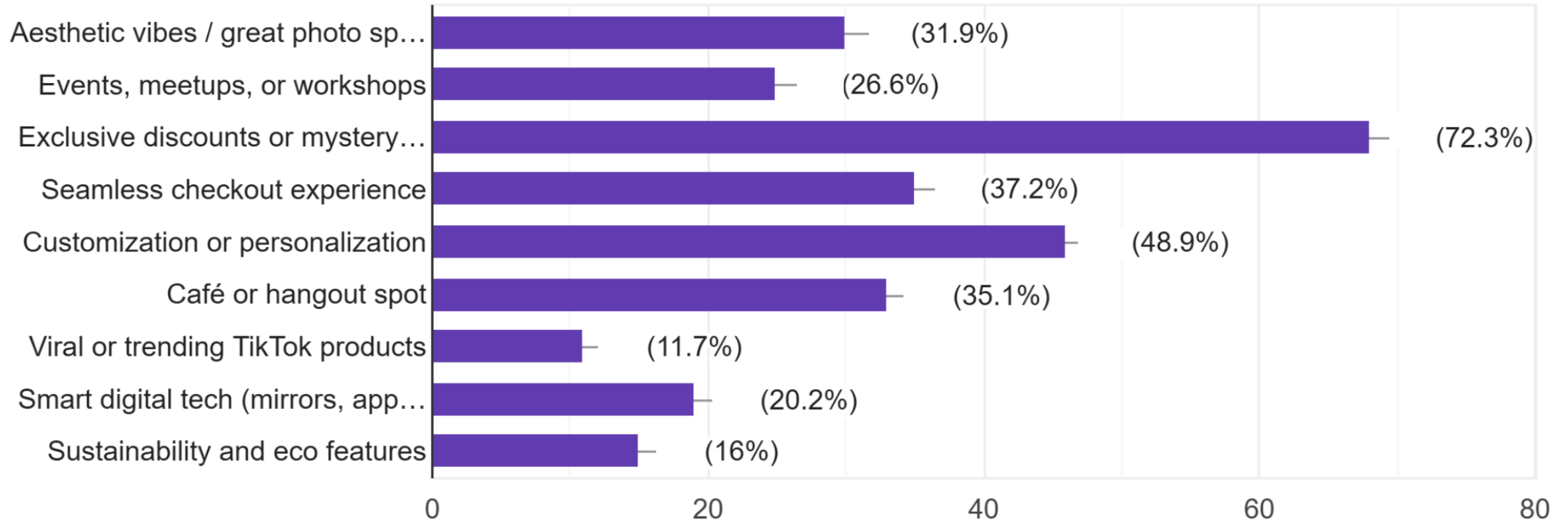


Expectations of shopping experience

- Seamless digital integration
- Autonomy and comfort
- Aesthetic environments
- Personalization and customization
- Exclusive discounts

We surveyed GenZ shoppers...

Which of the following would make you most likely to visit a store instead of shopping online?



For GenZ consumers, shopping means freedom, personalization, and exclusivity

GenZ Consumer Expectations

Seamless Digital Integration



Expectations for a **seamless checkout experience** that integrates online and offline shopping through mobile payments, digital receipts, and interactive tech in-store.

Coffee or hangout spot



Inviting **social spaces or hangout spots** that blend relaxation and interaction, offering amenities like Wi-Fi connectivity, cozy seating, and ambient settings to enhance the overall experience.

Aesthetic & social media vibes



Shareability on socials is not top-of-mind for consumers, but visually **appealing** “**Instagrammable**” stores make shopping an experience worth sharing.

Personalization & Customization



Preference for products and experiences that **feel unique and tailored** to them, such as handmade customisation in store or personalised outreach.

Exclusive Discounts



Excitement for **limited-time or in-store-only offers** that create a sense of privilege and urgency, with exclusive discounts and mystery boxes boosting in-store visits.

Exclusive discounts or mystery boxes

72% Gen Zs respond to exclusive discounts / mystery boxes

Gen Z Shopper Preferences



Gen Z shoppers are highly motivated by surprise rewards and personalized experiences.



Exclusive discounts – Loyalty programme



Mystery boxes – with a surprise gift



Personalised experiences



Mystery boxes: More likely to draw them to store vs shopping online

The Why?

- **Surprises:** Gen Z's love unexpected, personalised rewards compared to general discounts.
- **Belongingness:** gives the sense of belonging achieved by Royalty programmes and personalised offer / royalty programmes
- **Limited time deals:** creating a sense of urgency / FOMO, driving immediate action



Why it matters for Gen Z



They see shopping as self-expression: personalization lets them co-create.



Custom in-store services deliver “instant gratification” and social share-worthy moments.



Blurs the line between online and offline: design on screen, print or stitch on-site.



How retailers can deliver it



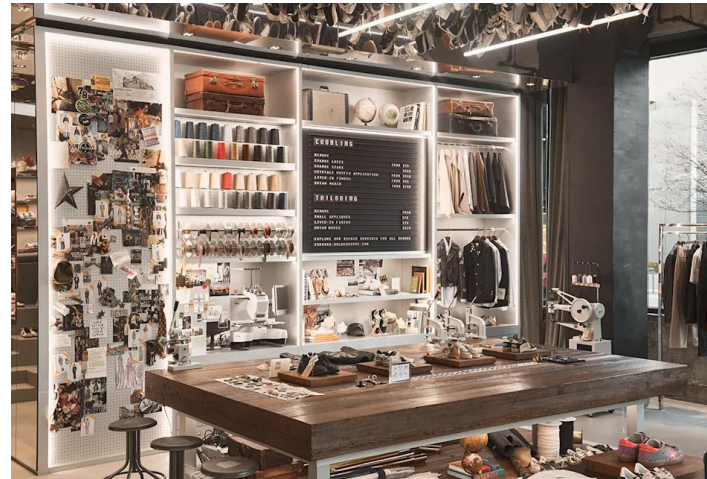
Create in-store customization zones



Offer fast finishing – print or embroidery on-site (e.g. *Uniqlo Custom Corner*)



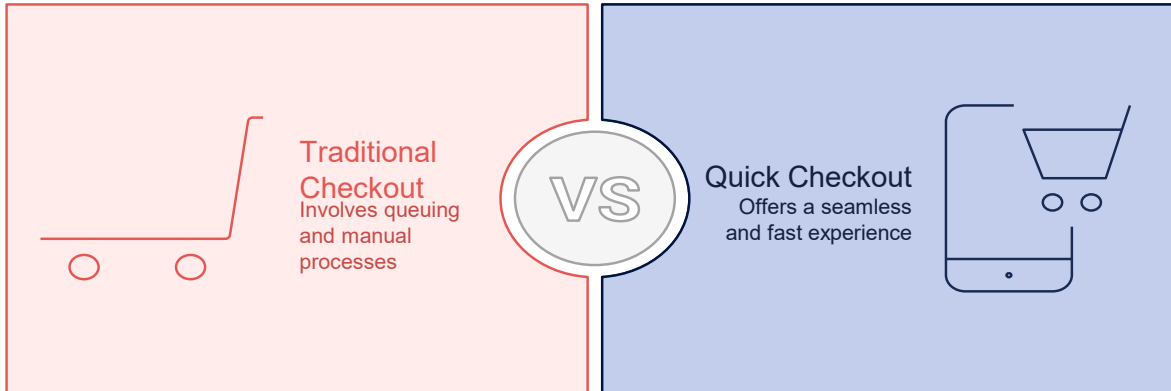
Showcase results – “My Design” gallery or display wall (e.g. *Golden Goose hand-customization stations*)



Seamless Checkout Experience

The Gen Z In-Store Experience

How to enhance the shopping experience for Gen Z?



How retailers can deliver it

Use RFID basket to avoid manual scanning

Offer easy click and collect and multiple payment options

Streamlined systems across stores



The Store as a "Third Place"

Gen Z wants modern stores to include community spaces to hang out...

The Multifaceted Role of Stores for Young Shoppers

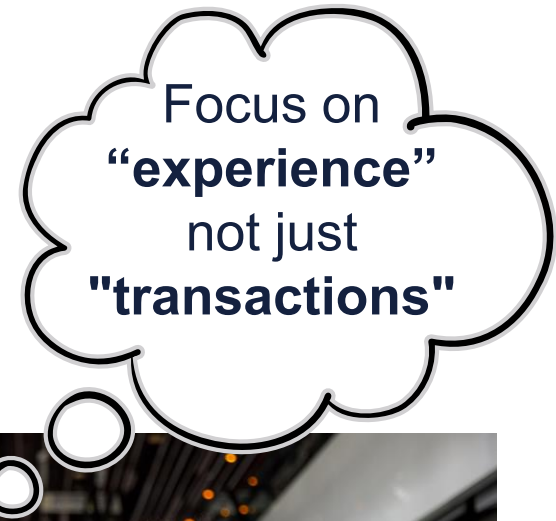


Retailers should create appealing Community & Comfort Spaces

- Lounges
- In-store cafés
- Pop-ups, influencer meetups -> *micro-communities*.

Revamp Traditional Stores

- Overly sales-focused environments are a turn-off
- Gen Z prefers stores that *feel like lifestyle spaces*



Gen Z are all about tangible, authentic experiences

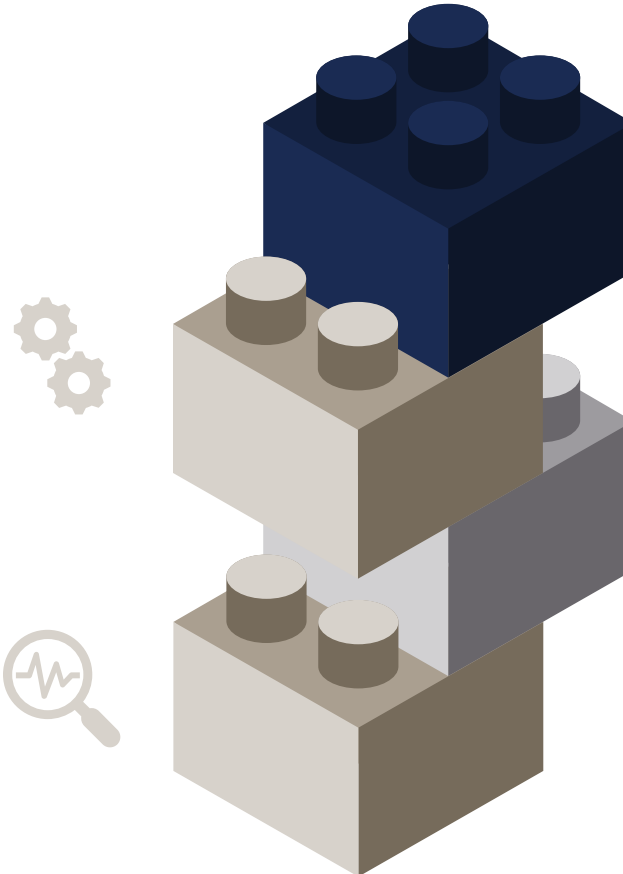
How can brands satisfy Gen Z?

What do they look for

Affordable, immediate, and tangible.

What do they want to see

Vibrant colors
Innovative display
Interactive elements
Social Spaces



To do:

By creating one-of-a-kind experiences that make leaving the house worth it.

Real-life experience

Spaces that feature unique experiences, tactility and fun.

Gen Z are all about tangible, authentic experiences

How can brands satisfy Gen Z?



Thank you and see you next year, Cannes!