

Here are 8 trends we're watching in 2023

Article

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Consumer habits are changing, and Gen Zers are a major driving force. Their shorter attention span, social buying habits, and lack of brand loyalty will push several industries to evolve—especially as Gen Z's spending power grows. These shifts in financial services, advertising, and social make up four of our top trends for 2023.

8 Trends to Watch in 2023

Changing Consumer Demographics and Behavior



Gen Z becomes a crucial customer base for financial services



Short attention spans translate to a coming ad evolution



Gen Z demands reshape social



Device adoption ushers in buy anywhere commerce

Opportunities for Brands to Win Over Consumers



Social commerce goes all-in on ads



Brands finally pay attention to loyalty



Retail media evolves beyond ecommerce search



Attention to privacy unlocks wallets

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Beyond the chart: Brands looking to reach younger Gen Zers shouldn't become complacent about their TikTok strategy. Sure, about **66%** of 12- to 17-year-olds in the US will use the app monthly by year-end, per our forecast. But newcomer BeReal already has **34%** of US teens using it just as often, according to Piper Sandler.

Young people are not waiting for legacy platforms to catch up to the latest trends. They're looking for new ways to reach friends and discover products, giving brands a wide array of

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Page 2

opportunities to reach this demographic.

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