

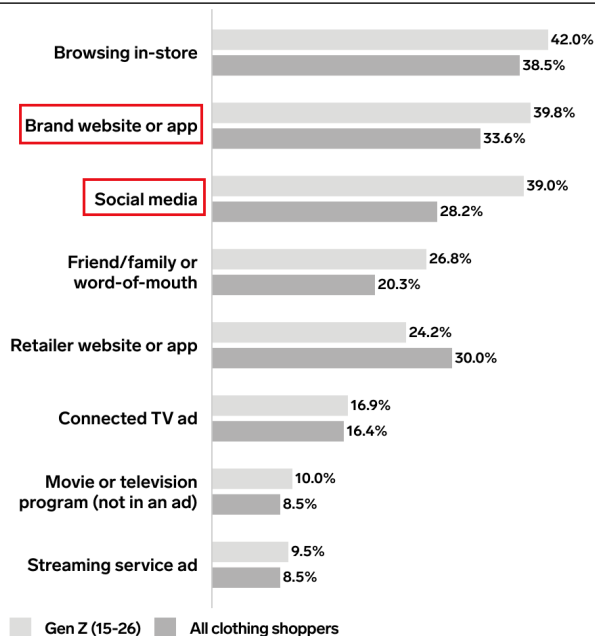
For many Gen Zers, product and brand discovery happens on social media

Article

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Brand Sites and Social Media Are the Top Online Discovery Channels for Gen Z Clothing Buyers

% of US clothing shoppers*, Sep 2023



Note: n=858; Q: "Think about the new clothing brands/products you purchased. Where did you first see or hear about them? Select all that apply"; margin of error is +/-3.3 percentage points; *clothing shoppers are those who discovered and purchased a new clothing brand or product in the past 6 months
Source: Insider Intelligence | eMarketer Survey, US Consumer Path to Purchase, Nov 2023

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Insider Intelligence | eMarketer

Key stat: While in-store is the No. 1 way Gen Z discovers clothing, 39.0% of US Gen Z clothing buyers have used social media to discover new apparel brands or products over the last six months, according to our September 2023 survey. This marks a departure from other generations: Just 28.2% of US clothing shoppers of all ages have used social media the same way.

Beyond the chart:

- Nearly three-quarters (73.0%) of Gen Zers who discover new brands or products on social media use TikTok to do so, compared with the 69.7% who use Instagram, per our survey.
- Engaging with videos and creator/influencer content are the most common product discovery methods among Gen Z shoppers on social media.
- Discovery doesn't necessarily equal conversion, however, as Gen Zers are more careful with their purchase decisions and are less likely to buy impulsively compared with older generations.

Use this chart:

- Strategize ways to advertise to Gen Z.
- Justify investments in online channels.

More like this:

- [How to reach Gen Z in 2024, according to new data](#)
- [What the past few months of TikTok trends teach us about marketing to Gen Z](#)
- [3 ways brands can adapt to Gen Z's evolving shopping habits](#)
- [Gen Z's Path to Purchase](#) (*Insider Intelligence subscription required*)