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## REASONS WHY GEN Z CONSUMERS LOVE RETAIL SHOPPING

While there's no doubt that online shopping has changed the face of retail, Gen Z shoppers have already shown that they value brick-and-mortar stores. Though there's some debate as to the cutoff between the Gen Z and Millennial generations, these shoppers are in their teens and early twenties and have yet to grow into the full measure of their spending power – although it's already estimated to be worth \$143 billion in the U.S. alone! Read on to see why this youthful generation, the largest subgroup in the United States, has returned to the stores to shop for clothes.

# 1

## They Value Brick-and-Mortar Stores More Than Their Elders



It's estimated that in 2018, 95% of Gen Z consumers visited a shopping center during a three month period.

On the other hand, only 75% of Millennials and 58% of Gen X shoppers did the same.

Gen Z shoppers really enjoy the experience of visiting brick-and-mortar stores – three quarters of them said that it's a more enjoyable experience than shopping online!

# 2

## Apparel Stores are Especially Popular



Around 75% of Gen Z consumers specifically shop for apparel in brick-and-mortar stores.

There are lots of potential reasons for why this could be, but it's clear that Gen Z shoppers like to browse rather than search for specific items, as they would online.

Many Apricot Lane customers love our stores because they're able to try things on, feel different textures, work with a dedicated sales associate, and so forth.

# 3

## Gen Z Loves to Browse the Latest Products



According to Bloomberg, major retailers are working to attract Gen Z customers by frequently changing up their displays and merchandise.

Some retailers have observed that Gen Z customers like to shop for things that catch their eye, not things they necessarily need.

This is great news for Apricot Lane franchisees. We regularly update our inventory, and they can choose which items they'd like to stock their store with every week.

We don't mass produce our items, so once something is sold out, it's gone.

Our customers love that they can come into our store every week and browse a selection of new and unique pieces that can't be found anywhere else – a perfect match to Gen Z's buying habits.

Apricot Lane is always conducting market research to identify new ways to attract shoppers of all ages. [Contact us today](#) to learn more about the reasons why Gen Z loves our franchise boutiques.

**Apricot Lane**  
BOUTIQUE