

Retail

Navigation Through the Generations



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Overview

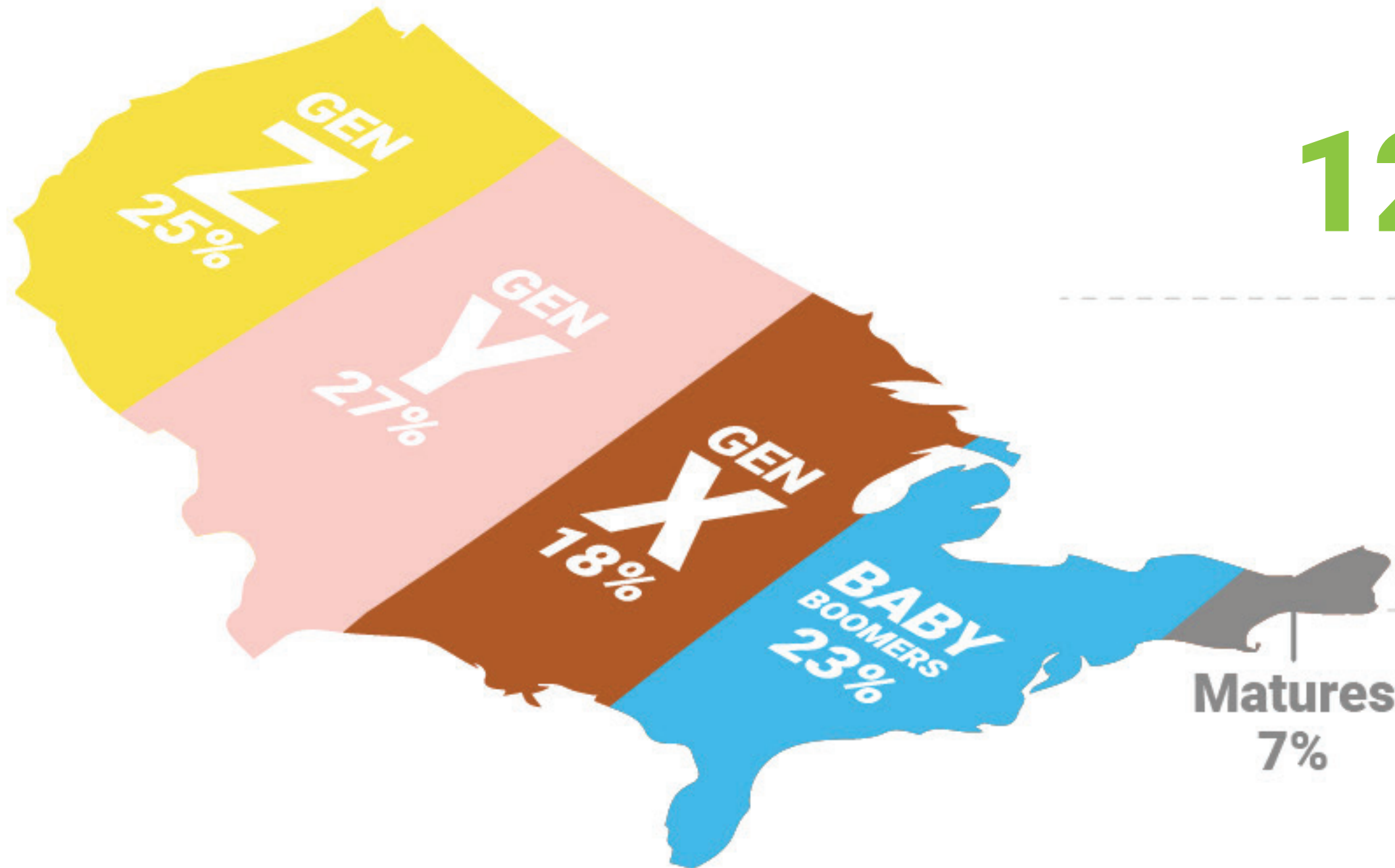
A great retail experience first starts with understanding what drives consumer behavior. As consumer trends across generational demographics are ever-evolving, retailers must be willing to adopt an agile approach—reshaping and refining their formats regularly.

With the pace of retail always moving at a breakneck pace, CESO understands the importance of designing environments that meet consumers where they are. By helping address the consumer market's opportunities and challenges, our team can help you stand out in a crowded playing field.



General Stats

Across the United States



total people 


333,209,597

households 

128,450,000

median household income 

\$79,900

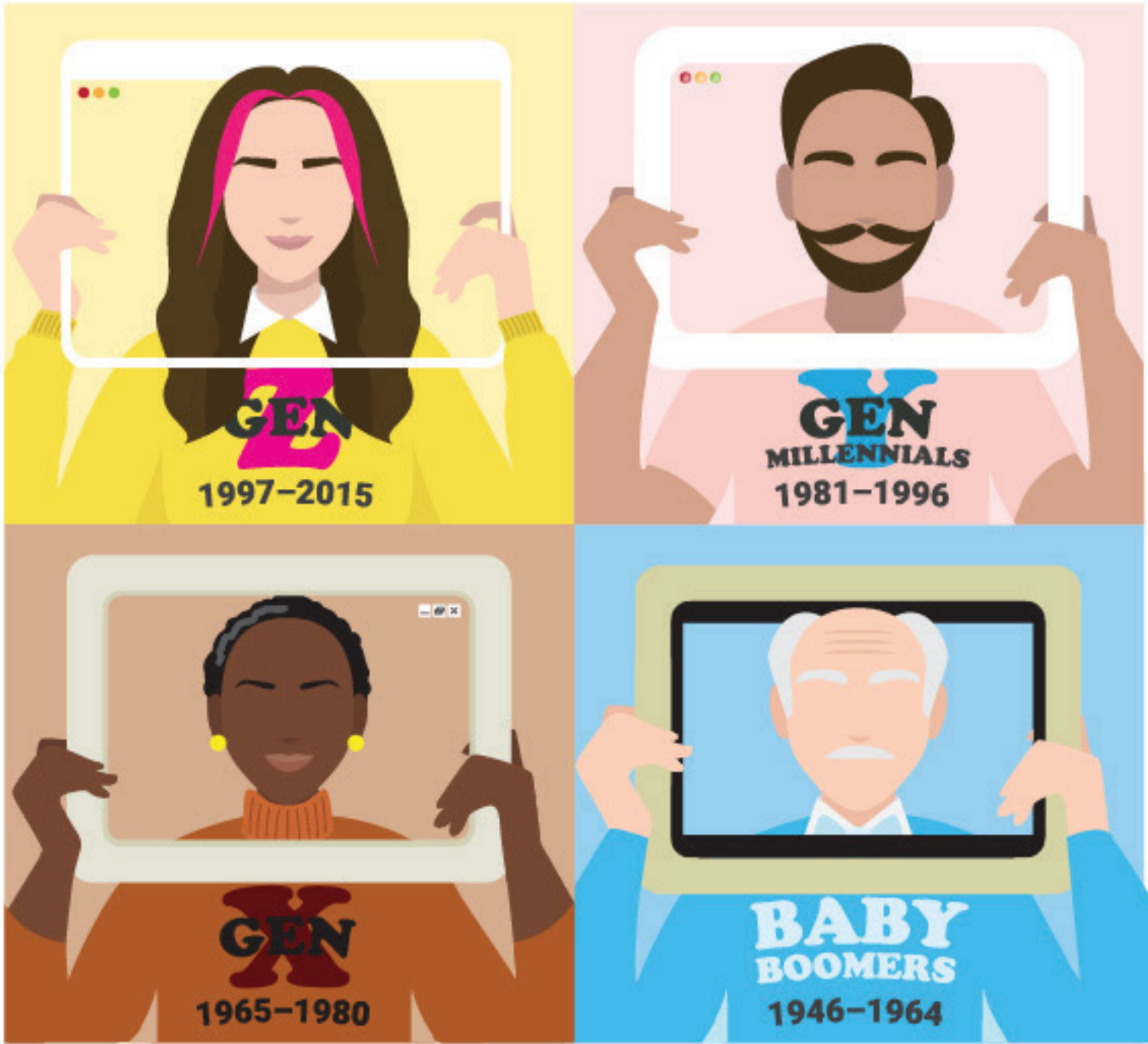
consumer spending 

\$6.4T

2020/2021 data

Introductions

Getting to Know the Generations



Z



tech natives



social justice warriors



immediacy



individuality



experiences over things

Y



financial debt



self-focused



influenced by social media



convenience



experiences over things

X



highest earning



work-life balance



loyal



"latchkey" generation



loves devices

B



disposable income



motivated to work



self-assured



convenience



resourceful

Where They're At In Life

Z

6–24
years old

A new generation has arrived. Gen Z will soon surpass Millennials as the most populous generation, with more than one-third counting themselves as a Gen Zer. They came of age in a world where content and information are increasingly accessible and shared. Many of this generation are taking their place on the stage and refuse to be categorized into neat little boxes as they shift toward extrinsic values.

Y

25–39
years old

Millennials are the largest generation in US History. They are in their prime working and spending years. Their collective affinity for technology is reshaping the way they engage with and shop brands. They are also one of the first groups to look at wellness as going hand-in-hand with a healthy, balanced lifestyle. This mindset influences Millennial connectedness with experiences.

X

40–56
years old

Gen Xers live hectic lives as they try to balance family and work commitments. Sandwiched between Baby Boomers and Millennials, many in this demographic are under significant financial and emotional pressure, juggling having children to care for while also assisting aging parents. Though they might be the smallest generation balancing more stress factors, their purchasing power packs a punch.

B

57–65
years old

Baby Boomers are a hard-working generation defined by their confidence in the future. From now until 2030, 10,000 Baby Boomers each day will hit retirement age. Millions will begin to retire officially, collect social security checks and go on Medicare. Other Boomers will keep working either out of financial necessity or some less tangible need like identity and self-worth. Collectively, they are known for their upbeat, confident attitude.



Annual Consumer Spending Habits

Z

One size does not fit all for Generation Zers. Gen Z does not differentiate between channels as they have no recollection of a world without cell phones or the internet. One of Gen Z’s biggest differentiators from previous generations is its advocacy for causes. Valuing experiences over things, they seek authenticity over curation.

Y

Less brand loyal than previous generations, Millennials have little patience for inefficient service. This mindset has caused many in this demographic to prefer online shopping. However, social media plays a significant influence on their decisions and can leave them with a fear of missing out.

X

The treat yourself mentality of Generation X can reap the rewards for retailers as this is the generation that demonstrates the most brand loyalty regardless of cost. Though they do not adopt new shopping habits as quickly as their younger counterparts, these splurgers favor seamless omnichannel experiences when indulging in retail therapy.

B

Though Baby Boomers are confident shoppers, they do not find it to be a relaxing activity. Because of this, they place a higher value on convenience over any other demographic. Though they are willing to conduct online searches for products, their final transaction will likely occur in the physical environment.

Z

Y

X

B

Transactions Per Year



Spend Per Transaction



What They Buy



How They Engage With Retail



Z

**The Up
and Comers**

Gen Z consumers are full of surprises. On the one hand, they want what their parents want—seamless delivery of retail essentials such as value, choice, quality, convenience, and availability. But, on the other hand, as digital natives, they have their own expectations for how they want those essentials delivered.

Y

**Millennial
Mavens**

Having come of age during technological advancements and economic disruption, Millennials are savvy regarding spending. Whether shopping in-store or online, Millennials seek a seamless retail experience in which they feel valued. The key to unlocking their loyalty is to understand their preferences through data-driven insights to make recommendations personalized to their needs.

X

**Savvy
Shoppers**

A high earning potential, combined with an affinity for nicer things, positions Generation X as the optimal target. The “middle-child” generation that embraced its inner angst has become the glue across all demographics. With wallets that can pack a wallop, they are savvy spenders.

B

**Convenience
Converts**

As retailers innovate for the future, it is easy to overlook Baby Boomers. However, they tend to outpace their demographic counterparts in retail relevance. Unburdened by student debt or the cost of supporting a family, they have more expendable income. Thus, while their expectations for the retail environment may be more significant, their preferences are easier to anticipate.

Environmental Preferences

Z

Seamless retail experiences that address Generation Z's underlying values are crucial to creating engaging atmospheres. Physical retail is their disconnect from the digital world. They seek authenticity and engagement in dynamic spaces.



excitement



engagement



experiences



seamless navigation



unique



dynamic destinations

Y

Millennials are fickle when it comes to brand loyalty. So to lure this tied-to-tech generation into the physical environment, the focus should be on crafting unique destinations rich with amenities.



technology



ethical



eco-friendly



amenity rich



innovative



convenience

X

The generation defined for years by an aloof coolness now finds themselves crowned the most stressed demographic. Yet, ironically embrace authentic, sincere, and socially conscious physical environments and personal interactions.



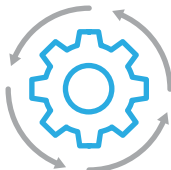
authenticity



eco-friendly



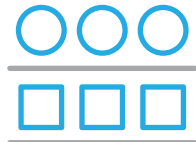
personal



consistent



aesthetic attributes



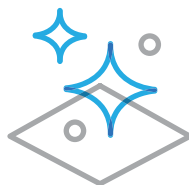
organized

B

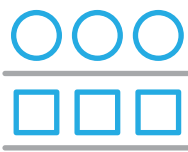
Baby Boomer consumerists favor friendly environments that foster moments of personal connection. They prefer shopping in organized, smaller formats accented with ambient lighting and wayfinding cues that lend to easy navigation.



good lighting



cleanliness



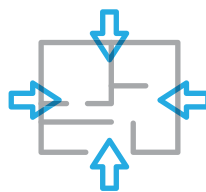
organized



updated signage



points of contact



smaller format



Thank You

For more information,
contact us at teamceso@cesoinc.com
or visit our website at www.cesoinc.com

Survey | Environmental | Engineering | Landscape Architecture | Architecture | Interiors