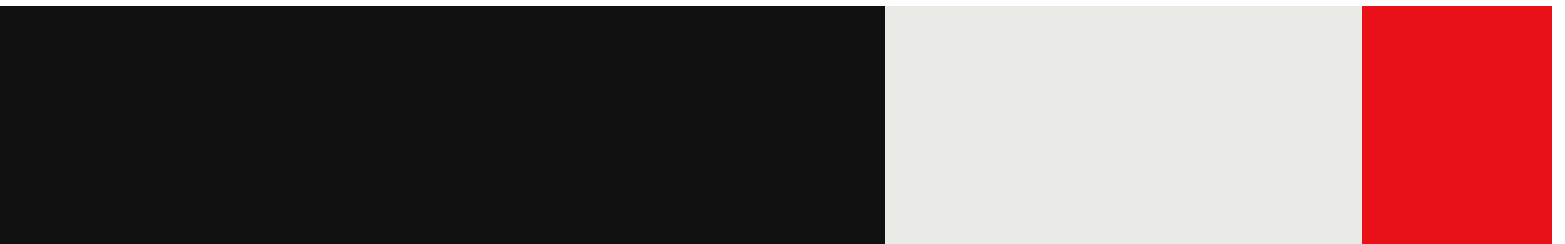


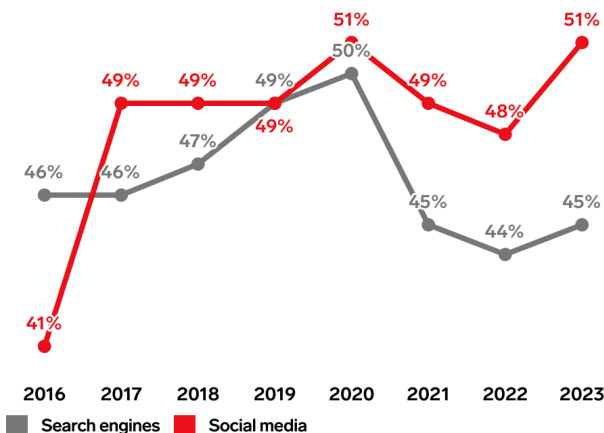
Gen Z prefers to research brands on social media over search engines

Article



Gen Z Prefers Social Media Over Search Engines When Looking Up Brands

% of Gen Zers worldwide who use search engines vs. social media, 2016-2023



Note: n=967,381; Gen Z=1998-2008; Q: "Which of the following online sources do you mainly use when you are actively looking for more information about brands, products, or services?"

Source: GWI, Feb 6, 2024

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Insider Intelligence | eMarketer

Key stat: Over half (51%) of Gen Z consumers worldwide use social media to look up a brand versus 45% who turn to search engines, per GWI Core data from 2023.

Beyond the chart:

- The top reason Gen Z likes to use the search function of social media is because it helps them get the information they want quickly, cited by 60.1% of Gen Z social search users, per our October 2023 survey.
- They also like to search on social because results are relevant (36.7%), visual (26.5%), and because it's fun (21.4%), per our survey.
- If traditional search engines like Google or retailers like Amazon want to win Gen Zers' favor, they need to take a cue from social and make search results more engaging and relevant.

Use this chart:

- Track Gen Z search behaviors over time.
- Justify ad spend on paid social channels, specifically in search results.

More like this:

- How Gen Z shopping behaviors can influence retail media
- More than half of Gen Z prefers searching on TikTok over Google
- Gen Z excels at social media marketing. How do brands keep up?
- 3 ways brands can adapt to Gen Z's evolving shopping habits