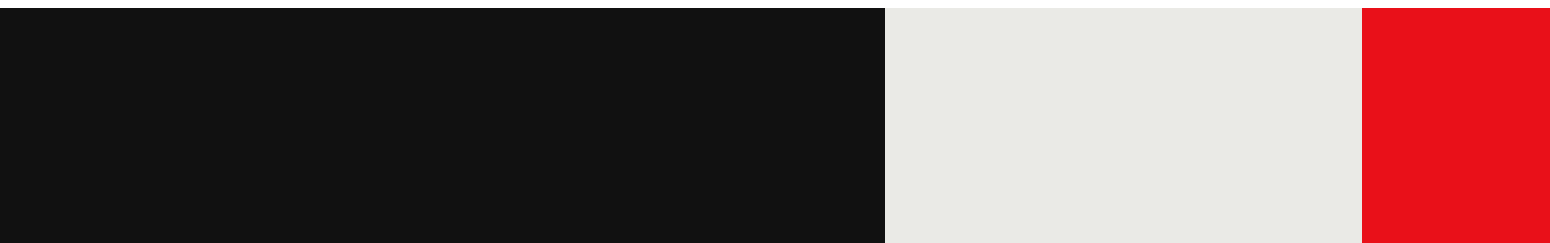



Temu, dupes, and in-store shopping: What 4 Gen Z behaviors mean for 2025

Article



From Temu's rise to their interest in dupes, [Gen Z](#) prioritized affordability and convenience in 2024. Gen Z consumers also showed interest in in-person shopping, but crowded stores may be limiting their trips to brick-and-mortar [retail](#).

We explore four data-backed Gen Z behaviors and their implications for 2025.

1. Temu's dominance reflects Gen Z's price-driven shopping priorities

The 2024 behavior: Temu was the most downloaded app by US Gen Zers in the first 10 months, with users ages 18 to 24 downloading it nearly 42 million times, according to Appfigures.

- Over half (52.2%) of Gen Z marketplace buyers have made a purchase on Temu, according to an April 2024 survey from EMARKETER.
- Lower prices, discounts/sales, and free shipping are the top three reasons marketplace buyers across all generations made a purchase from Temu.

What it means for 2025: Temu's popularity among Gen Z in 2024 highlights their focus on price and convenience. In 2025, this could push competitors to lower prices, prioritize discounts, or offer free shipping.

2. Gen Z seeks added value from loyalty programs

The 2024 behavior: Store [loyalty](#) programs are the top way Gen Z consumers discover [grocery](#) deals, coupons, or promotions, according to a December 2024 report from The Crazy Coupon Lady and Progressive Grocer.

- The most appealing coupon or promo type is buy one, get one free, cited by over half (55%) of Gen Zers, followed by mix-and-match deals (e.g., any five items for \$5), and dollar-off discounts.
- Only 13% of Gen Zers say store rewards/loyalty programs are the most important factor in grocery store selection.

What it means for 2025: Another sign of Gen Z's interest in value, Gen Z looks to loyalty programs to maximize their purchases. But retailers won't win Gen Z consumers with just loyalty programs, so they should use a combination of other strategies ([social](#), experiential) to get Gen Zers to shop.

3. Gen Z shops brick-and-mortar, but don't love in-store experiences

The 2024 behavior: Over two-thirds (69%) of Gen Z consumers shop in-store weekly, according to an August 2024 survey from RetailNext.

- However, 49% of Gen Zers say in-store shopping makes them nervous, according to Axios data cited in Mars United Commerce's Gen Z Playbook report.
- 66% of Gen Z consumers cite long lines as their biggest pain point when shopping in-store, 55% say crowded aisles, and 47% have difficulty finding items, per RetailNext.

What it means for 2025: Gen Z consumers may want to shop in-person more often, but a poor [customer experience](#) could be preventing them. Retailers should streamline store layouts and adopt [technology](#)-driven solutions (like self-checkout kiosks) to attract more Gen Z customers.

4. Gen Z embraces dupes, balancing affordability with selective brand loyalty

The 2024 behavior: About half of Gen Z has intentionally bought a dupe product, according to Mars United Commerce.

- Makeup and fragrances, high-priced fashion staples, and super luxury brands are Gen Z's favorite categories for dupes, according to Cafeteria, an app that connects teens with brands.
- Products meant to last, like coats and jewelry, or with high name brand recognition, like Nike, are less popular as dupes.

What it means for 2025: Gen Z's embrace of dupes reflects their desire for affordable alternatives in beauty and fashion. In 2025, brands may face increased pressure to balance affordability with quality to compete with dupe culture. Durable items and iconic brands may retain their appeal as Gen Z prioritizes authenticity and longevity in certain purchases.

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