

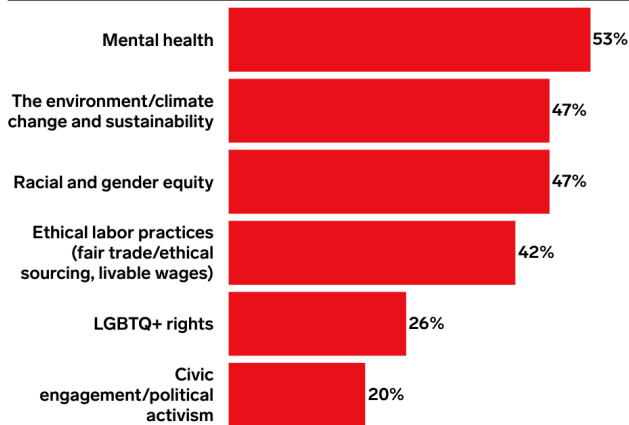
# Gen Z favors brands that support mental health, sustainability, and equity

Article

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## Values That US Gen Z Wants Brands/Companies Where They Shop to Support, March 2023

% of respondents



Note: ages 16-26

Source: ICSC and Big Village, "The Rise of the Gen Z Consumer," June 7, 2023

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InsiderIntelligence.com

**Key stat:** Gen Zers in the US want their brands to support mental health more than any other cause, cited by 53% of those surveyed by ICSC and Big Village. Tied for second place are environmental causes, including climate change and sustainability, and racial and gender equity (47% each).

### Beyond the chart:

- More than 40% of US Gen Z adults have been diagnosed with a mental health condition, according to Harmony Healthcare IT.
- Consumers can see through performative gestures, so brands focusing on mental health, sustainability, and **antiracism efforts** need to make sure they're fulfilling long-term commitments.

### Use this chart:

- Create value-based messaging that resonates with customer needs without being performative.
- Use customer insights to personalize content for niche groups within the larger Gen Z segment.

### More like this:

- Younger B2B buyers are the main reason marketers need to refresh their social media marketing strategies
- Brands maintain support for Pride despite anti-LGBTQ+ sentiment
- Advertisers win with TikTok's Creative Challenge—but creators' gains uncertain
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- 7/5 - **Making ad-justments**
- 7/3 - **Summer inflation**
- 6/30 - **CTV gains on mobile**
- 6/29 - **Beauty and the bucks**

*Methodology: Data is from a June 2023 ICSC and Big Village report titled "The Rise of the Gen Z Consumer." 1,008 US Gen Z respondents ages 16-26 were surveyed during March 2-8, 2023. The survey reflected a cross-section of part-time workers, full-time workers, and students, as well as living situations including those living at home with family or guardians, renters, homeowners, and college or university housing.*