
MARKET FACTS!

MARKET FACT #282

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25%

**of the world's population is
Generation Z. This means there's a
big audience of youngsters for
World Markets.**

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COMMENT: Not everyone today can tell that Gen Z is actually $\frac{1}{4}$ of the global population, which means companies and brands need to focus on how to employ and how to pay and how to sell to this target audience. Thanks to the source, we also know that **by 2030, Gen Z's spending power will reach \$12 TRILLION (globally)** – [SOURCE: Yahoo! Finance](#). That, of course, assuming the jobs market will stay healthy. But we know, that, [mathematically speaking, there aren't enough jobs for everyone today](#). So maybe wealth transfer will fix this? We'll see.

A MESSAGE FOR BRANDS

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