



A GO-TO PLATFORM FOR GEN Z

From researching topics and products to discovering new brands, YouTube is a core part of this generation's life and influences each step of the shopping journey – and more.

YouTube is the **most used** social platform of teens aged


13-17

Pew Research Center, Teens, Social Media and Technology 2022



As one of the Gen Z survey participants stated,
“After buying something that I’ve actually done research on [through] YouTube, I don’t think I’ve ever returned anything.”

Shopping at the Speed of Culture 2022

Teens are visiting
YOUTUBE 
 much more frequently than
TIKTOK & INSTAGRAM.

Pew Research Center, Teens, Social Media and Technology 2022



Gen Z is spending more time watching content on YouTube, **compared to any other generation.**

U.S. Consumer Streaming Habits on YouTube and Other Connected TV platforms, Pixability

85%



of people who use YouTube in their shopping journey say they have purchased or planned to purchase a brand again.

Shopping at the Speed of Culture 2022



Gen Z shoppers prefer trusted brands over trends.

Shopping at the Speed of Culture 2022

Brand Loyalty is Built on YouTube

YouTube fosters **brand discovery.**



Creators are a Key Resource

The success of reviews on YouTube comes from the trust that consumers have with creators, as

89%



of viewers agree that YouTube creators give them the best information about products and brands.

Pixability

Social commerce affects

59%

of zoomers.

This means that they are more likely to purchase a product if a blogger recommends it.

<https://thrivemyway.com/gen-z-marketing-stats/>

52%



of zoomers seek advice from an influencer online when picking a product to buy.

<https://thrivemyway.com/gen-z-marketing-stats/>



Gen Z trusts advice given by Influencers, more that they trust advice given by celebrities.



Youtubers are Among the Most Popular Celebrities for Gen Z. How Much Should Brands Prize Their Endorsements?, August 2019

54%



of the age group feels that influencer marketing is the most effective strategy.

<https://thrivemyway.com/gen-z-marketing-stats/>

THE TAKEAWAY

To reach, engage and build a rapport with the Gen Z consumer, make sure that YouTube is an integral part of your marketing plan.

