

# Alphas: your future spenders; your current influencers



# Why Alphas Matter Today

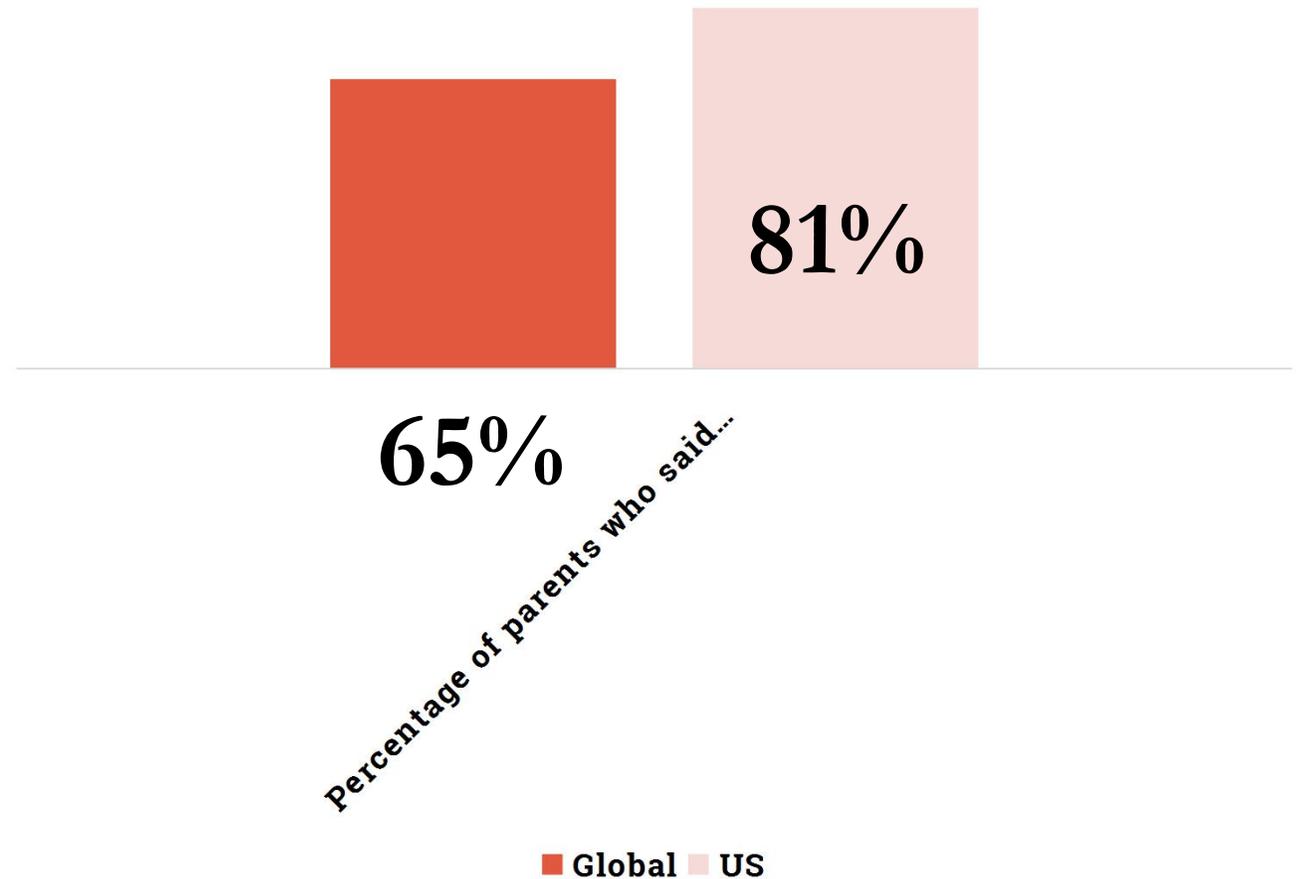
They influence the way their parents shop

▪

They know what they want  
(and how they want it)

▪

They are your future





# Who are Alphas?

Born since 2010

▪  
'The Next Great Generation'

▪  
Precious

# The world according to Alphas Is 'phygital'

▪  
Is cause for concern

▪  
Theirs





# Money according to Alphas

**Is digital**

▪

**Is available**

▪

**Needs explanation**

**“Kids don’t see money exchanging hands in the same way it used to... They get this belief there’s a digital money tree and they just shake it and money comes down.”**

**– Child Psychologist, Michael Carr-Gregg**

# Tech according to Alphas

**50% of all UK children have access to up to 10 multimedia devices**

▪

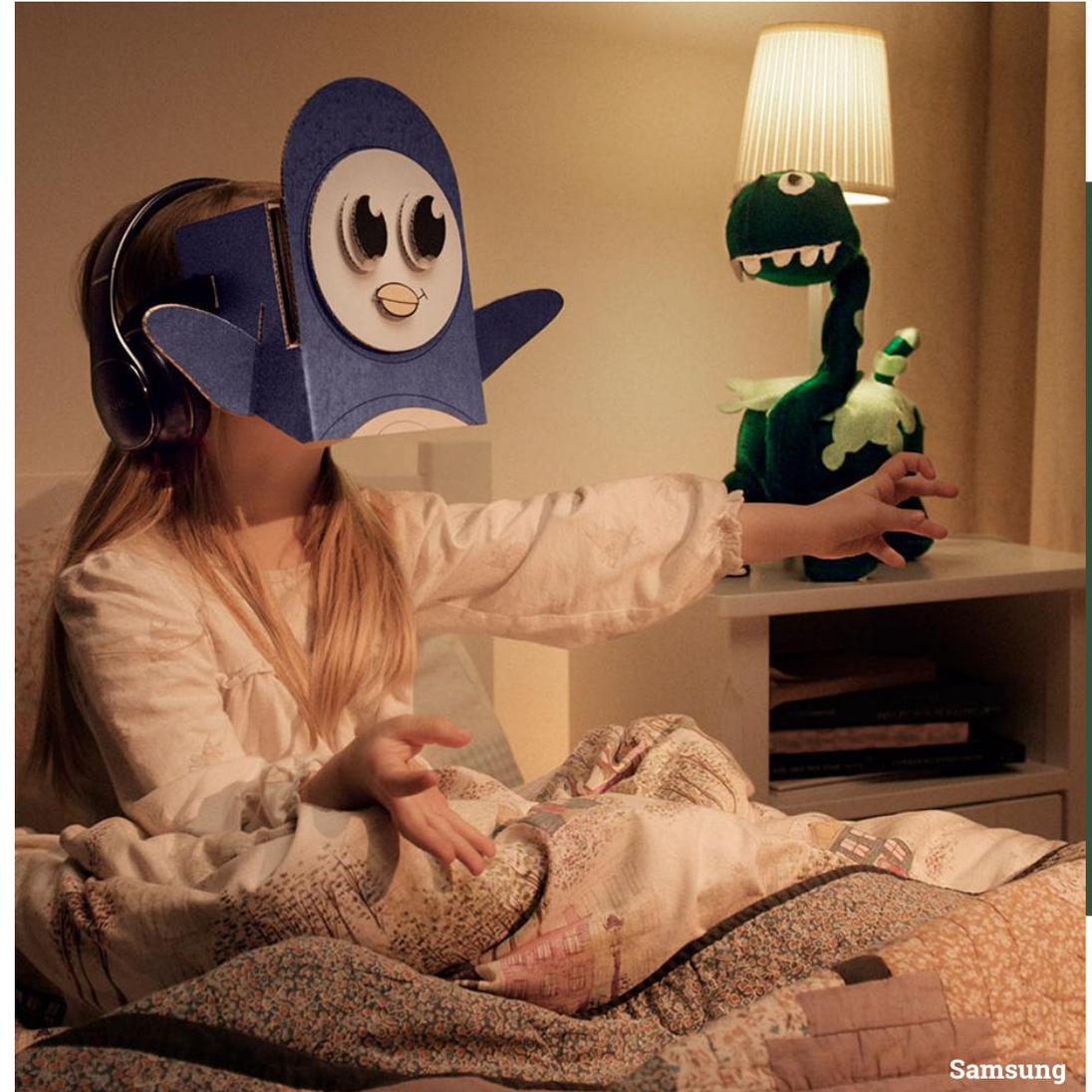
**12% of boys have access to 20 or more multi-media devices**

▪

**1 in 4 parents believe their kids value their phones and tablets more than any other possession or activity**

▪

**89% of children aged 6-10 believe Alexa always tells the truth**





Zoey Miyoshi

# Feelings according to Alphas

Constantly monitored – what for?

.

What will be their sense of purpose?

.

A backlash against perfection and the  
traditional markers of success

# Your Opportunities

- Play
- 
- Creativity
- 
- Education
- 
- Testing





# Thank You

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