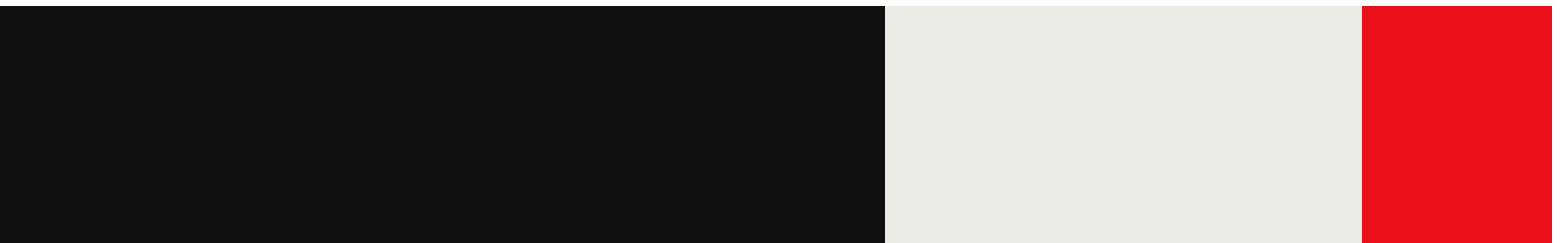


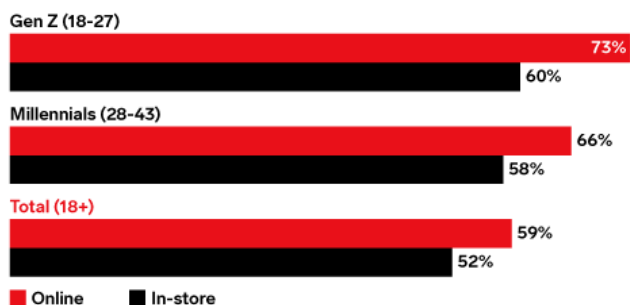
Gen Z is more likely than millennials to make online purchases from creators

Article



US Gen Z/Millennial Consumers Who Make Online vs. In-Store Purchases From Creators, June 2024

% of respondents



Note: n=1,125

Source: LTK, "Festive Forecast: 2024 Holiday Shopper Study," Aug 1, 2024

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Key stat: 73% of US [Gen Zers](#) say they make online purchases from [creators](#), compared with 66% of [millennials](#) and 59% of adult consumers overall, according to June 2024 data by LTK.

Beyond the chart:

- Younger generations view [creator](#)-driven advertising, such as affiliate content, more favorably. Nearly 40% of Gen Z find affiliate ads at least moderately influential, per our "US Consumer Attitudes on Advertising and Privacy" survey.
- US affiliate marketing spend exceeded \$10 billion for the first time this year, and is expected to grow 11.9% next year, per our August 2024 forecast.

Use this chart: Advertisers looking to engage Gen Z or millennials can use this chart to advocate for greater investment in creators. Retailers and brands can also evaluate the value of creators in their in-store and online strategy.

Related EMARKETER reports:

- [Affiliate Marketing Consumer Attitudes 2024](#) (Subscription required)
- [Creator Economy Revenues Forecast 2024](#) (Subscription required)

Methodology: Data is from the August 2024 LTK "Festive Forecast: 2024 Holiday Shopper Study." 1,125 US consumers were surveyed online during June 24-25, 2024.