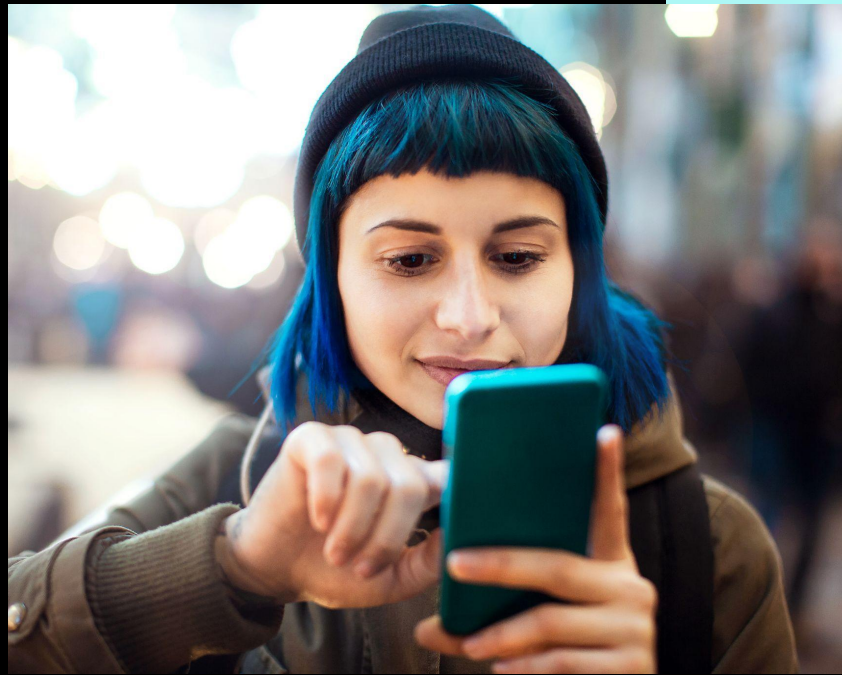


Cyber Week: Gen Z's intent, buying power and wants revealed

UNiDAYS surveyed over 20,000 Gen Z student members, across the UK, US and Australia, to understand their purchasing plans, the verticals they're most interested in and their expectations for Cyber Week.



"I've been saving up for Cyber Week and am looking forward to getting some really good deals."

- June, UNiDAYS Member

Key insight #1

Students are poised to spend this Cyber Week, with 50% planning to spend £100 or more, representing an 11% increase on last year.

58%

HAVE SAVED
MONEY AWAY
SPECIFICALLY FOR
THE SALES



While four in five students plan to buy something, the fact that 58% have been squirreling money away, just for this event, is indicative that buyer intent is strong amongst Gen Z consumers this Cyber Week.

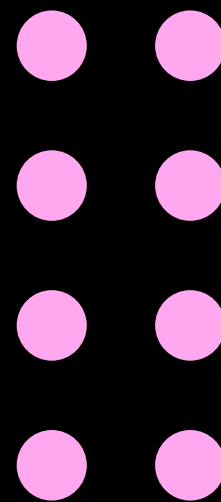
+£900M*

WILL BE SPENT BY STUDENTS
ACROSS CYBER WEEK

Interestingly, despite hospitality reopening, there has been a sharp rise in the spending power of Gen Z, with 40% budgeting from £100 to £500 and 10% planning to spend £500+

82%

OF STUDENTS
INTEND TO MAKE A
PURCHASE ON
BLACK FRIDAY OR
CYBER MONDAY



Key insight #2

Fashion is set to be the big winner this Cyber Week, with 56% of Gen Z set to buy mostly clothing & accessories and footwear



32%

PLAN TO BUY MOSTLY
TECHNOLOGY AND
GADGETS PRODUCTS

5%

PLAN TO BUY MOSTLY
FRAGRANCES AND
BEAUTY PRODUCTS

4%

PLAN TO BUY MOSTLY
HEALTH/ FITNESS/
LIFESTYLE PRODUCTS

2%

PLAN TO BUY MOSTLY
TRAVEL PRODUCTS



Gen Z consumers have a very clear idea of what they want to spend their money this Cyber Week. As a market, they are more likely to have researched the products they want and the deals available.



While fashion reigns supreme, almost one in three will also be on the hunt for tech and gadget deals, with only 11% seeking out offers in other verticals.



*Stay up to date on all
the latest Gen Z trends
and insights→



Key insight #3

Gen Z shoppers want BIG discounts from BIG brands, with 65% expecting at least 40% off this Cyber Week.

52%

EXPECT TO SPEND
OVER BUDGET

31%

PLAN TO SPEND ON
GUILTY PLEASURES

8%

ARE CONCERNED
ABOUT SUPPLY CHAIN
ISSUES AND GETTING
THEIR GOODS ON
TIME

A frictionless customer experience and big, bold offers are a must for brands this Cyber Week.

With only 8% concerned about supply chain disruption, Gen Z expect every aspect of the sales journey to be seamless, from browsing online to receiving their goods.

But it's not just about good service: When it comes to the discounts brands offer this Cyber Week, 'go big or go home' is Gen Z's mantra. One in four students believe 30% would be a fair discount, while 44% expect brands to offer at least 50% off.



Thanks!

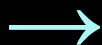
**Have a question for
verified students?**

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**Want to put your
brand, product,
and/or discounts in
front of Gen Z?**

[Learn more about
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