

IPSOS GENERATIONS REPORT 2024

Key findings



01

We need to prepare for global population decline

The shrinking of population growth rates and the global population decline, set to begin from the middle of the century onwards, will have profound implications for workforce planning, pension systems, and economic growth. Adjusting to ageing populations and considering the potentially vast market of older adults, who control a significant portion of wealth, will be crucial for policymakers and businesses.

Gen Z is, probably, the first truly ‘global’ generation

Generation Z appears to have a distinct set of characteristics which transcend international borders. Better education and the use of the same social media are just two of the factors at work. They display higher levels of stress and loneliness, as well as a tendency to form relationships online. They exhibit more liberal social attitudes, although this comes with many caveats based on gender and geography. Understanding the unique attributes and behaviours of Gen Z is important for developing targeted products, services, and policies, as well as for engaging with this demographic in meaningful ways.



02



03

Cultural and national contexts matter a lot

The term ‘Baby Boomers’ and generational labels in general do not translate well globally. People in many countries are just not familiar with the terms being used so widely these days in business parlance. Not least because cultural and historical contexts significantly alter the collective experiences of generations. For instance, the extent to which there exists a ‘baby boom’ period, or even its mere relevance, varies greatly across different countries. Decision-makers need to tailor their strategies to reflect these nuances and avoid one-size-fits-all approaches when thinking about different generations and age groups.

Demography is already politics. Soon it will be a business issue too

Demographic changes are becoming a pressing political issue, akin to climate change, with debates surrounding overpopulation shifting to concerns about depopulation and its societal impacts. For businesses, demographic trends offer both challenges and opportunities, such as catering to underserved markets like the ageing population. Strategic planning must now account for these trends to ensure businesses are on a stable and sustainable footing for future growth.



04

05 Generalisations only take us so far. We need to embrace intra-generational diversity

It is crucial that we not only understand, but actively engage with the distinct characteristics and preferences of each generation. This extends to the implementation of tailored communication strategies, product development, and service delivery that resonate with the values and expectations of different age cohorts. For people under 30, this might mean leveraging their digital fluency and commitment to social causes, while also taking into account their diversity, and their

financial and mental insecurity. For mature adults, this might mean tapping into their financial stability and desire for products that align with a more active, health-conscious lifestyle, while also considering their preference for no-nonsense, frugal and practical propositions. Businesses and policymakers must foster genuine connections with these diverse generational groups to unlock their full economic and social potential. This requires a strategic shift from passive observation to proactive interaction, ensuring that every age group generation feels seen, heard, and valued within the marketplace and the political landscape.



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