

The Snapchat Generation 2022





Powered by Positivity

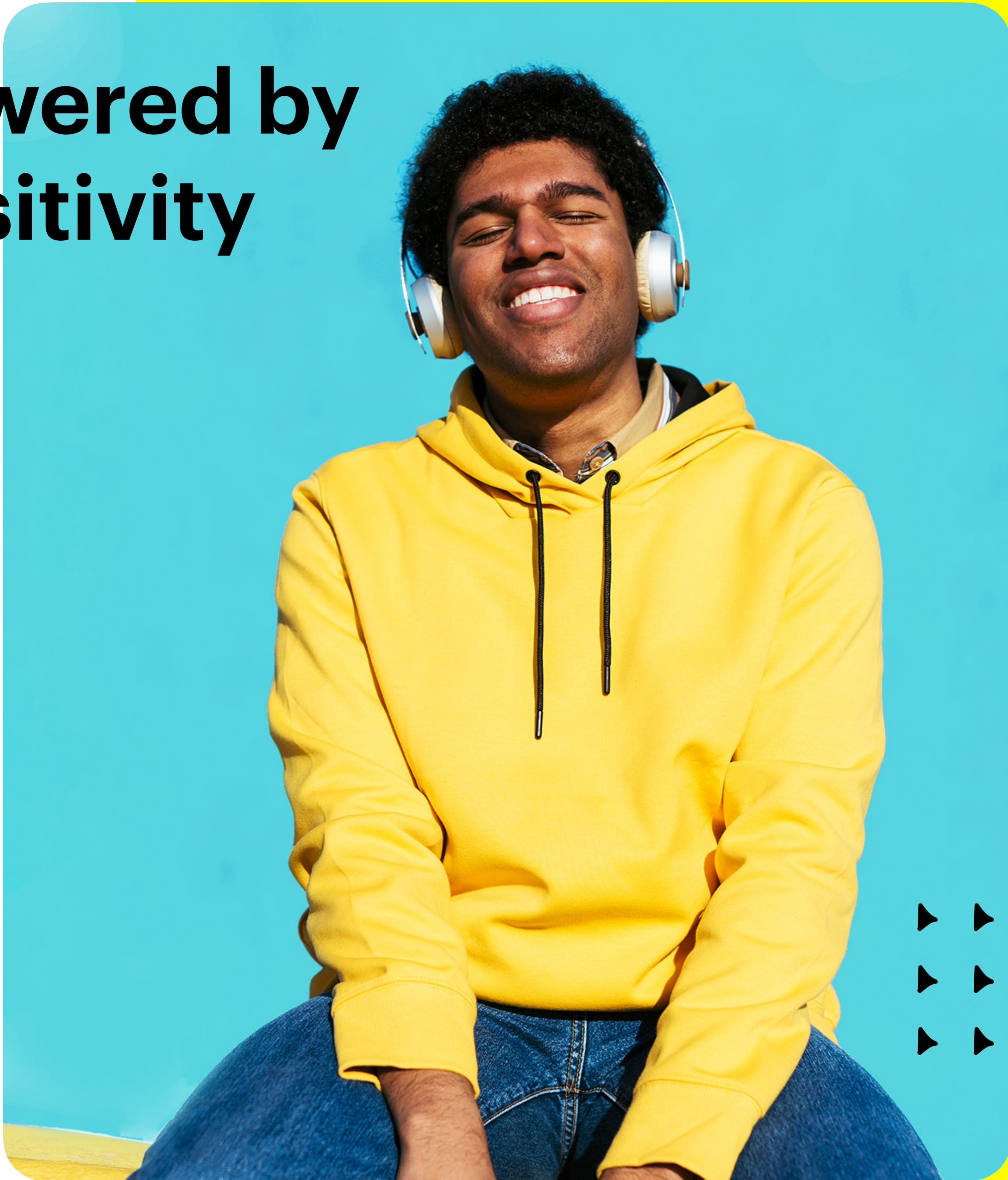


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Introduction



The Snapchat Generation — aka Daily Snapchatters — are pioneers in using tech to connect, communicate, and create. Whether they are experimenting with the latest Filters & Lenses, sharing photos & videos, or simply chatting with friends, Snapchatters are shaping and being informed by their networks and surroundings.

At Snap, we aim to listen to and understand our community, and this report highlights what we've found. We surveyed over 19,000 people across 16 markets, before holding more in-depth discussions with select Snapchatters and their friends. We spoke to academics and youth experts too, uncovering their predictions for the future of culture.

We found that Snapchatters are extremely loyal and increasingly values-driven. The last two years haven't changed who Snapchatters are so much as how they show up. Values like caring for their well-being, prioritizing their relationships with others, and having fun have moved to center stage for them.¹

¹2022 Global Crowd DNA Study commissioned by Snap Inc. | Base: Snapchatters N = 8,100 | Q: Which of these are important to you? | Q: How, if at all, has the importance of these values changed for you since before the pandemic?

These values are influencing how they interact not only with their friends but also with brands and their wider community.

And they're turning these values into positive action across a variety of issues. Issues such as womens' & girls' safety, climate change, mental health, racial discrimination, and crime all top their list of concerns.² Here we will outline how brands can adapt effectively to the Snapchat Generation's outlook.

It's no secret that the world is at an inflection point, and Snapchatters are paying attention to this change. They're making it their personal responsibility to make the world a better place, and this optimism is proving infectious. United by their kindness, creativity, and sense of humor, Snapchatters are leading the way in building a brighter future.

²2022 Global Crowd DNA Study commissioned by Snap Inc. | Base: Snapchatters N = 8,100 | Q: Which of the following issues are most important to you?



Insights into the Snapchat Generation





Chapter

01

Authenticity





first time
vacationing in
2 years!



Snapchat is the #1 platform where people enjoy sharing what life is actually like or random/funny moments.¹

Snapchat is a place where people feel free to be themselves, somewhere they're empowered to be happy, open-minded, and connected.² Snapchatters create and share Snaps that reflect what life is actually like, from the big moments of celebration to the little moments that make you smile, and all the random and funny moments in between.

¹2022 Global Crowd DNA Study commissioned by Snap Inc. | Base: Daily Snapchatters = 8100 Daily TikTok = 6482 Daily Instagram = 7516 Daily Facebook = 7244 Daily Messenger = 6323 Daily Whatsapp = 6822 Daily Twitter = 5113 | Q: Which of the following moments do you enjoy sharing or celebrating on each app? Please select all that apply. (NET: Funny / random things that happen during my day, Moments that capture what my life is actually like)

²2022 Global Crowd DNA Study commissioned by Snap Inc. | Base: Snapchatters N = 8,100 | Q: How often do you feel each of the following emotions when you are using Snapchat?



“On Snapchat you can put on a silly filter/ lens and send it to your friends and all laugh, which is very good for your mental health. It’s also a place you could share with a friend that you’re struggling.”

Derek Baird, Kids & Teen Content, Culture Strategist

“Half of the stuff I send on Snapchat I would never send on text. It feels safer and more real than texting and it has more options, I can send a picture with a little caption. I can’t do that over text.”

Snapchatter, 24, Canada



Scan Me





93%
of Snapchatters
enjoy sharing
and celebrating
moments in their
life on Snapchat.¹

¹2022 Global Crowd DNA Study commissioned by Snap Inc. | Base: Snapchatters N = 8,100, Non-Snapchatters N = 9,216 | Q: Which of the following moments do you enjoy sharing or celebrating on each app? (NET: all codes)



“I prefer to post more personal things on my Snapchat — I post more about my kids, more about my husband and my life. It feels more personal...you're seeing real insights about how someone's day is going.”

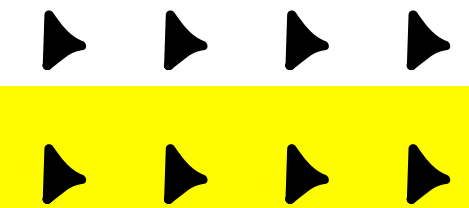
Snapchatter, UK, 31



Snapchat has always been a place for people to live in the moment, express themselves, and have fun together. In this way, Snapchatters are at the center of a growing desire for authenticity in society at large, a desire which is increasingly giving shape to our methods of digital communication.

Around the world, this generation is championing transparency, reimagining online life as something that feels real, fulfilling, and genuinely fun.

This is what gets Snapchatters really excited.





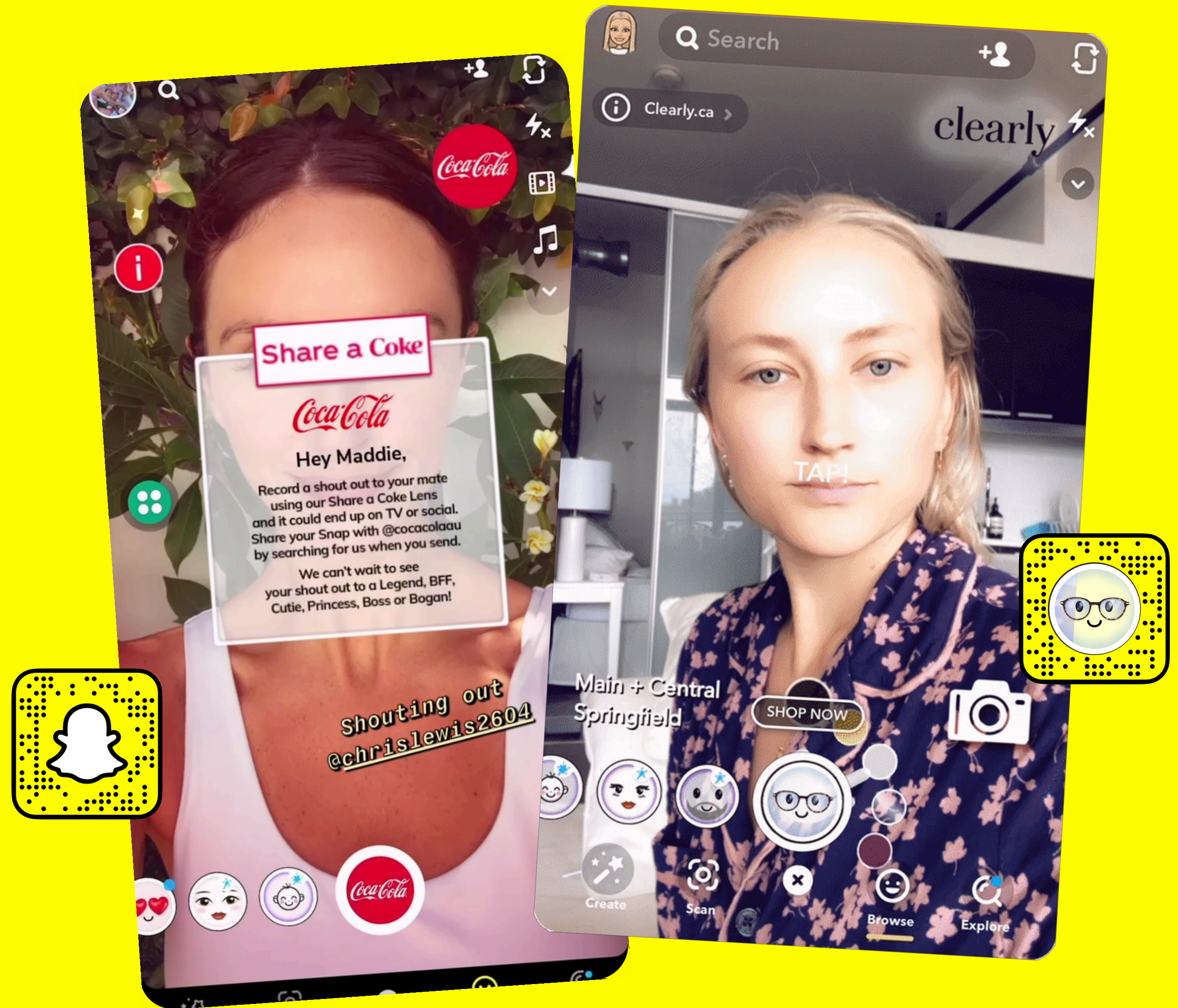
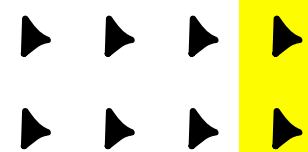
So, where are we headed?

Just as Snapchatters are showing up differently, so should brands...

Snapchatters are looking for brands that can meet them where they are. This means complementing the experience they have on the app, an experience defined by freedom, safety, and individuality.

Brands have to accept Snapchatters for who they are and consider ways to embed themselves seamlessly into this generation's everyday conversations.

Remember — openness and transparency are key for this.





Chapter

02

**Close
Connections**





Compared to other social and communication apps, **Snapchat is the #1 app for creating photos and videos via the camera.**¹

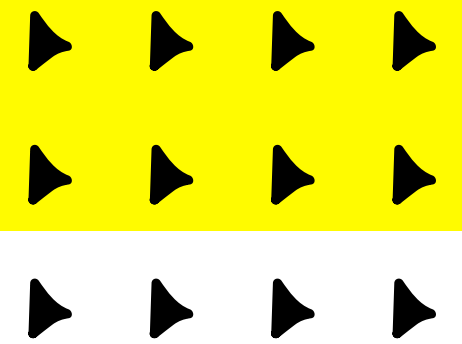


¹2022 Global Crowd DNA Study commissioned by Snap Inc. | Base: Daily Snapchatters = 8100 Daily TikTok = 6482 Daily Instagram = 7516 Daily Facebook = 7244 Daily Messenger = 6323 Daily Whatsapp = 6822 Daily Twitter = 5113 | Q: We would like you to think about the apps that you told us you use daily. Please tell us WHY you like to use each one daily. Please select all that apply. (NET: To take pictures / videos with the camera, To enhance my photos / videos / the world around me with lenses / filters / effects)



“You don’t have to send a ‘Hi, how are you?’ You just send a Snap and that gets the conversation going.”

Snapchatter, 21, Netherlands



We’re living in the era of visual communication and Snapchatters are leading the way. For the majority, it comes down to the simple fact that **visual messages are a much more personal and expressive way of communicating.**¹

Snapchatters are able to build stronger relationships and connect in ways that are both more creative and convenient. This can help contribute to a sense of belonging.

¹2022 Global Crowd DNA Study commissioned by Snap Inc. | Base: Snapchatters N = 8,100 | Q: Why do you like sharing / receiving visual messages (e.g. pictures, videos, filters / lenses, emojis / bitmojis) on apps? (NET: feel more personal, make it easier to build stronger connections / relationships, help me to feel more involved in my friends’ lives, even if I’m not there)



97%

of Snapchatters have used visual communication when messaging friends.¹

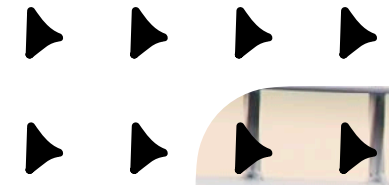
Images and videos allow Snapchatters to tell a story to their friends about their lives, creating spontaneous engaging content out of their own experiences for their network to enjoy. The Snapchat Generation grew up amid a technology revolution, and things are evolving fast.

AR, or Augmented Reality, allows for even more personalization, with new and exciting opportunities for brands to relate to their consumers.

“Pictures and videos are a more inclusive way of communicating. I can take my friends with me and show them what I'm up to instead of just telling them.”

Snapchatter, 19, Germany

¹2022 Global Crowd DNA Study commissioned by Snap Inc. | Base: Snapchatters N = 8,100 | Q: Thinking about all apps you use, which of the following things relating to visual messages (e.g. pictures, videos, filters / lenses, emojis / bitmojis) have you ever done? (NET of all codes)



So, where are we headed?

There are a few things for brands to consider in this world where photo and video rule...

The Snapchat Generation embraces visual communication — it's a way to build more personal connections and enjoy immersive experiences, and they do so in innovative and creative ways.

To connect with Snapchatters, brands will do well to adapt and build a strategy around a camera-first mentality.

As Snapchatters are a diverse group of people, brands that limit themselves to targeting one type of consumer are in danger of being left behind. Brands that prioritize inclusivity and lead with an empathic vision will thrive.

Chapter

03



Social
Shopping





“We do a lot of shopping together on Snapchat, sending pics like: which should I choose, this or that?”

Snapchatter, 24, Norway

Snapchat is the #1 platform where users enjoy sharing purchases they love or when shopping.¹

Snapchat is also where Snapchatters are turning to get inspired, experiment with their looks, and shop. They are using AR to try out potential purchases before they buy. This is part of a more general trend Snapchatters are leading, where shopping is not only becoming more digital, but more interactive and personal as well.



¹2022 Global Crowd DNA Study commissioned by Snap Inc. | Base: Snapchatters N = 8,100 | Q: Thinking about all apps you use, which of the following things relating to visual messages (e.g. pictures, videos, filters / lenses, emojis / bitmojis) have you ever done? (NET of all codes)



93% of Snapchatters are interested in using AR for shopping,

with Snapchatters 1.6 times more likely than non-Snapchatters to have used AR to try on makeup or clothes.¹

Not only does shopping with AR allow Snapchatters to identify the size or style that suits them, but it also creates a more fun and social experience. For Snapchatters, AR is a way to enhance the shopping experience, making it more convenient and more connected. Snapchat is increasingly somewhere for people to experience and share the joys of shopping, becoming the ultimate shopping companion.

¹2022 Global Crowd DNA Study commissioned by Snap Inc. | Base: Snapchatters N = 8,100 | Q: What are the reasons why you'd want to use AR for shopping? (NET of all codes except "I wouldn't be interested in using AR for shopping")



“Whenever my friends or I buy something, new or secondhand, we send each other snaps with pics of it. We naturally mention where we have bought it and which brand it is.”

Snapchatter, 24, Norway



So, where are we headed?

Brands can harness the powers of AR to engage Snapchatters in more exciting, immersive ways...

This is ultimately about personalization, with AR re-centering the digital shopping experience around the specific needs of the consumer. This is done best when the experience is seamless, allowing Snapchatters to interact with, try on, and purchase a product all with one single Lens.

These new immersive shopping experiences are social occasions, with Snapchatters eager to share their joy at what they've found. This is part of a new "Connected Commerce" that holds exciting new opportunities for consumer engagement.



Chapter

04

**Collective
Happiness**



75%

value actions that benefit the collective.¹

Not only is Snapchat somewhere where friendships are made and enjoyed, but Snapchatters also care about the wider social implications of their actions.

For the Snapchat Generation, the app is there to foster the relationships that make them happy, while also being a platform where they can enact the change they want to see in the world.

Snapchatters invest time in both self-care and collective care. They see, for example, AR as a shopping tool that can reduce carbon emissions and lessen their personal environmental impact. It's also a tool for them to learn new skills and explore places around them.

This outlook has increased since the pandemic, with Snapchatters who value taking action for the collective good now nearly twice as likely to talk about social and political issues since before the pandemic.



¹2022 Global Crowd DNA Study commissioned by Snap Inc. | Base: Snapchatters N = 8,100 | Q: Which of these are important to you? Please select all that apply. (NET: Reducing my environmental impact, Speaking up about social / political issues, Supporting my community and taking time to help others around me, Being open to learning from others and respecting different cultures) | Q: How, if at all, has the importance of these values changed for you since before the pandemic?



“Connecting with other people is the most important thing we can do on this planet.”

Snapchatter, 22, USA

4 out of 5 think connecting with friends is the simplest way to feel happier.¹

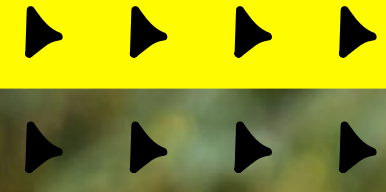
This desire for deeper relationships extends to how Snapchatters relate to brands. Nearly half now see it as increasingly important for brands to build meaningful connections with them.² Brands play a really important role in the social life of Snapchatters, with around half showing their loyalty to brands by talking about the brands with others.³



¹2022 Global Crowd DNA Study commissioned by Snap Inc. | Base: Snapchatters N = 8,100 | Q: Please tell us the extent to which you agree or disagree with the following statements about your feelings and emotions.

²2022 Global Crowd DNA Study commissioned by Snap Inc. | Base: Snapchatters N = 8,100, Snapchatters who interact with brands digitally before buying from them N = 1,906 | Q: Now thinking more generally - compared to before the pandemic, which of the following have become more important to you when choosing brands to purchase products from? (NET: Makes me feel like I'm part of a community (e.g. through in-person events or a platform built around sharing ideas and reviews), Makes me feel like I'm making a difference in helping them grow, Incorporates my feedback / lets me have a say in the products they create, Helps me live up to my values)

³2022 Global Crowd DNA Study commissioned by Snap Inc. | Base: Snapchatters N = 8,100 | Q: How do you typically show loyalty to brands you like? (NET: I talk about the brand with my friends and family, I like to connect with other people who share my love for the brand (e.g. social groups on apps))



So, where are we headed?

In light of Snapchatters' social values, there are a few things for brands to consider. More and more, consumers are expecting the worldviews of the brands they purchase to align with their own.

Snapchatters, in particular, are looking to buy into brands they can support, promote, and stand behind. It will work well for brands if they are open, honest, and clear about their values, motivations, and goals.

Brands can help build communities. Brand loyalty is a powerful socializing force among Snapchatters. Snapchatters enjoy talking to people who share their love for a brand. Harness this - bring people together and facilitate connections.



**These are the
things to
remember...**

1. Help Snapchatters in their mission to explore their true selves.

When it comes to their identity, Snapchatters are embracing their true selves — vulnerabilities and all. They seek freedom to do this, and Snapchat provides a positive space for exactly that.



2. Build deeper connections with visual brand experiences.

For Snapchatters, interaction is vitally important, regardless of how far apart they may be. Visual communication lies at the heart of their interaction, providing the ability to build deeper relationships.



3. Make shopping more social and interactive.

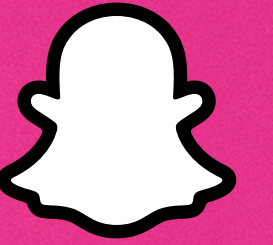
Commerce is changing. Snapchatters are having fun and experimenting with their looks, and to do so, they're leaning into the immersive shopping tools Snapchat has to offer.

4. Spread joy.

Snapchatters are prioritizing the greater good and building community. In doing so, they're recognizing the benefits their connections — with family, friends, and brands — can bring.



Connect with the generation that's shaping how we interact with each other, with brands, and with the world.





THE SNAPCHAT GENERATION 2022 REPORT

The Snapchat Generation report, a Snap Inc. and Crowd DNA collaboration, examines the behaviors and values of Daily Snapchatters aged 13+, in Australia, Brazil, Canada, France, Germany, India, Italy, Mexico, Netherlands, Norway, Saudi Arabia, Spain, Sweden, United Arab Emirates, United Kingdom, and the United States.

Snap Inc. and Crowd DNA surveyed over 19,000 people, interviewed youth experts, and followed leading-edge members of the Snapchat Generation in a weeklong mobile ethnography to better understand what matters most to them. The Snapchat Generation is redefining the shopping experience, seeking to build better connections with brands, and sharing every moment along the way. Snapchat is where consumers turn to share their joy.

METHODOLOGY

Quantitative online survey

Crowd DNA ran a 15-minute online survey among a sample of 19,551 respondents in 16 countries: Australia, Brazil, Canada, France, Germany, India, Italy, Mexico, Netherlands, Norway, Saudi Arabia, Spain, Sweden, United Arab Emirates, United Kingdom, United States.

The quantitative element was in-field between November 5 and November 26, 2021.

All respondents were age 13-44 years old, had to own a smartphone, and be a user of at least one social / messaging / camera app.

13-17 year olds were recruited through their parents or guardian.

An initial 1,000 respondents were recruited per market based on nationally representative quotas (based on secondary research) placed on age, gender, region, and ethnicity to ensure nationally representative numbers.

A minimum of 500 daily Snapchat users were recruited per market, either through natural fallout or through an additional boost.

Additional quotas were placed on age, to ensure a minimum of 133 per group (13-17, 18-24, 25-44).

During analysis, age and gender weighting was placed on Snapchat users to ensure the distribution matched that of the exact in-market usage distribution. Non-Snapchat users were assigned a weight of 1.

Qualitative interviews

Two leading-edge members of the Snapchat Generation in each of the 16 countries completed weeklong vlogging diaries. They were also asked to include friends.

Alignment with experts

We spoke to 4 experts in the field to round out our knowledge base:

Ioana Literat - Gen Alpha & Gen Z Tech Expert, USA

Derek E. Baird - Kids & Teen Content, Culture Strategist, Global

Dr. Damian Radcliffe - Professor of Journalism & MENA Studies, UAE / Saudi Arabia

Mark McCrindle - Social Researcher & Futurist, Australia / Global