



GEN Z AND SUSTAINABILITY

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Generation Z, also described as the ‘sustainability generation’, cares more about ethical and environmentally friendly practices and purchasing habits than any other generation. Born between 1995–2010, Gen Z are the first ‘digital natives’. Having grown up with the internet, this young generation have had greater access to information from an earlier age than any other demographic.¹

Gen Z are more acquainted to making informed purchasing decisions, with 73% willing to pay more for an ethically sourced product – more than any other generation. Alongside this, 75% of Gen Z prefer to buy according to the ‘greenness’ of products over brand names when making purchasing decisions. In Australia, 39% of Gen Z refuse to buy from a brand that is not sustainable.²

These preferences extend to employment, with the younger generation choosing to work for more sustainable businesses. A company’s failure to address the demands of Gen Z risk, not only their company reputation, but also their future workforce.

Gen Z’s demand for sustainable practice has influenced the actions and mindsets beyond themselves. Across all generations, consumers are prepared to spend a higher amount on eco-friendly products now compared to two years ago.³ It is Gen Z’s activism that pushed the formation of a more environmentally conscious community.

In March 2022, Australian students across the country marched to demand climate change action from the government in the ‘School Strike 4 Climate Australia’ protest. As the largest generation cohort and 20% of Australia’s population, brands are unable to ignore Gen Z’s demands, with both their profits and the planet dependent upon them.⁴



Sources: 1. Forbes, 2021; 2. CNBC, 2021; 3. World Economic Forum, 2022; 4. InSites Consulting, 2022