

# 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



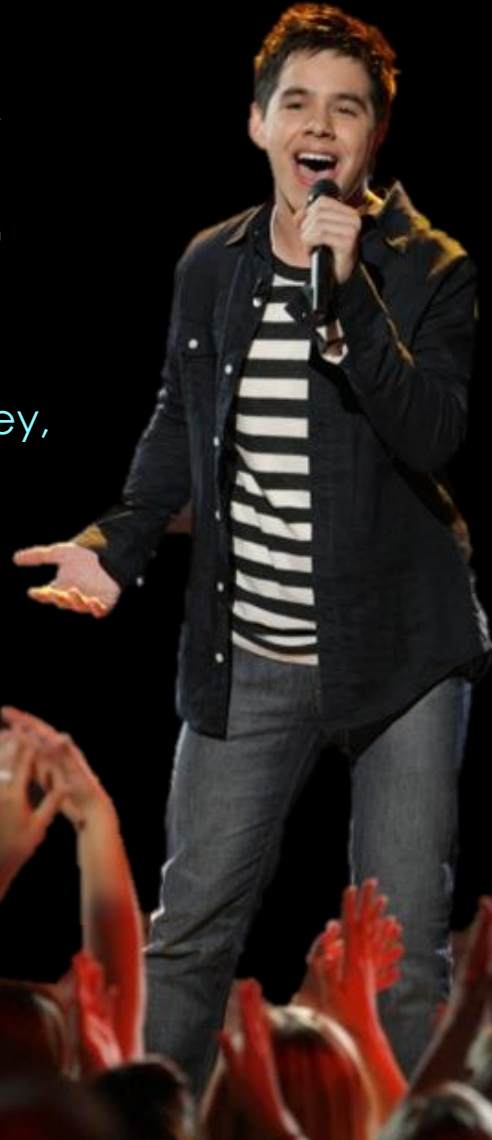
Least Individualistic, Most Homey,  
yet Bittersweet Relationships  
with Parents & Family



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

