

# 5 Generations in an overview

2024

**AD**MEIRA



# The last 5 generations at a glance

A temporal classification (time definitions may vary)

**Generation Alpha** (today 1-14 years)



**Generation Z** (today 12-27 years)



**Generation Y / Millennials** (today: 28 – 43 years)



**Generation X** (today: 44-59 years)



**Babyboomer** (today: 60-78 years)





# What's next for the generations in Switzerland?



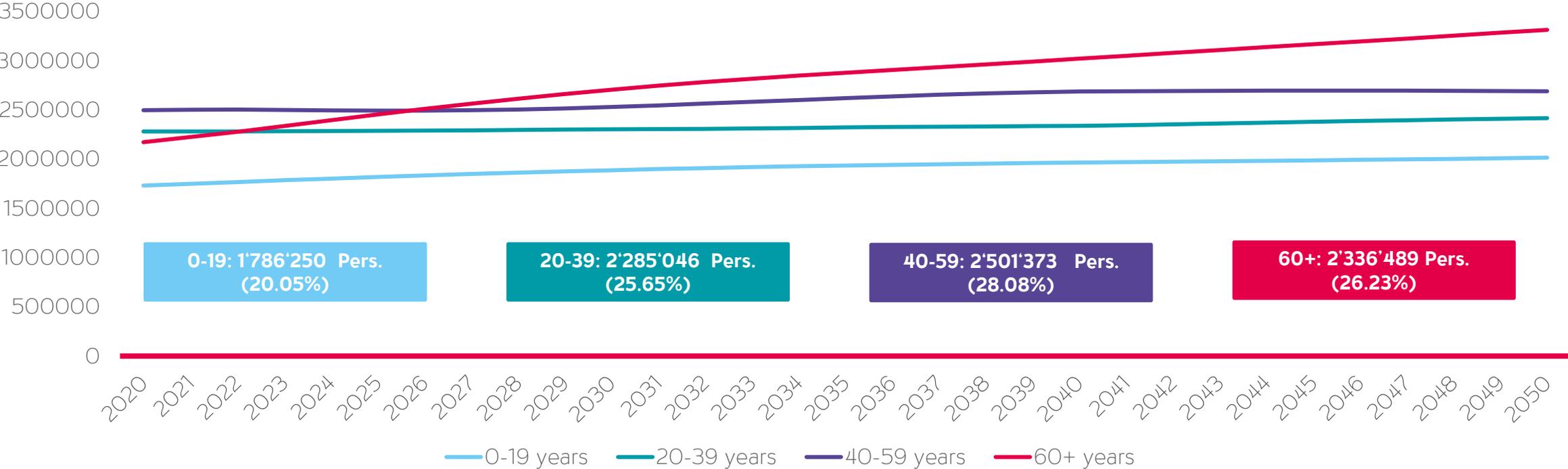
**The turing point is reached**



# 60+: first the youth, now 20-39 overtaken

Population in Switzerland 2023: 8'909'158 Persons:  
→ 53.7% of the population is between 20 and 59 years old.

Number of people per age group according to the FSO reference scenario



Source: FSO - Population scenarios - © FSO

# Thank you.

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