

Hispanic Gen Z Major Nuances vs WNH Gen Z

Key Latino GenZ Trends vs. Millennials at same lifestage: Gen Z shows higher Chicoismo, deteriorating relationship with parents, decreasing level of self-image, harder to save & afford, enjoying education more, even more digital lives.

Hyper-Aspirational
Spoiled by Parents
& Extremely Materialistic
Most Likely to Live in the Now



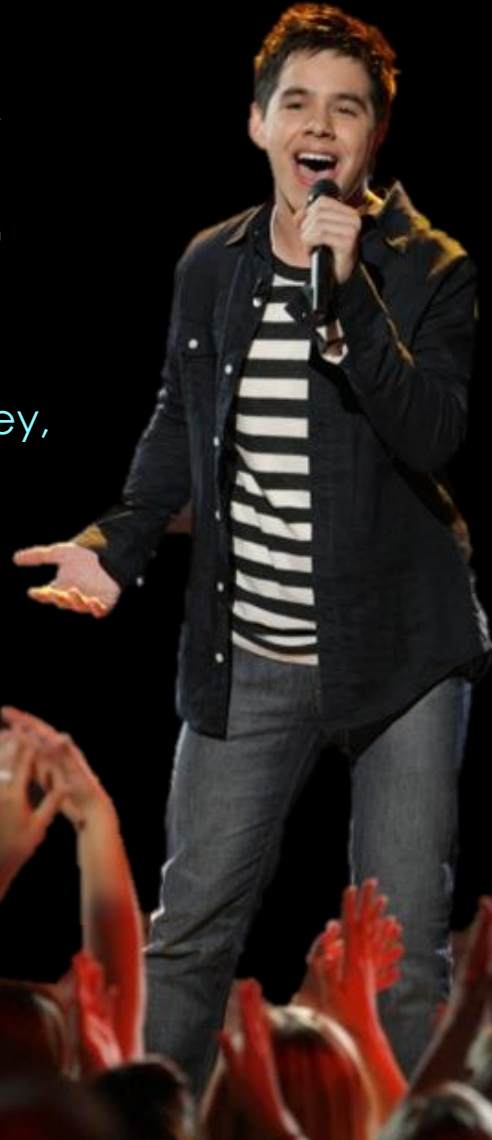
Least Individualistic, Most Homey,
yet Bittersweet Relationships
with Parents & Family



Highest
Cultural pride
& Free thinkers



More Worried & Stressed
Future,
Parents & family,
Self-Image



Stronger Influencers of ...

Music



Fashion
& Style



Digital World



Soccer & NBA



Highest Desire to ...
Have

Be Famous

Own Business

