

Statista Consumer Insights Global:

# Gen-Z in Switzerland

2024

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# Statista Consumer Insights Global

## Overview:

This report analyzes Generation Z (Generation Z), i.e. consumers born between 1995 and 2012. The report provides a comprehensive overview of Gen Z / Generation Z in Switzerland: who they are; what they like; what you think; and how to reach them. It provides insights into their demographics, lifestyle, opinions and marketing touchpoints. In addition, the report enables benchmarking of Gen Z / Generation Z in Switzerland ("target group") with the average Swiss online, referred to in the diagrams as "all respondents". The report is updated quarterly and is based on data from the Statista Consumer Insights Global Survey.

## Consumer Insights Global Methodik

### Design:

Online survey, split questionnaire design

### Duration:

ca. 15 Minutes

### Language:

Official language(s) with American English as an alternative

**Region:** 56 countries

### Number of respondents:

12'000 for countries with the expanded survey. 2'00 for the basic survey

### Sample:

Internet users aged 18 to 64 years

Quotas by gender and age

### Period:

January to December countries receiving the expanded survey are updated four times per year

Source: Statista Consumer Insights Global, Januar 2024

## Statista Consumer Insights Global to Gen Z: Key insights

### Demographic profile

**20%** of all people surveyed **belong to Generation Z.**

51% of Gen Z are **female.**

**Many** representatives of Gen Z **have a low annual household income.**

**Gen Z is more likely to live in small towns and rural communities** than the average consumer.

### Consumer Lifestyle

**Success and professional advancement** are relatively important.

**Career and education are relatively predominant interests** of Gen Z.

**Video games shape this generation's hobbies** more than the average populations.

Gen Z is significantly more interested in **football** than the average person.

### Consumer Attitudes

Only **29%** say they were influenced by celebrities or **influencers as testimonials when purchasing products.**

45% belong to the consumer type **«innovation adopters».**

For Gen Z, **health and social security are rather unimportant issues.**

Generation Z is **politically more left-wing.**

### Marketing Touchpoints

**Digital music consumption is more pronounced** than among average consumers.

A relatively high proportion of Gen Z **uses social media only passively.**

Die Generation Z has still a high recall on **TV-Advertisement.**

People within the Gen Z **remember advertising on social media more often than the average person.**

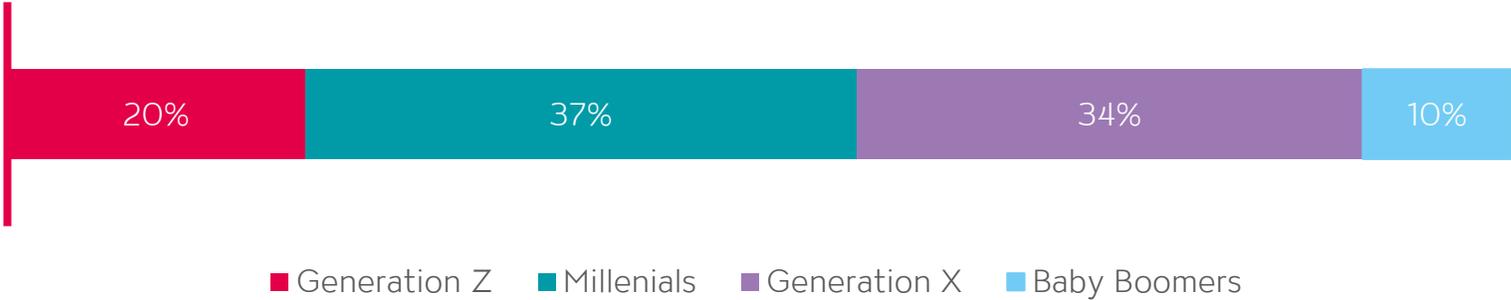
# Demographic profile

# Only 20% of respondents belong to the Gen Z

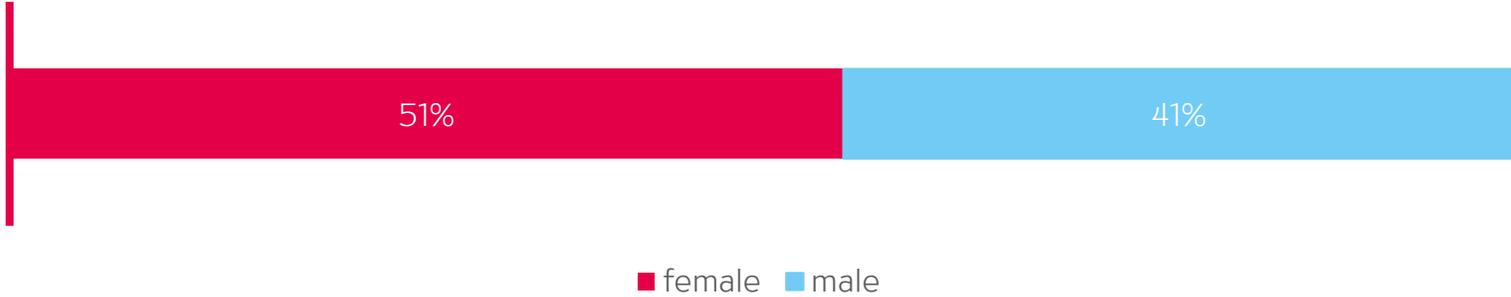


The young Generation Z is relatively poorly represented in society.

Generational affiliation



Gender-Split

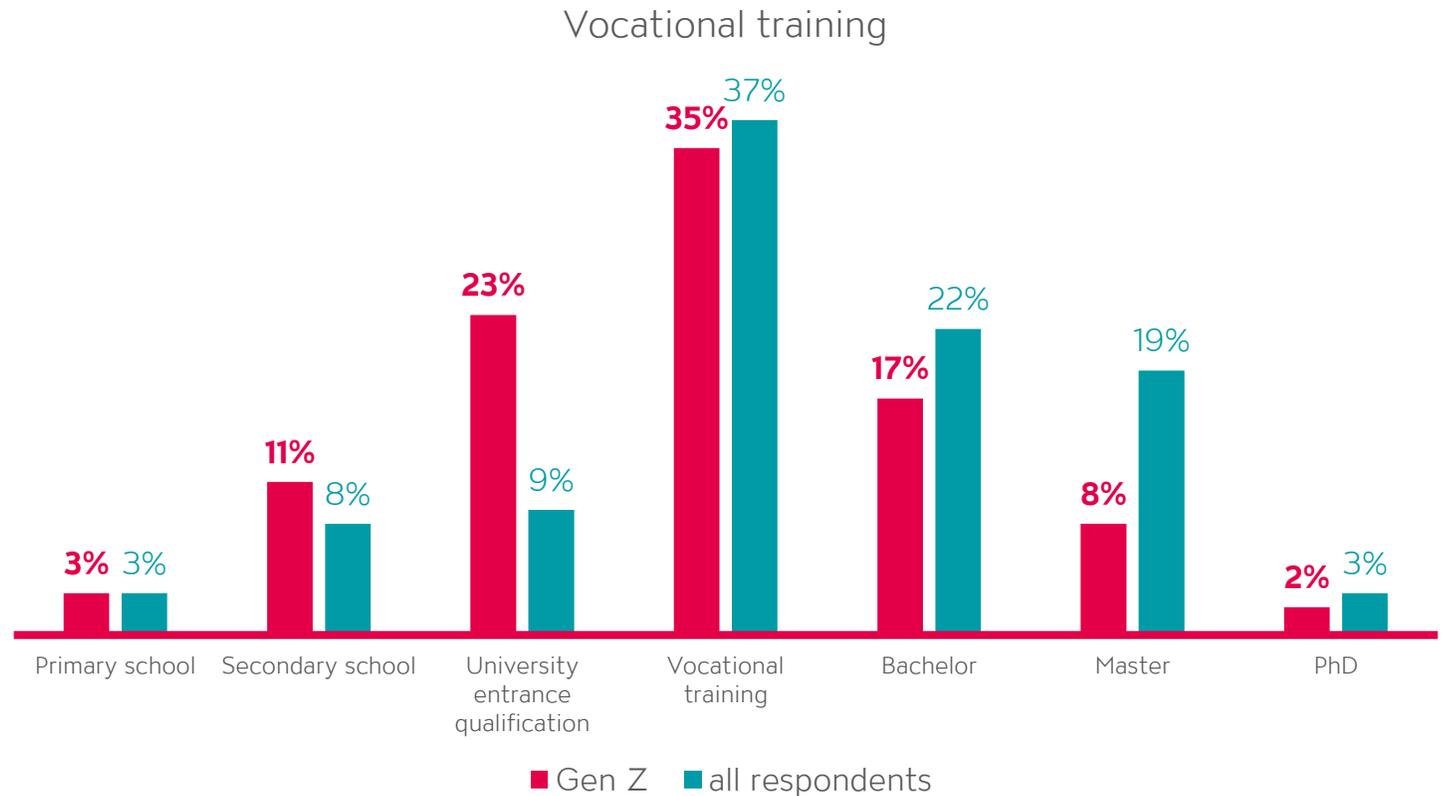


Source: Statista Consumer Insights Global, January 2024  
Gen Z / Generation Z: n=1,828  
All respondents: n= 9,224 CH in total  
Multiple answers possible

# 23% of Gen Z have university entrance qualification



The older, the better educated the people are.



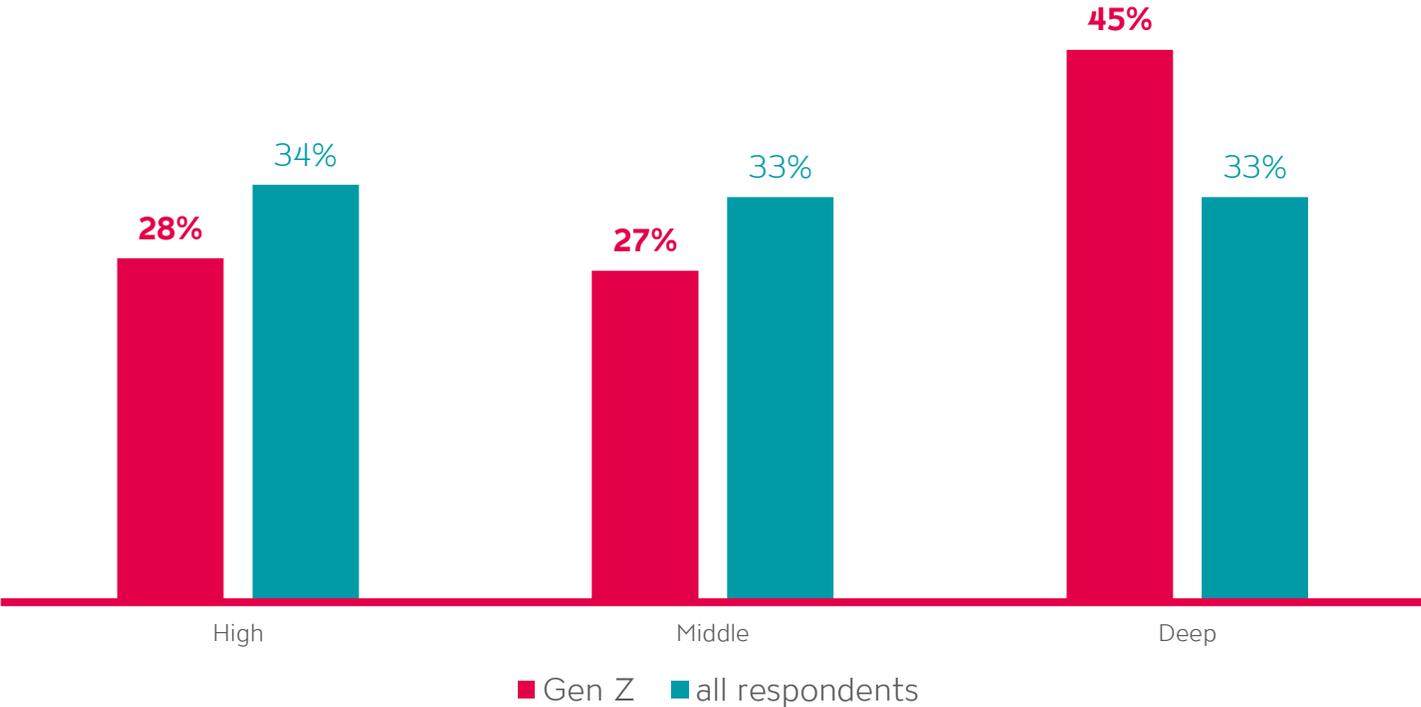
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# Gen Z tends to earn slightly less



Higher incomes are more likely to be found in older age groups.

Gross household income

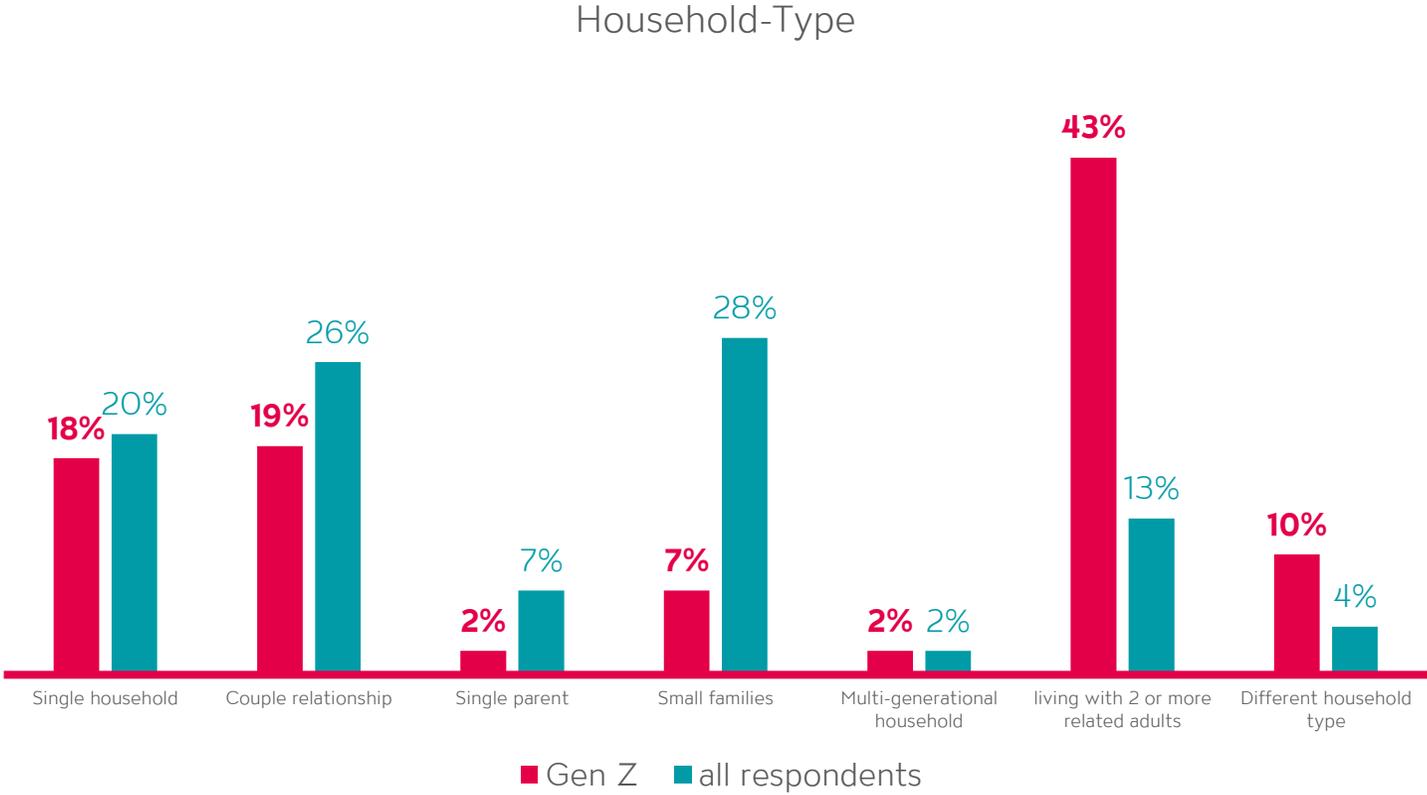


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Multiple answers possible

# My home is my castle



Gen Z is more likely to still live with family.



Source: Statista Consumer Insights Global, January 2024  
Gen Z / Generation Z: n=1,828  
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Multiple answers possible

Young, hip, urban?

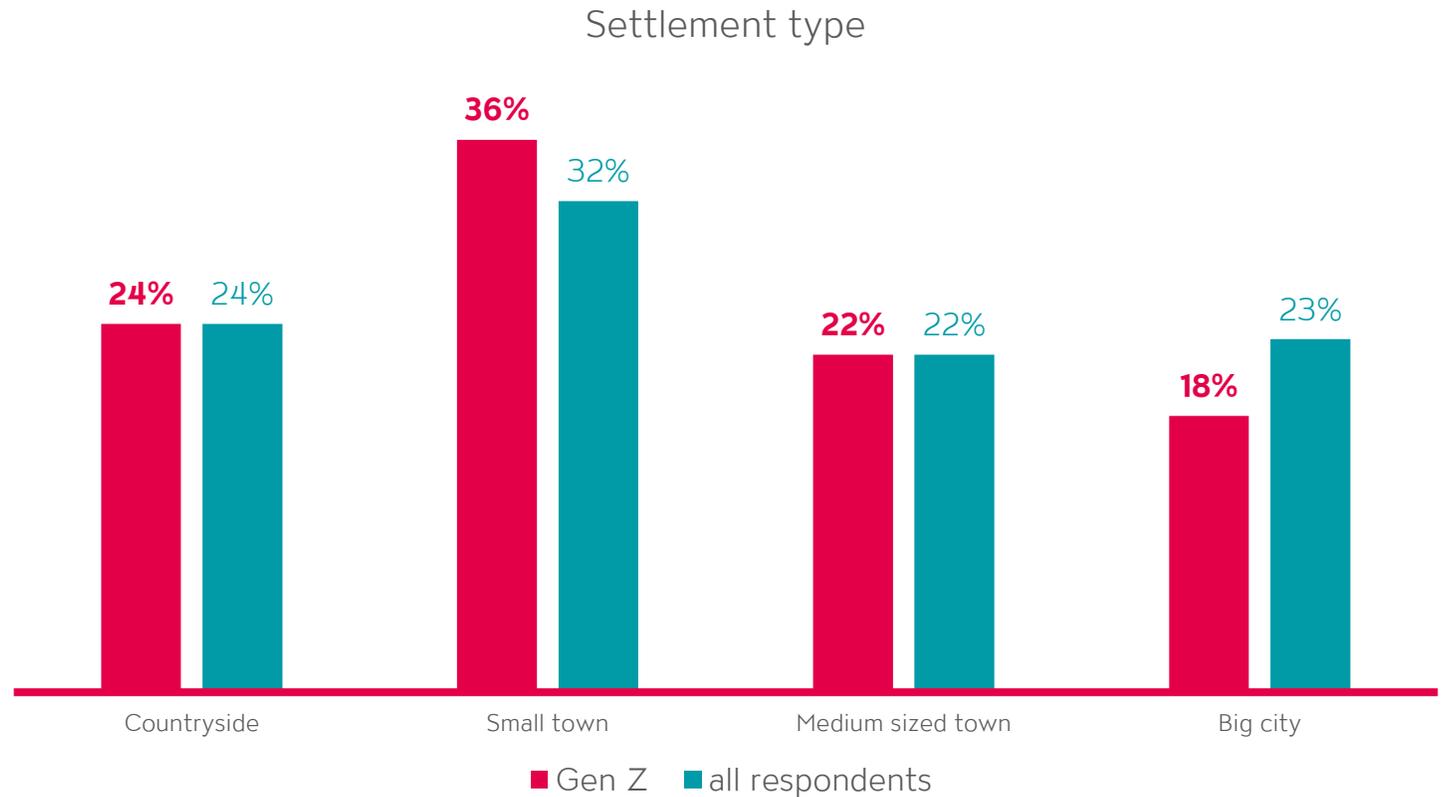
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# They tend to live in small towns or in the countryside



Young, hip and urban? No,  
Gen Z lives more  
rurally...



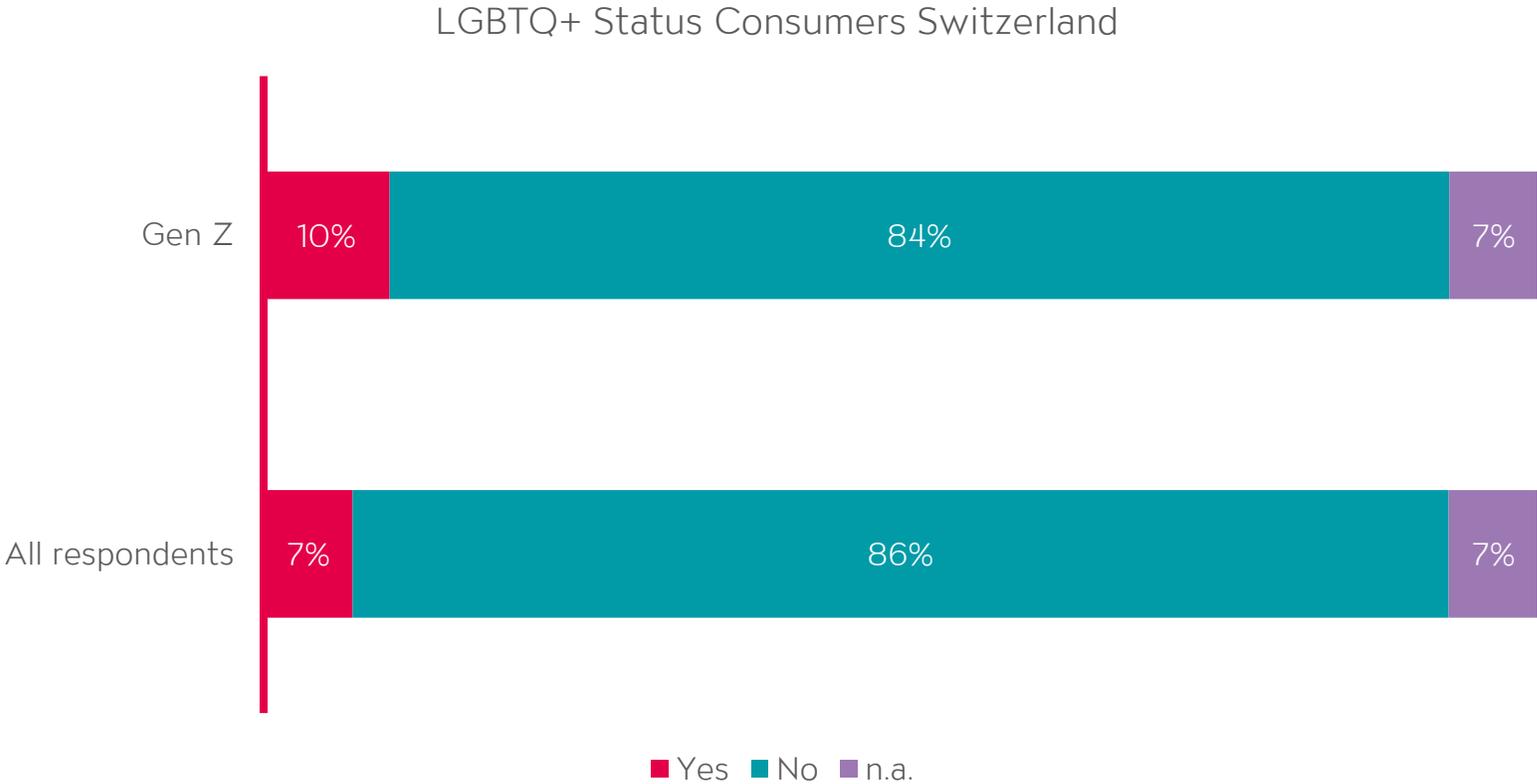
Source: Statista Consumer Insights Global, January 2024  
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Everything is colorful?



# LGBTQ: Gen Z and society

10% of Gen Z see themselves as part of the LGBTQ+ community



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Multiple answers possible

# Consumer Lifestyle

**What is important to them?**

Fun and party?

Money?

Or...?

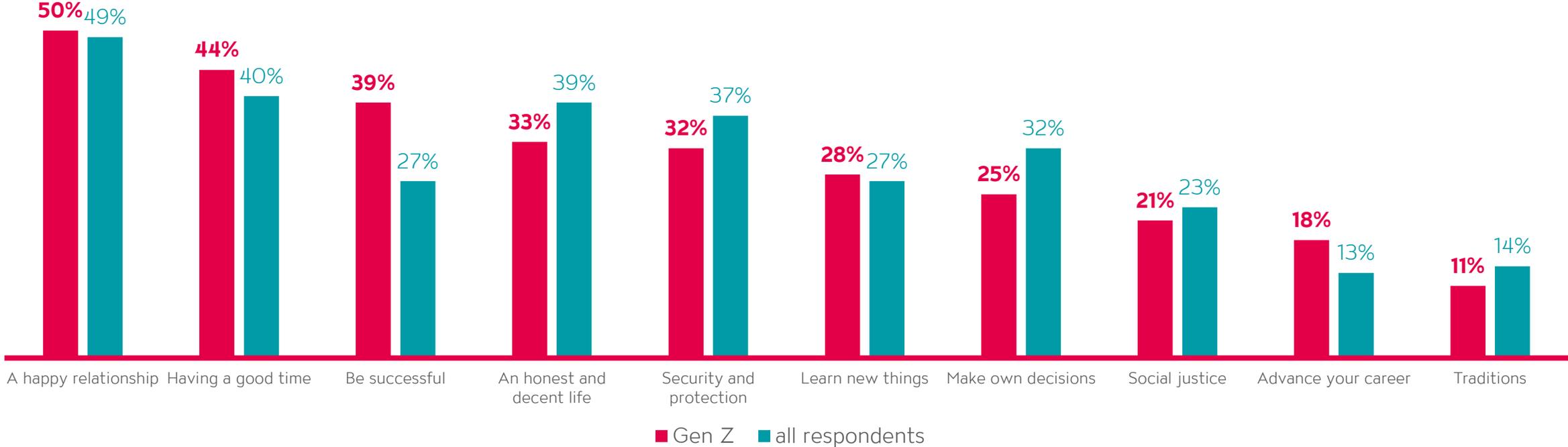
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# Happy relationship & good times in the foreground

Success and career are more important to Gen Z than to their parents

The most important aspects of life for consumers in Switzerland

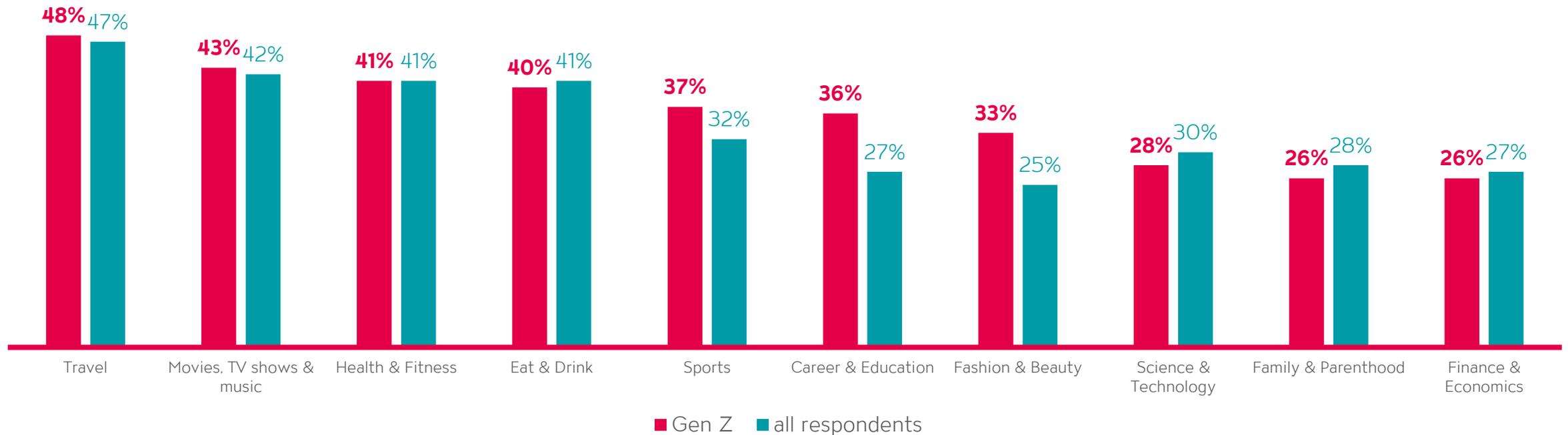


Source: Statista Consumer Insights Global, January 2024  
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# Top 4 interests almost identical to society

More interested in sports, careers and fashion than others

Top 10 Interests

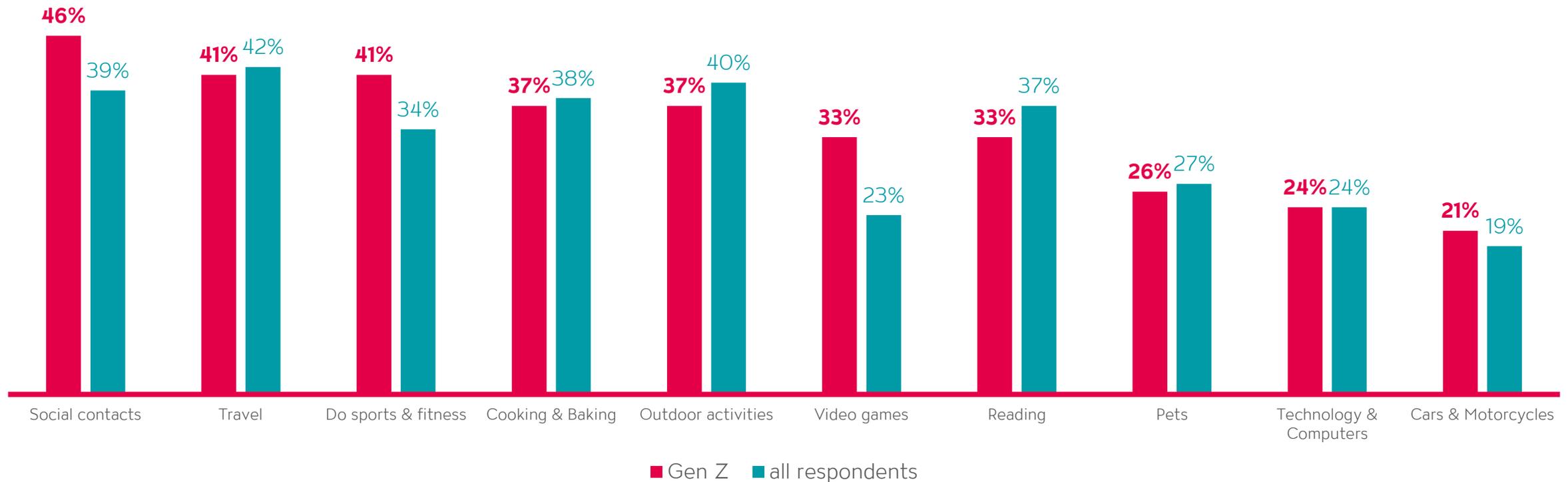


Source: Statista Consumer Insights Global, January 2024  
Gen Z / Generation Z: n=1,828  
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Multiple answers possible

# Social contacts and travel at the forefront

For some hobbies there is hardly any difference

Top 10 Hobbies and Activities

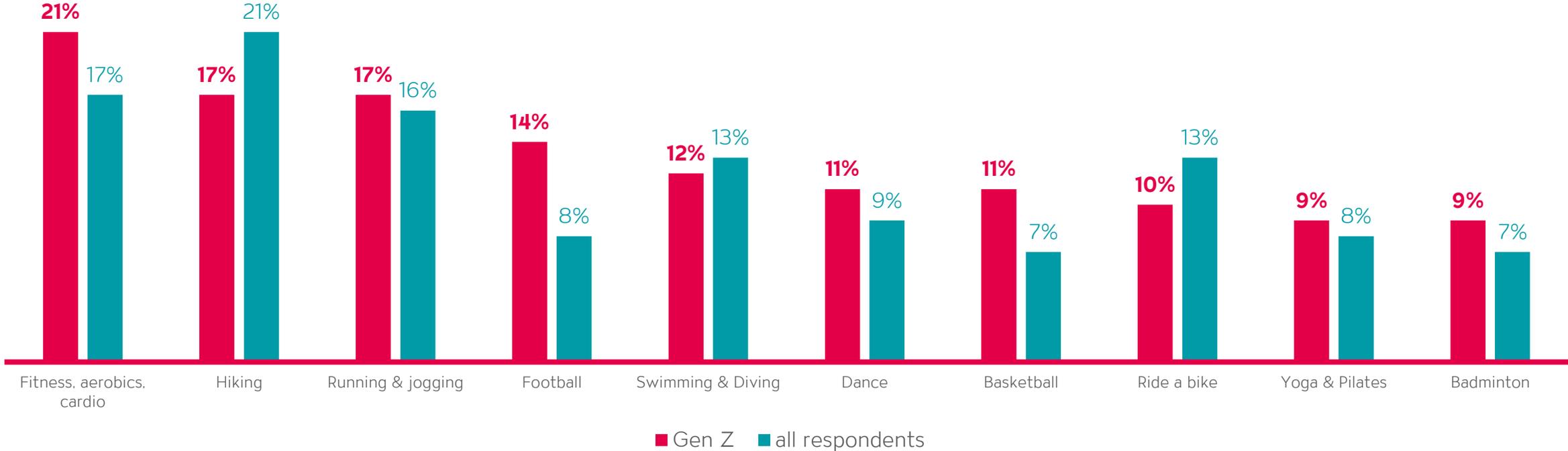


Source: Statista Consumer Insights Global, January 2024  
Gen Z / Generation Z: n=1,828  
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Multiple answers possible

# Gen Z keeps fit

In Switzerland – of course, hiking is also very popular

Top 10 Sport-Activities



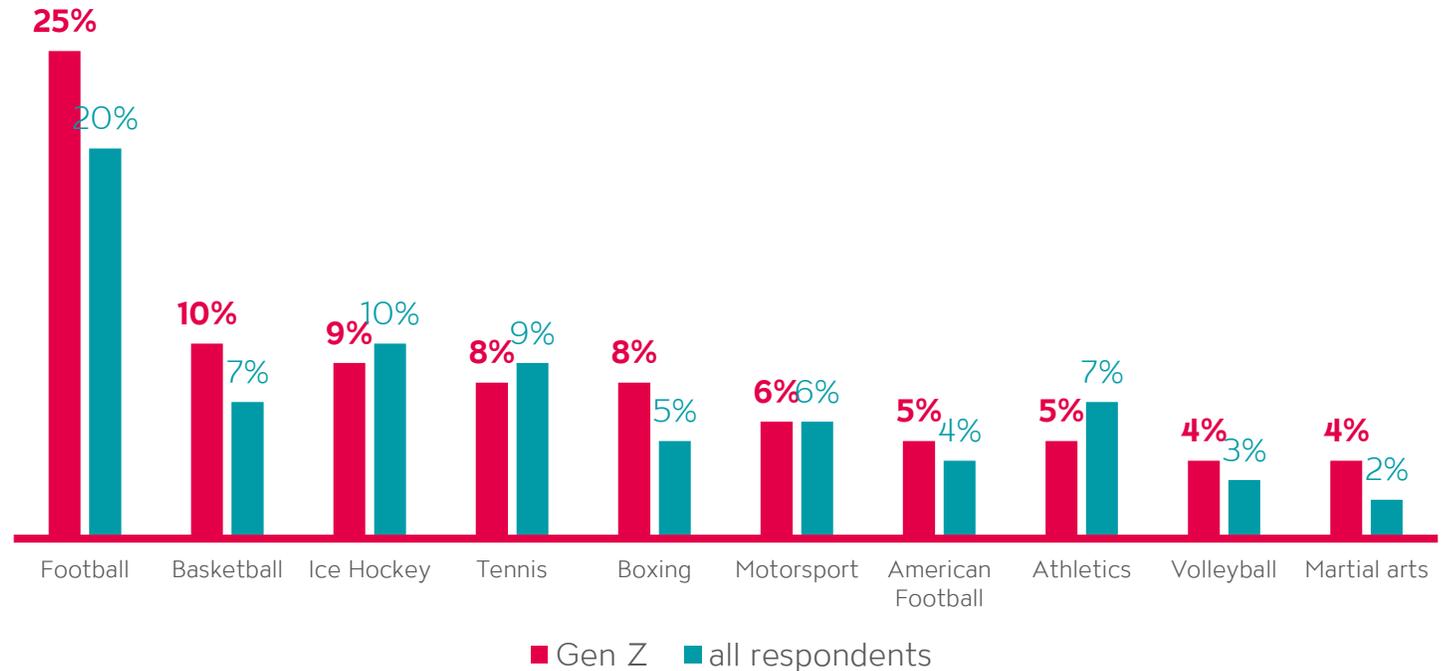
Source: Statista Consumer Insights Global, January 2024  
Gen Z / Generation Z: n=1,828  
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# There is certainly great anticipation for the UEFA EURO



Most of the sports followed are intensively represented on the SRG's second programs.

Top 10 sports followed



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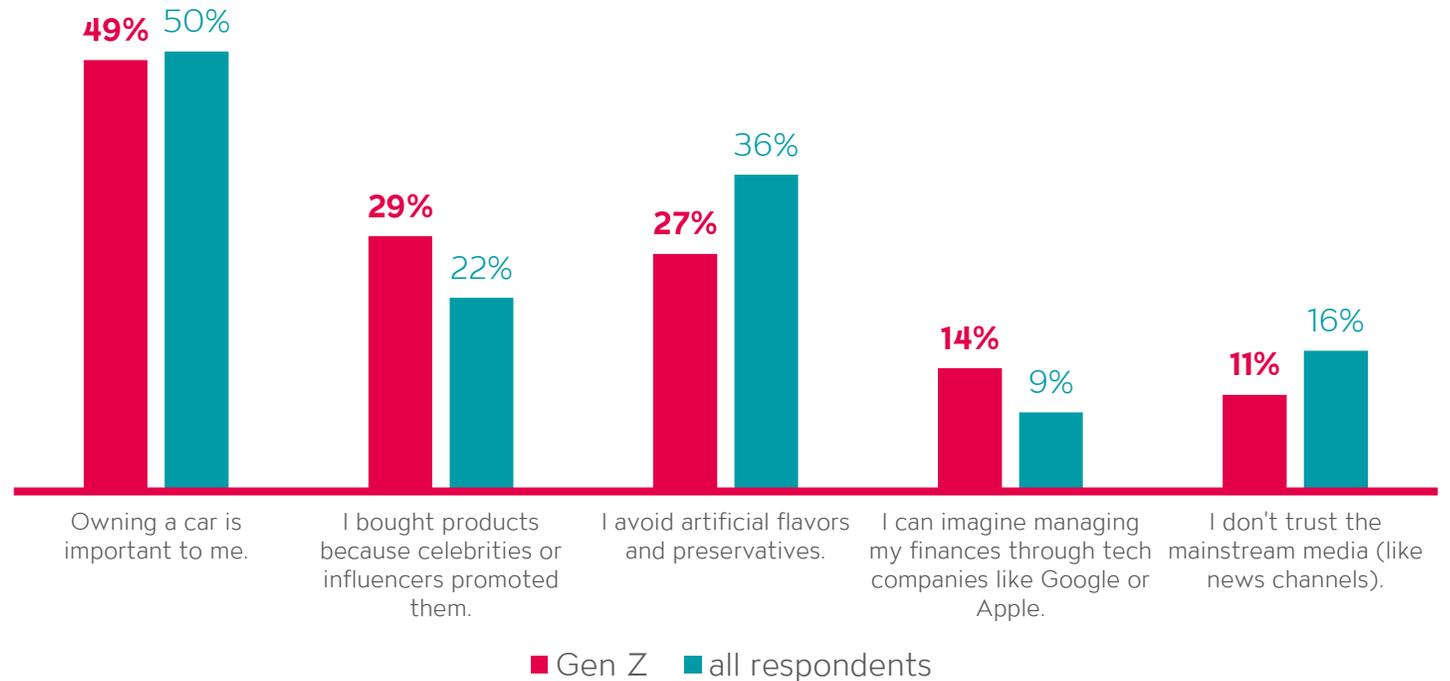
# Consumer attitude

# A car is important to society as a whole



And only around 1/3 third are influenced by influencers.

Statements about:

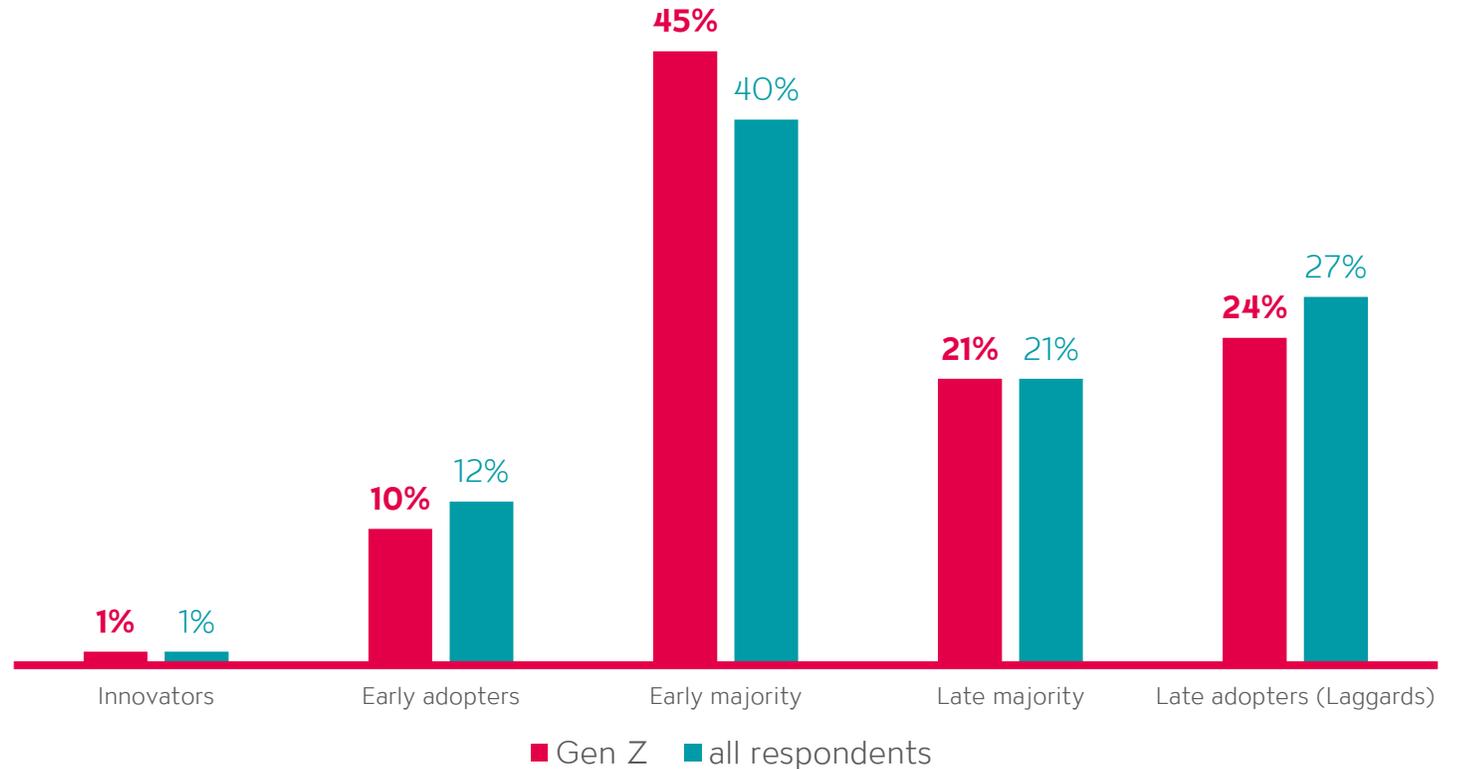


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# 45% belong to the early majority for innovations



But some of the younger generation are also rather «innovation-conservative».



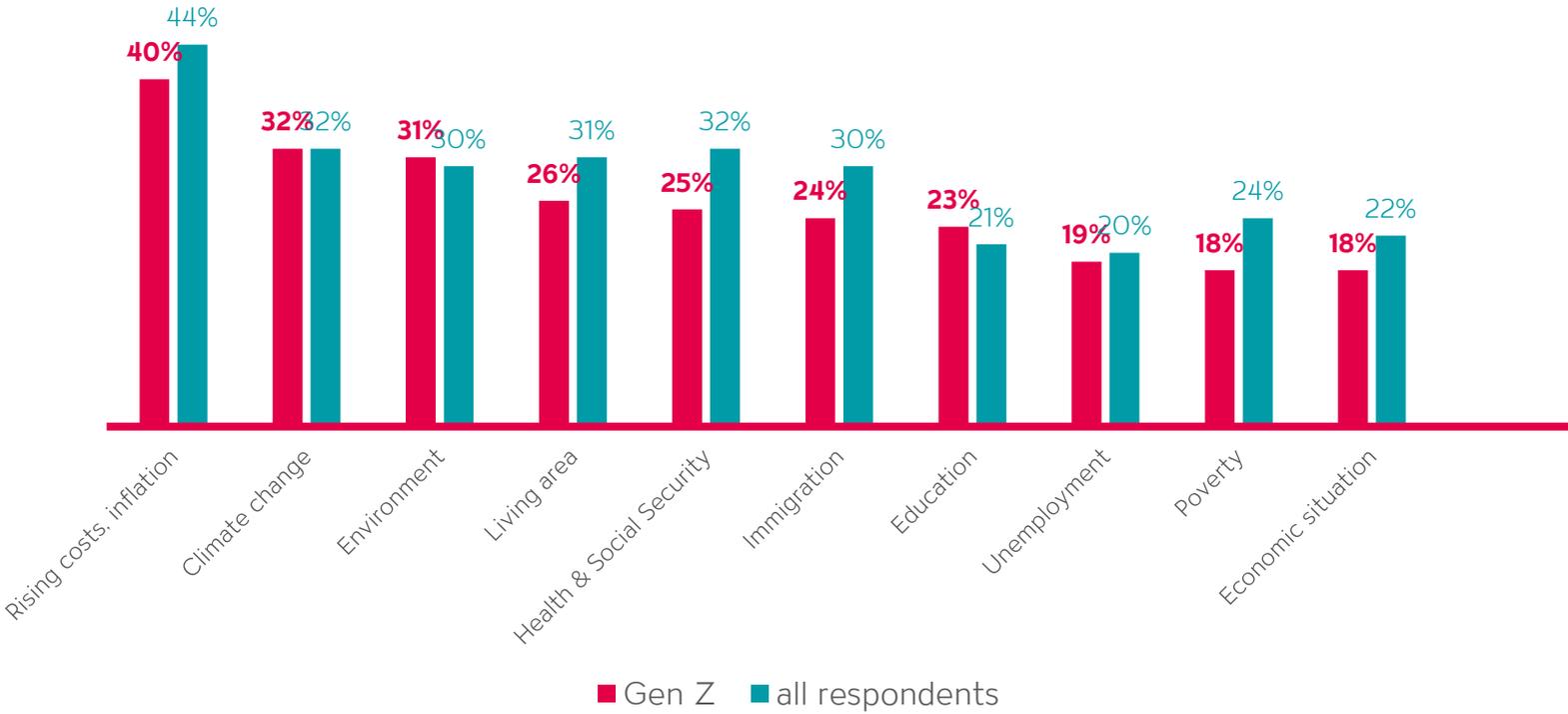
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# Inflation, climate change and the environment move



Young people have similar concerns to Switzerland in general.

The 10 most important topics in Switzerland

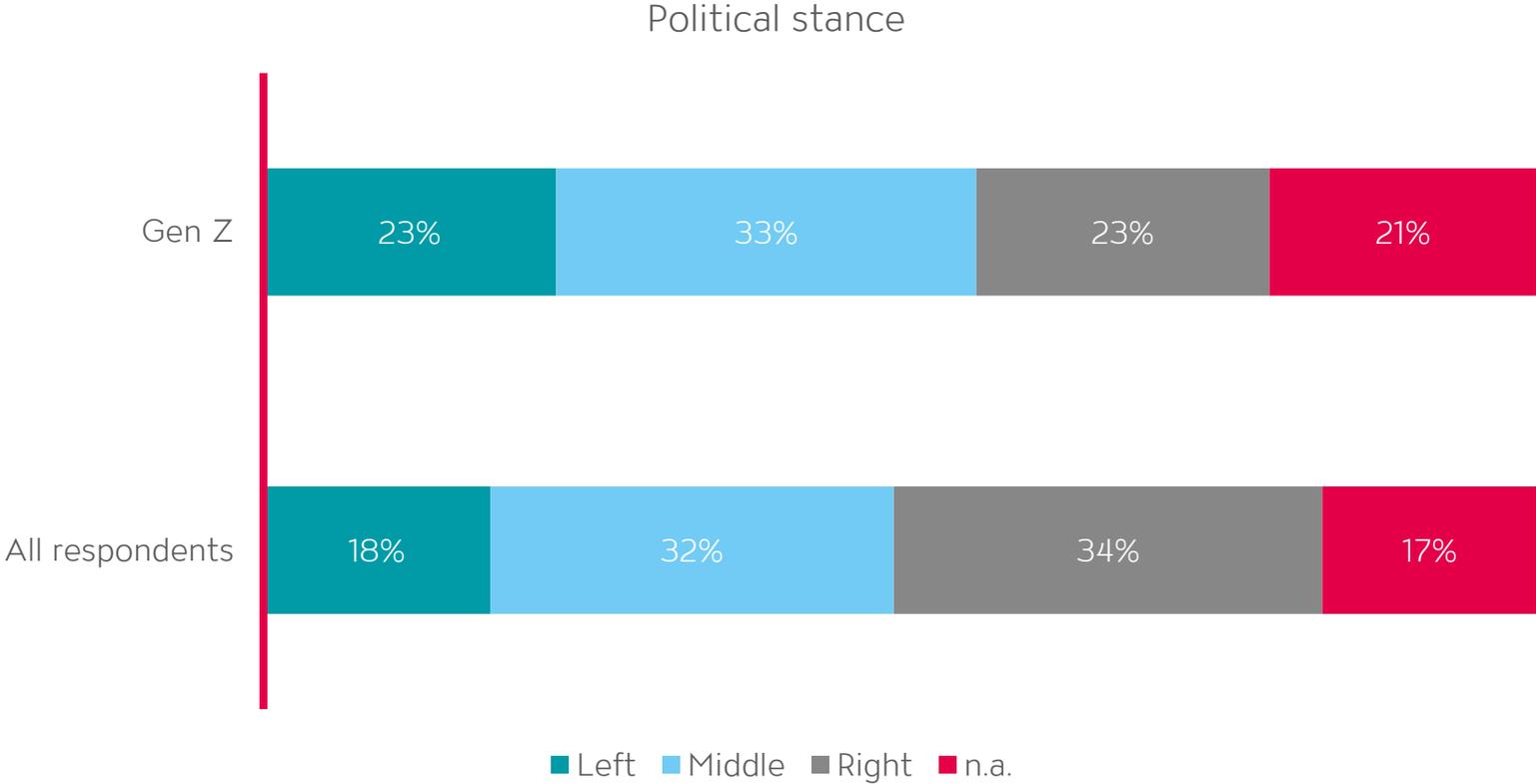


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# Political stance of Gen Z



Gen Z is politically more left-wing.

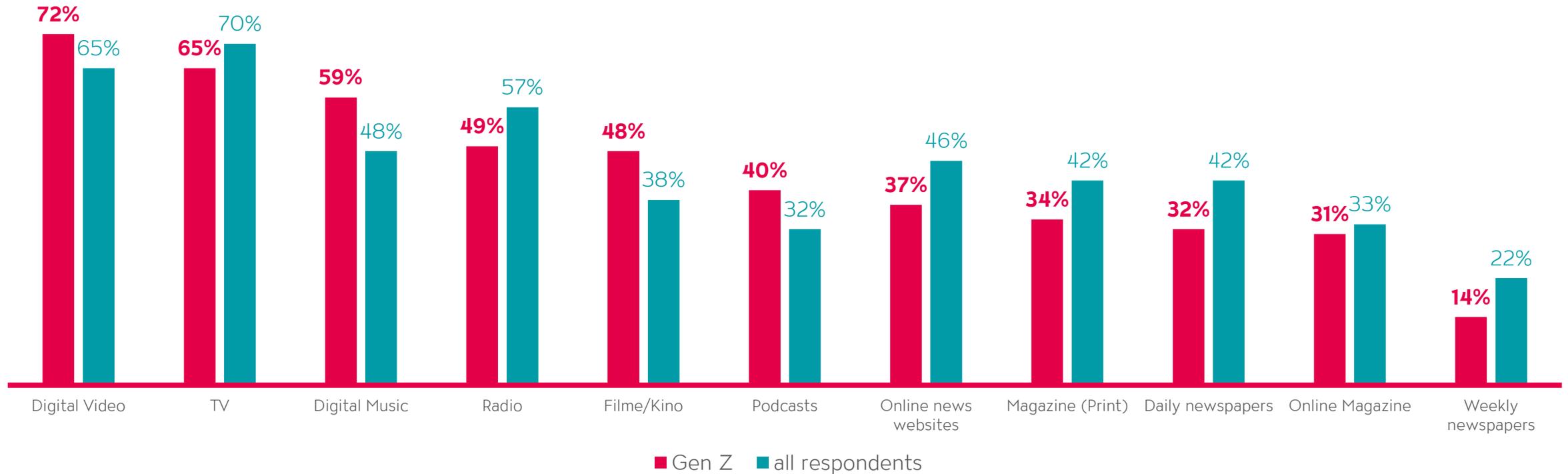


# Marketing Touchpoints

# TV in second place in media usage

Other classic media such as radio are also still used

Type of media that consumers in Switzerland used in the last 4 weeks

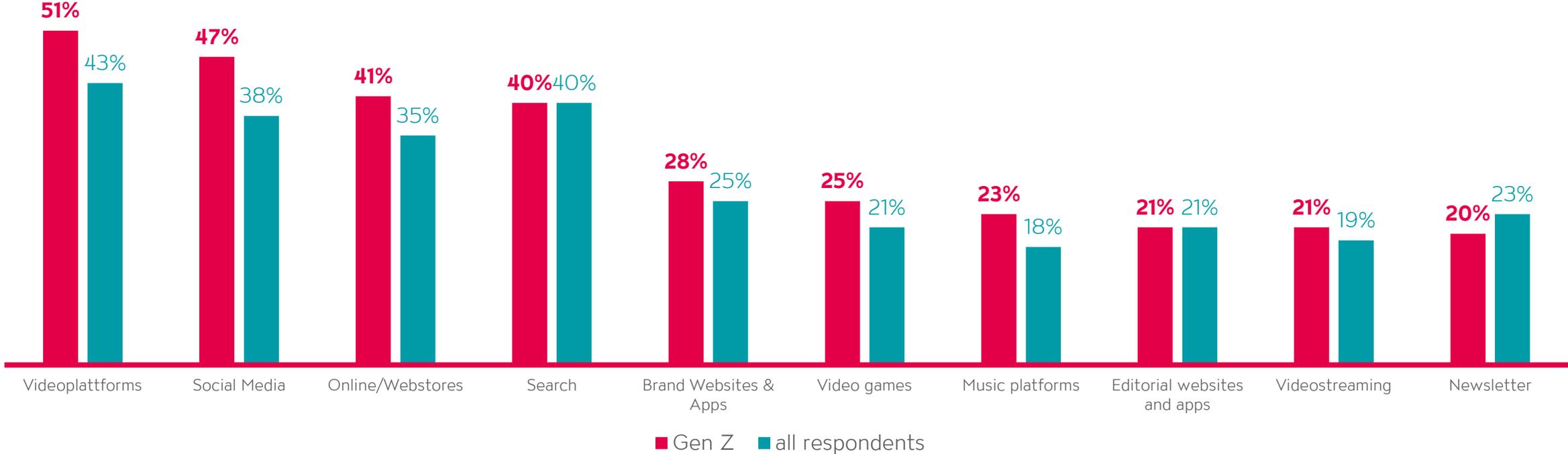


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Multiple answers possible

# Digital touchpoints: Social media only in second place

In general, Gen Z comes into more contact with digital advertising

Top 10 Touchpoints with digital advertisement in den last 4 weeks

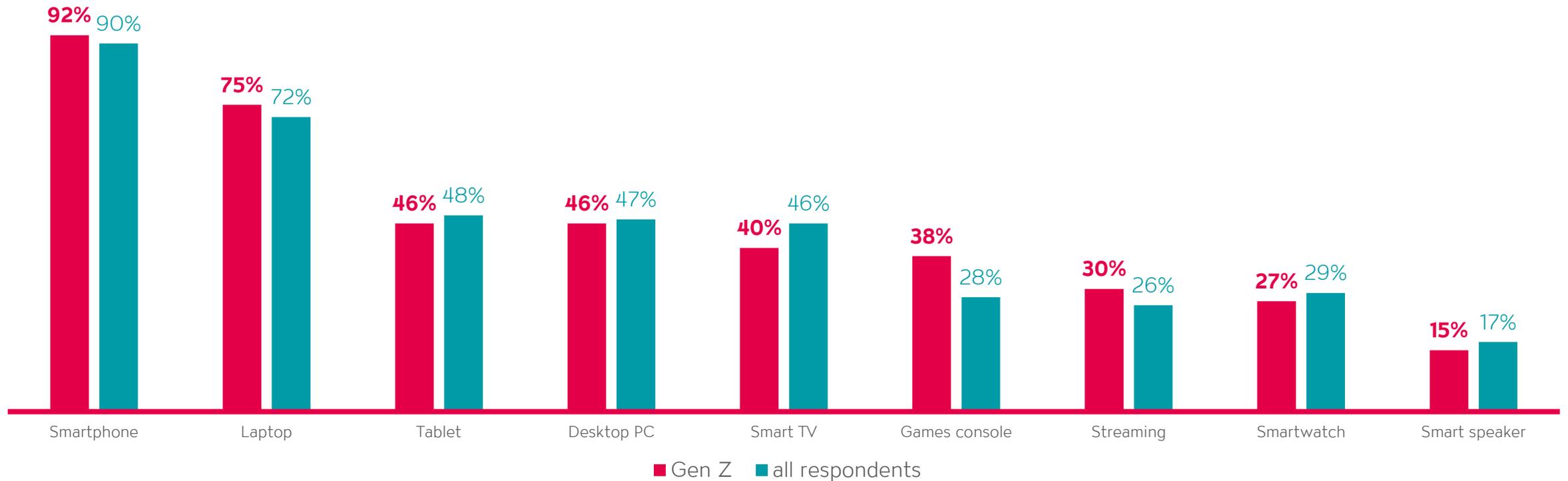


Source: Statista Consumer Insights Global, January 2024  
Gen Z / Generation Z: n=1,828  
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# Gen Z has more gamers

In return, the Smart TV is switched on less

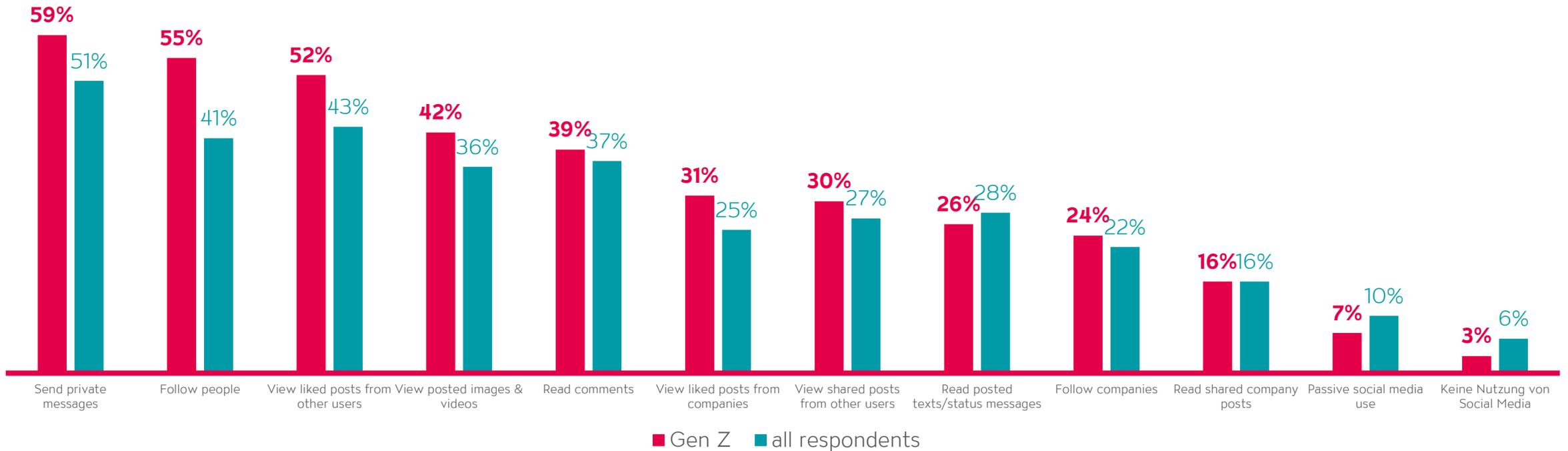
Devices that consumers use to regularly access the internet in Switzerland



Source: Statista Consumer Insights Global, January 2024  
Gen Z / Generation Z: n=1,828  
All respondents: n= 9,224 CH in total  
Multiple answers possible

# The majority of Gen Z uses social media passively

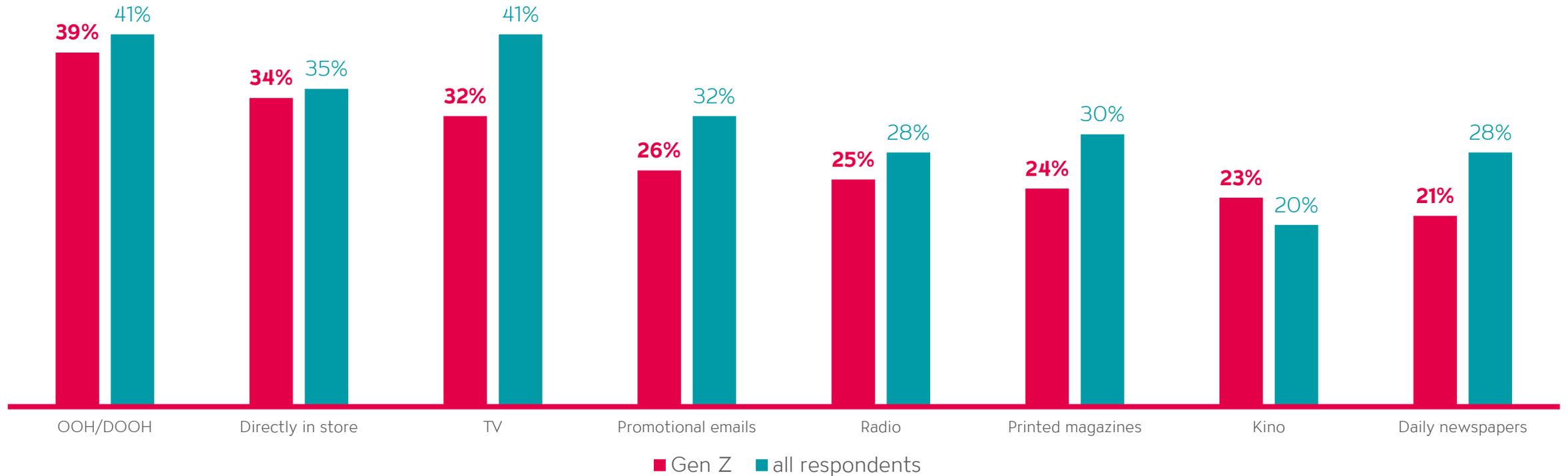
Social Media Usage / Activities



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All respondents: n= 9,224 CH in total  
Multiple answers possible

# TV on the podium among young people

Touchpoints with non-digital Advertising in the last 4 weeks



# Thank you.

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