



THE SNAPCHAT GENERATION

VOLUME 2

Gen Z Vibe Checked Holiday Shopping

INTRODUCTION

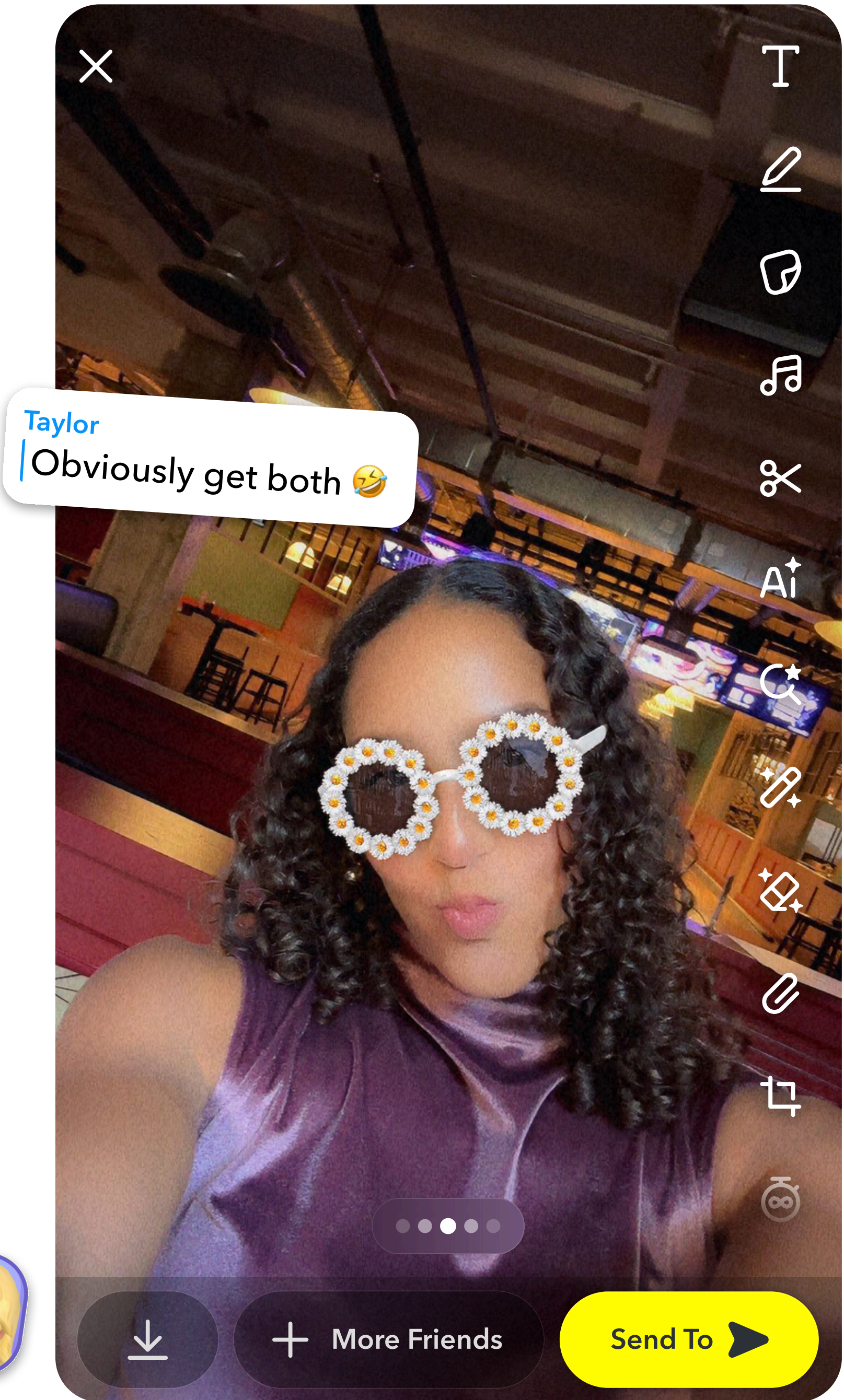
SNAPCHAT GENERATION REPORT VOLUME 02

The Snapchat Generation report dives deep into the seismic shifts redefining the holiday season, driven by Gen Z's unparalleled influence as the new holiday powerhouse.

We'll explore the critical cultural and commercial forces shaping their engagement and, ultimately, unveil how brands can leverage Snap's innovative platform to transform these trends into measurable sales and lasting connections. Prepare to uncover the strategies that move beyond mere transactions, helping your brand become an integral part of Gen Z's most authentic and joyful celebrations.



GEN Z REWRITES SHOPPING NORMS



Q5 EDITION

The Snapchat Generation doesn't just shop; they engage in a continuous, shared holiday journey.

For them, holiday shopping is not a solitary task; it's an extension of their social lives, a cultural and financial cycle deeply intertwined with authentic connections, shared experiences, and sustained purchasing power that lasts well into the New Year.



CRITICAL FORCES SHAPING GEN Z

Q5 engagement

This collective ritual is shaped by three critical forces that challenge traditional holiday marketing:

01

Shopping is a Shared Cultural Journey

Wishlists are swapped in chats, and purchase decisions are a collective ritual.

02

Gen Z Rejects Hard Selling

Gen Z rejects the hard sell; they seek inspiration, creativity, co-creation, and sharing joy with friends and family.

03

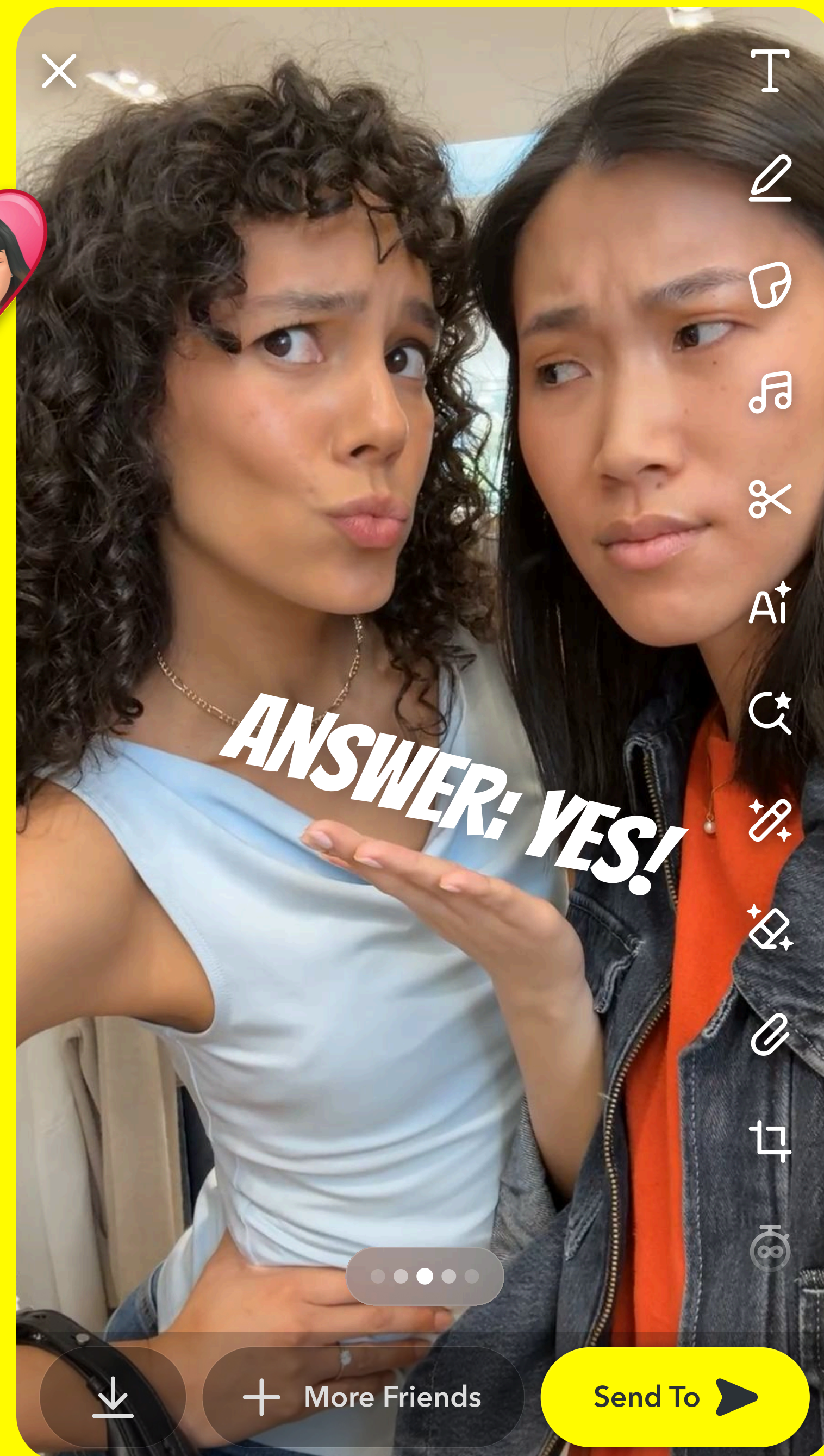
Shopping Doesn't End on December 26th

The holiday window opens up sustained purchasing power—the buying cycle for brands extends into the New Year.

INSIGHT 01 SHOPPING IS A SHARED CULTURAL JOURNEY



Jordan
yay or nay??





I found it...

Snapchatters do not (holiday) shop alone.

INSIGHT 01

Their decisions are profoundly shaped by social connection and peer validation, transforming shopping into a shared ritual on platforms like Snapchat.

And their influence is not measured in wallets alone — it's in the culture they shape, remix, and share. Snapchat, as their authentic, unfiltered digital home, is the nexus where this cultural phenomenon unfolds.



Snapchat is not the backdrop to these conversations; it is the conversation.



...but she claimed it 😊

TRUTH IN NUMBERS

| The Power of Collective Shopping

880



chats sent in
Q1 2025 alone.¹

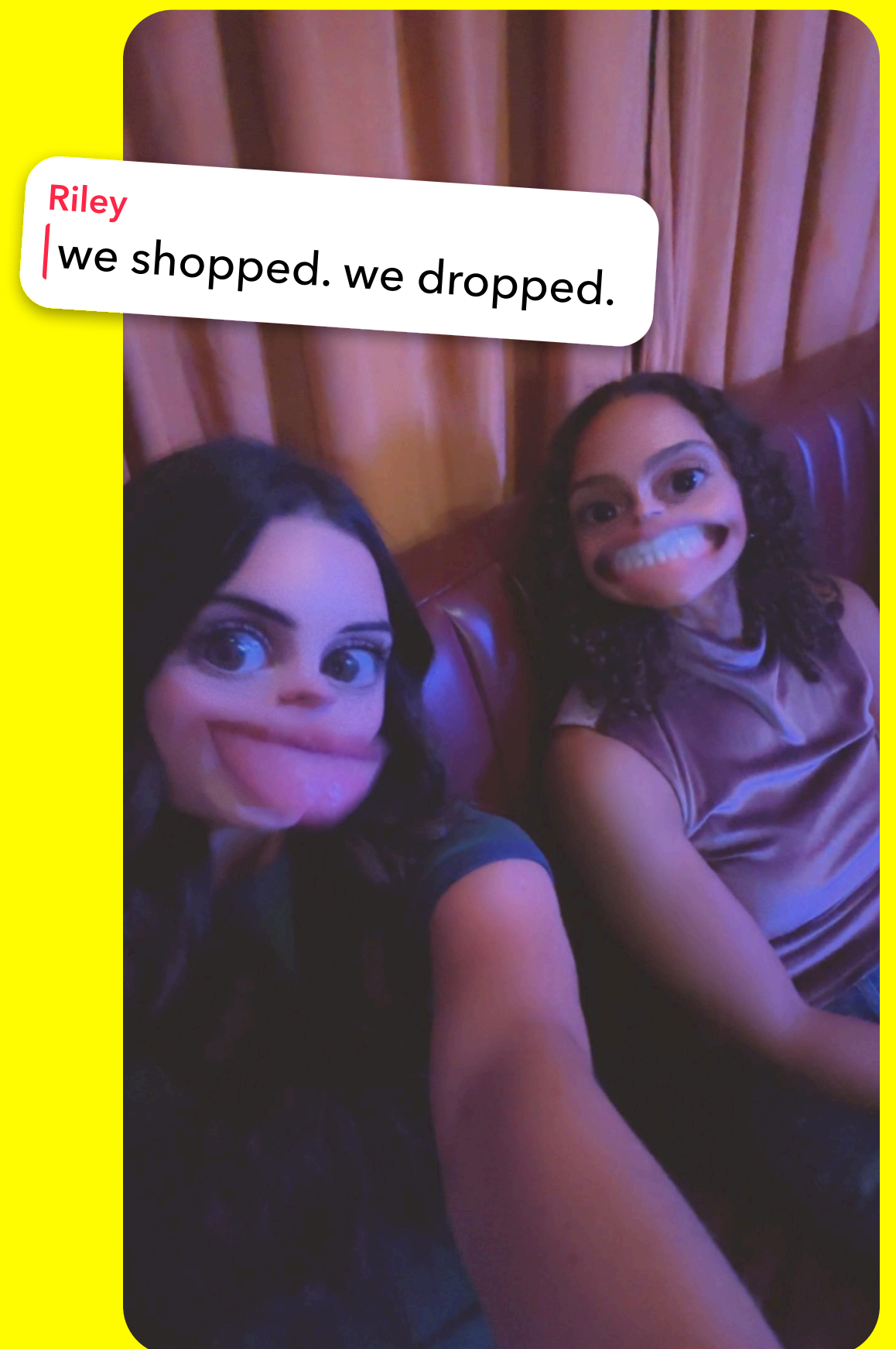
BILLION

TRUTH IN NUMBERS

| The Power of Collective Shopping

88%

of US Snapchatters
shopped for
gifting during Q5.²



TRUTH IN NUMBERS

| The Power of Collective Shopping



87%

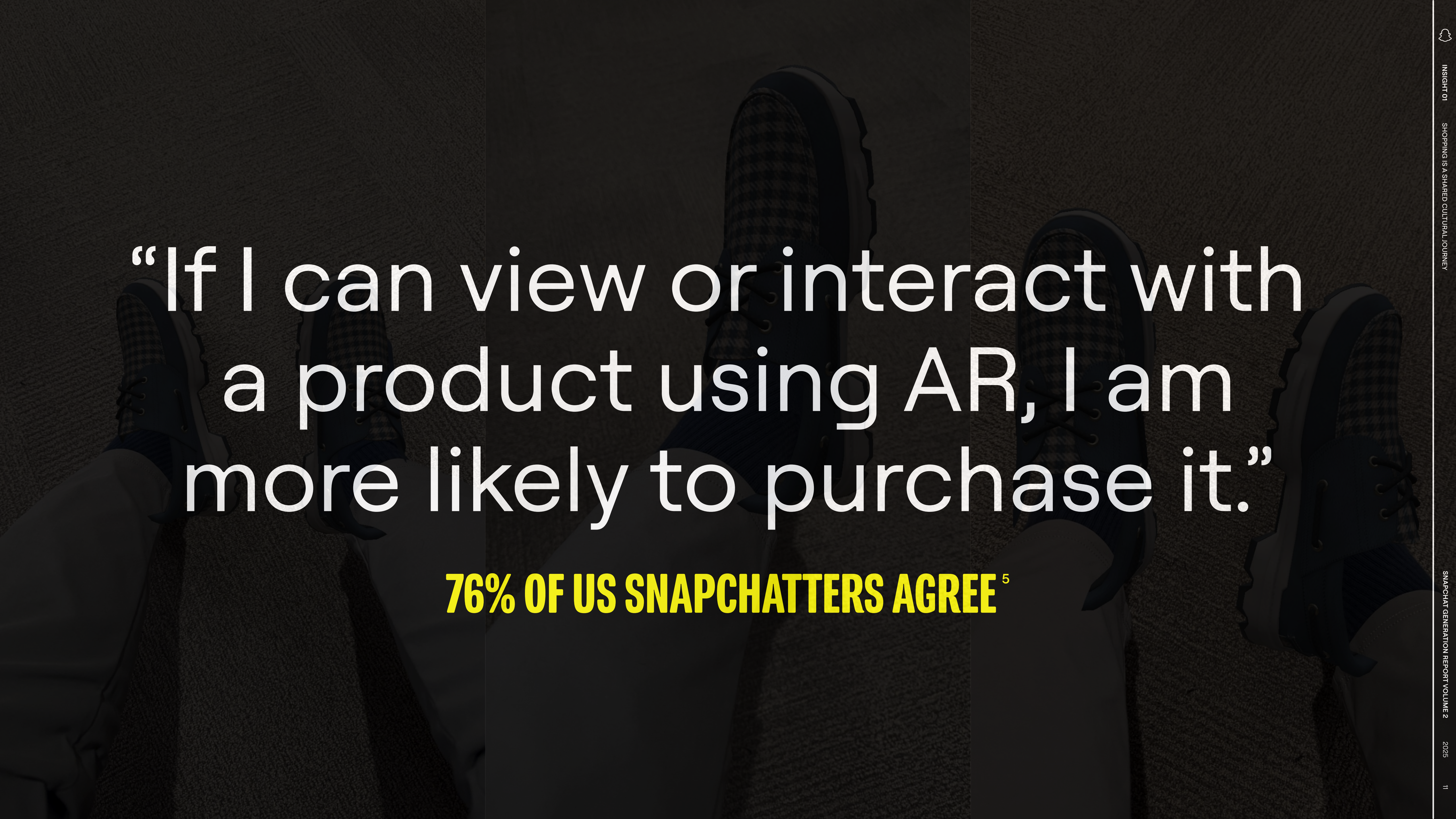
of Snapchatters report using Snapchat the same amount or more during Q5 compared to other times of the year.³

TRUTH IN NUMBERS

| The Power of Collective Shopping

79% of US Snapchatters shopped more or the same during Q5 vs. other times of the year.⁴





“If I can view or interact with
a product using AR, I am
more likely to purchase it.”

76% OF US SNAPCHATTERS AGREE⁵

WHAT IT MEANS FOR BRANDS

SHOPPING IS A SHARED CULTURAL JOURNEY

Brands that succeed with Gen Z must shift from being mere merchants to being genuine partners in their customers' social journeys.

This means moving beyond broadcasting promotions and instead focusing on these core truths:



Core Truth

The Path to
Purchase is
Inherently
Social

Core Truth

Inspiration
Fuels
Influence

WHAT TO DO WITH IT



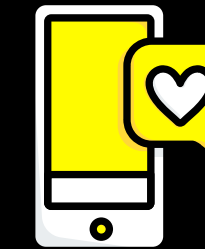
Join the Group Chat

Your brand's content must be sharable, sparking conversations and making it easy for friends to influence each other. Think of your brand's presence as a welcome and helpful addition to the group chat, not an interruption.



Amplify Shared Storytelling

Encourage user-generated content and easy sharing mechanisms through Community Lenses and Stickers that allow Snapchatters to feature products in their own holiday celebrations and gift-giving narratives, extending organic reach.



Invest in Social Commerce Tools

Utilize platform capabilities like chat-integrated discovery and AR try-ons to facilitate their collective shopping journey.

INSIGHT

02

GEN Z REJECTS THE HARD SELL





GEN Z REJECTS THE HARD SELL

Snapchatters want sparks of inspiration, not discounts shouted at them.



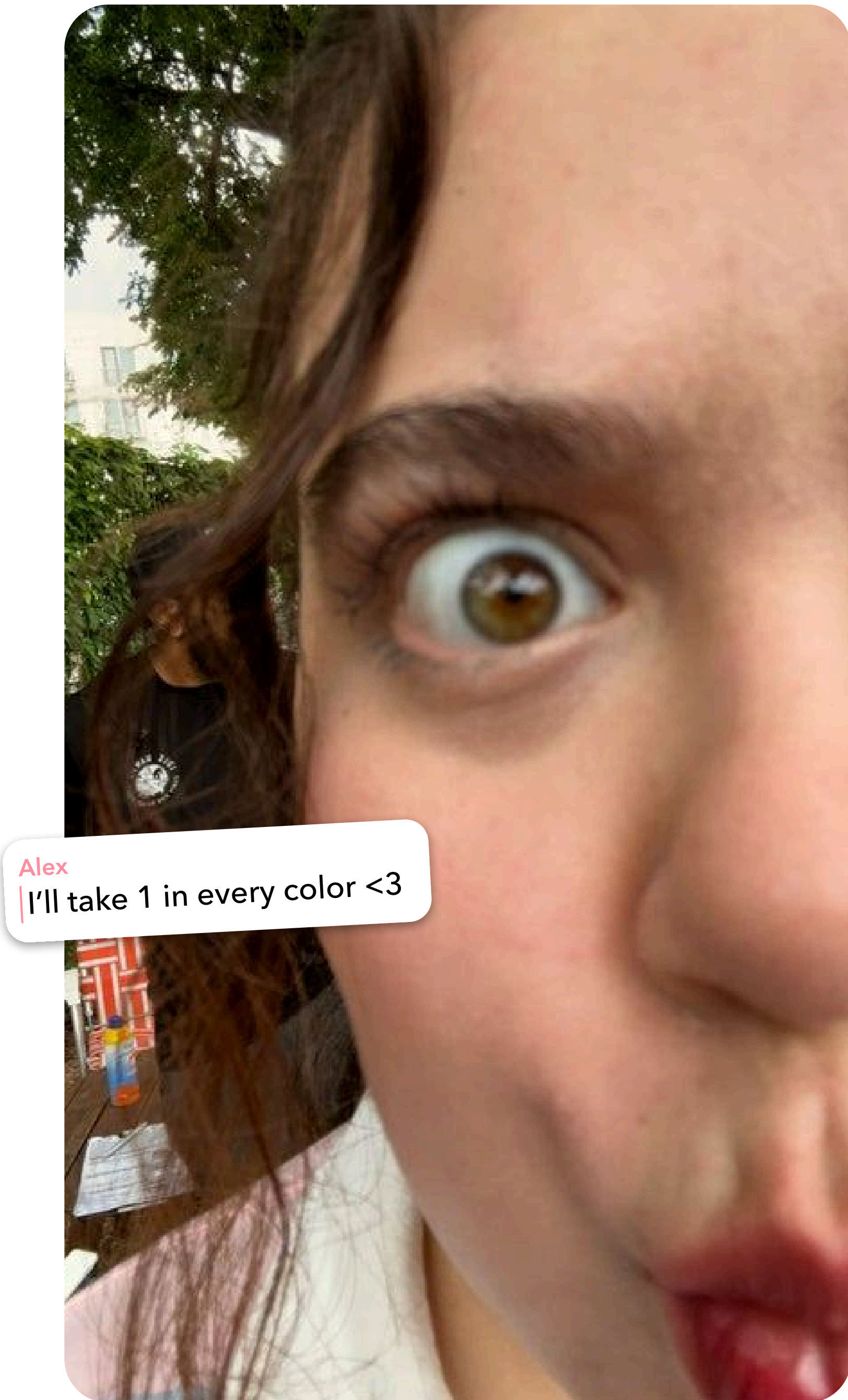
For Snapchatters, the holidays are about creativity, co-creation, and sharing joy with friends and family.

INSIGHT 02

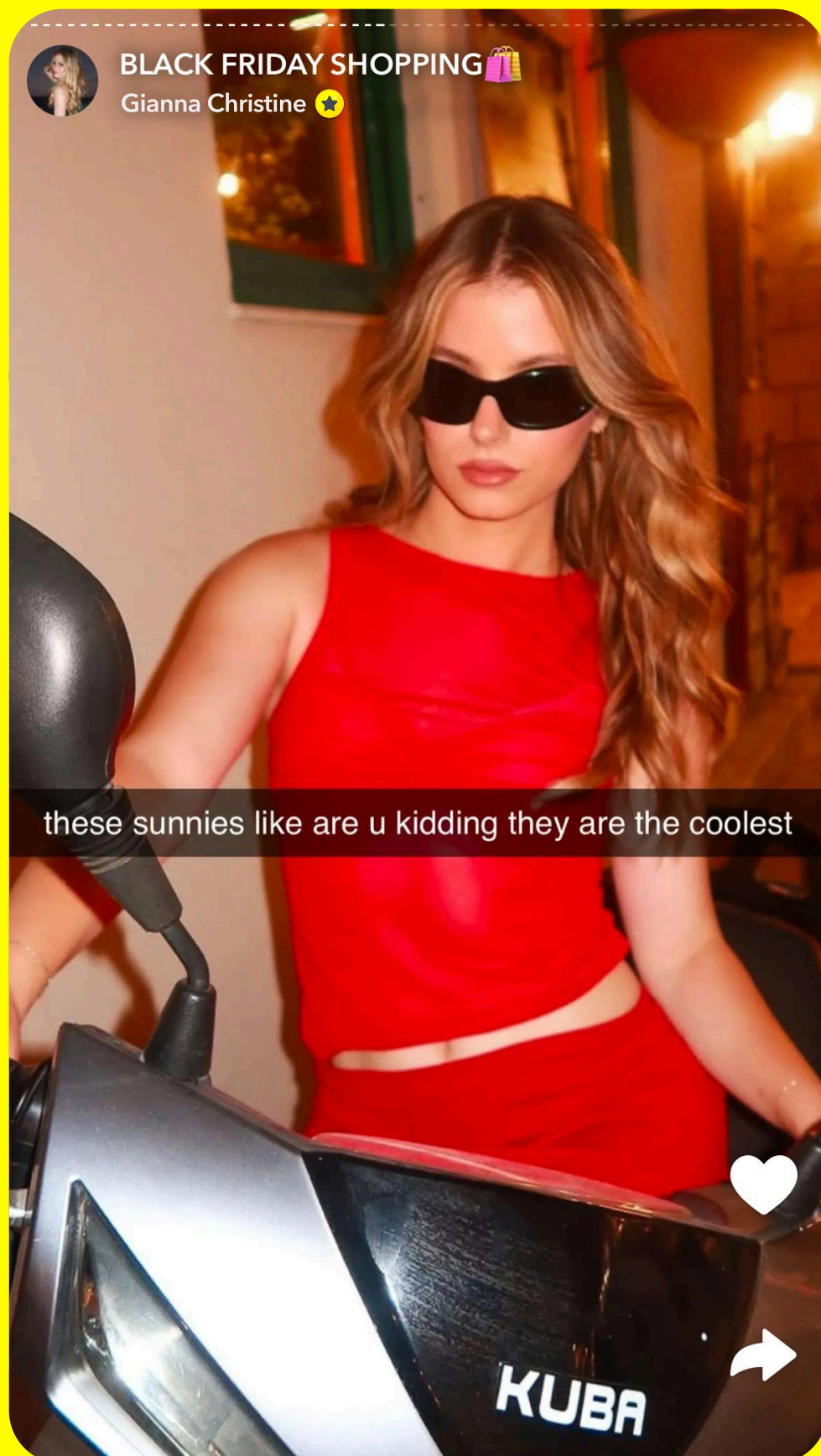
This demands a shift from promotional noise to narrative spark. Brands must seed stories worth sharing: lo-fi, authentic, designed to slip seamlessly into the chat.



Playful AR lenses, creator-led unboxings, and snackable storytelling become the sparks that ignite group inspiration. That's the moment when curiosity turns into consideration.

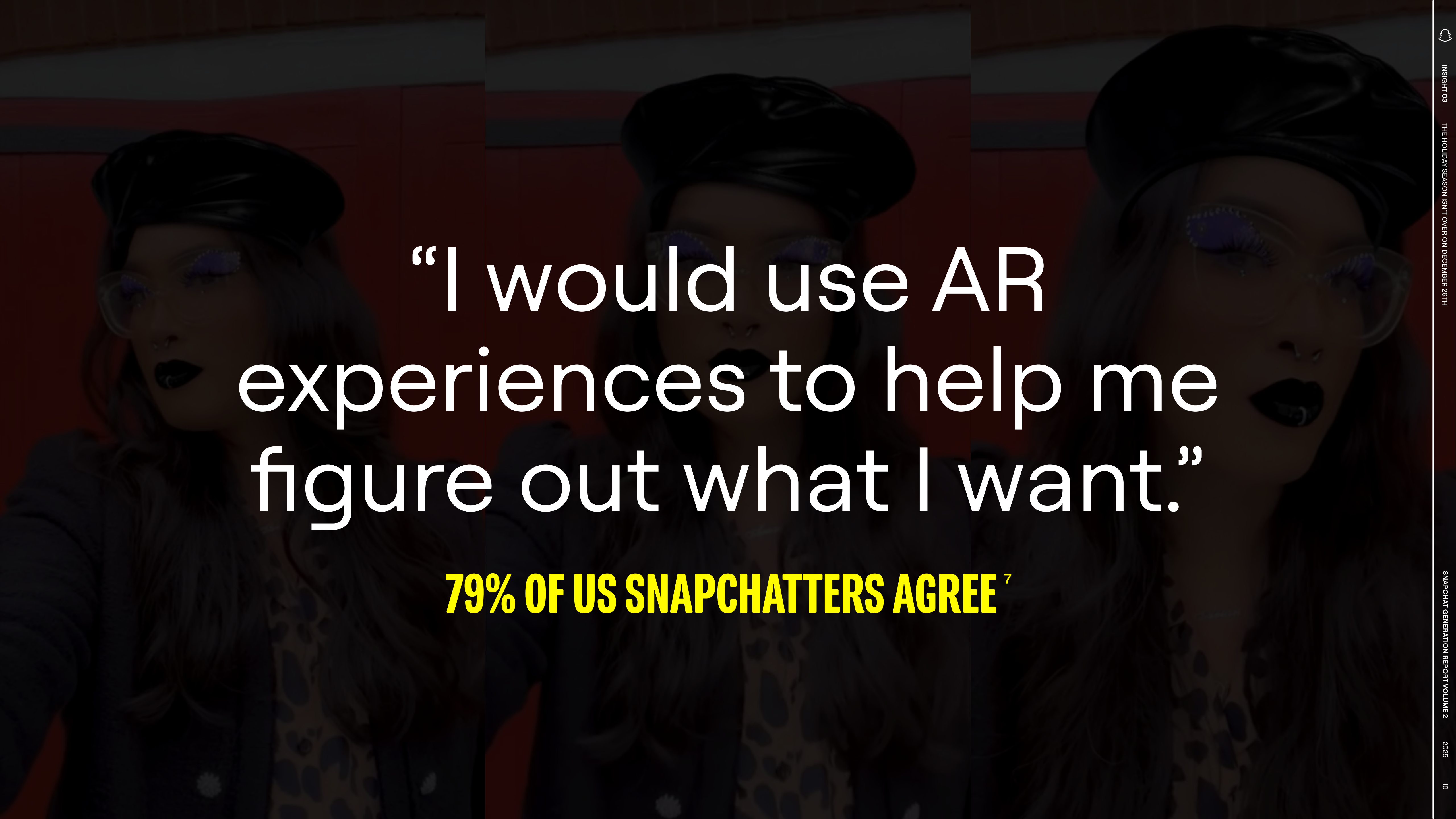


TRUTH IN NUMBERS



68%

of US Snapchatters prefer to see content from creators, especially gift guides or recommendations curated by creators, on social platforms during Q5.⁶



“I would use AR experiences to help me figure out what I want.”

79% OF US SNAPCHATTERS AGREE ⁷

TRUTH IN NUMBERS

72%
of US Snapchatters
say **brands supporting
celebrations they care
about feel more relevant.**⁸

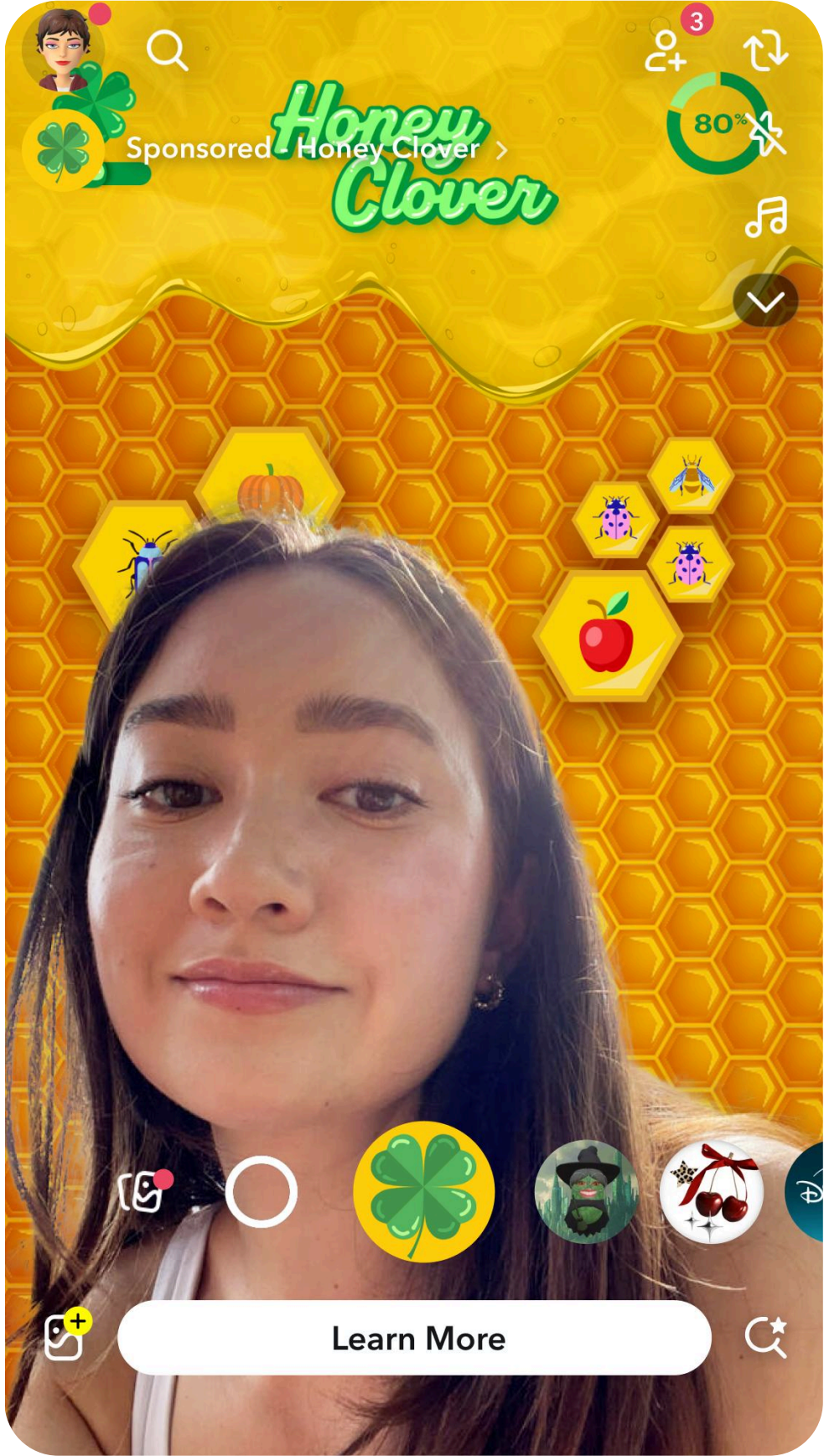


WHAT IT MEANS FOR BRANDS

GEN Z REJECTS THE HARD SELL

Gen Z doesn't want to be sold to; they want to be inspired.

Brands must earn their attention by providing authentic, valuable experiences that resonate with Gen Z's desire for creativity and shared joy.



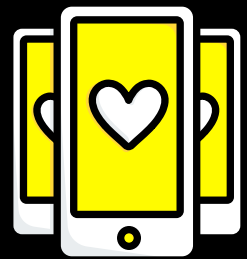
Core Truth

Experiential
Engagement
Builds Trust

Core Truth

Be a Partner,
Not a
Promoter

WHAT TO DO WITH IT



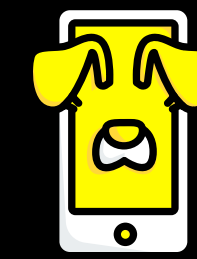
Show Up Like a Real Person

Authenticity is key. To earn their trust and loyalty, your brand must have a genuine voice and be transparent. By helping them build connections and find joy, you become more than a brand—you become a relevant part of their lives.



Design for Discovery and Inspiration

Shift marketing efforts to provide inspiring, creative ideas that resonate with Gen Z's desire for co-creation and unique celebrations, making your brand a go-to resource.



Empower Co-creation

Gen Z wants to be a part of the brand story, not just a consumer of it. Brands should use interactive technology, like AR, to allow Gen Z to play, explore, and "co-create" their shopping experience. This builds trust and confidence by letting them virtually try on, customize, or visualize products in a way that's social and fun.

INSIGHT

03

THE HOLIDAY SEASON ISN'T OVER ON 12/26





THE HOLIDAY SEASON ISN'T OVER 12/26

For Snapchatters, holiday planning and purchasing extend far into the new year.

Alex

My gift to meeeee!



Snapchatters financial savvy and proactive-deal hunting transform the post-holiday period into a crucial second wave of high-value spending.

INSIGHT 03

Brands that succeed recognize the enduring connection between the holiday impulse and the sustained desire for value, making an “always-on” strategy essential for maximizing ROI.





THE HOLIDAY SEASON ISN'T OVER 12/26

This prolonged engagement is driven by financial foresight and a pursuit of post-holiday value.

Brands that stay relevant by participating in the January sales conversation capture this sustained spend, turning seasonal relevance into year-round loyalty.

TRUTH IN NUMBERS

65%

of US Snapchatters agree that they “always ensure putting some money aside to spend after Christmas and into January.”



which is

1.8x

higher than non-Snapchatters.⁹

“I keep an eye open for deals,
discounts, or promotions
following the holiday season.”

74% OF US SNAPCHATTERS AGREE¹⁰

50% OFF

50% OFF

LIMITED TIME

TRUTH IN NUMBERS



61%

of US Snapchatters purchased items as part of January sales, which is **1.8x higher than non-Snapchatters.**¹¹

WHAT IT MEANS FOR BRANDS

THE HOLIDAY SEASON ISN'T OVER 12/26

The holiday impulse doesn't end on Christmas day, it simply shifts.

Brands must plan for this extended purchasing window to capture Gen Z's sustained spend and long-term loyalty.



Core Truth

**The Season
Extends
Past Q4**

The greatest opportunity lies in connecting the holiday's inspiration with the post-holiday's pragmatic value-hunt.

Core Truth

**Be the
Always-on
Partner**

Remain a relevant source of deals and inspiration throughout January and beyond, proving your brand's value extends past seasonal transactions.

WHAT TO DO WITH IT



Build Beyond the Sale

Develop always-on strategies that actively support the post-holiday shopping phase. Turn holiday campaigns into opportunities for sustained engagement and long-term brand advocacy.



Re-Target With Purpose

Leverage holiday engagement data to create post-Christmas campaigns that speak directly to Gen Z's pursuit of January value, such as promoting sales or offering personalized discounts.



Measure Sustained ROI

Track the impact of holiday campaigns on sales velocity and retention well into Q1, recognizing that the true ROI often peaks after the calendar year ends.

CONCLUSION

SNAPCHAT GENERATION REPORT VOL. 02

| The shift is now.

To win with this new holiday powerhouse, brands must fundamentally shift their approach to align with the three critical forces that shape Gen Z's Q5 engagement: transforming shopping into a shared cultural journey, prioritizing inspiration and co-creation over the hard sell, and recognizing that sustained purchasing power creates an extended buying cycle well into the New Year, necessitating an always-on strategy. This isn't just about shifting ad spend; it's about shifting mindsets.

The opportunity is clear: brands that become an authentic partner in the Gen Z conversation will not only unlock immediate sales and secure measurable ROI beyond Q4 but will cement the lasting connections that define the next era of loyalty.



STAY UP TO DATE

Get The Snapchat Generation report and so much more by following Snapchat for Business on LinkedIn and to subscribe for future newsletters and reports, [click here.](#)



Deeper Dive: Check out Volume 01

For a complete view of this generation's impact, be sure to read The Snapchat Generation Report: Where Culture Gets Real. A deep dive into how the Snapchat Generation drives culture and how brands can keep up.

HOW THIS CAME TO BE

Grounded in a multi-source research approach, this report leverages first-party data, survey insights, and behavioral analysis to uncover emerging patterns that help marketers strategically engage the Snapchat Generation.

Insights from each stream were synthesized to provide a well-rounded, actionable understanding of Snapchat and its community.

1. Product & Behavioral Insights

We examined how users organically interact with features across the app to deeply understand use cases, content formats, and social behaviors that are unique to the Snapchat Generation and their culture.

2. Targeted Surveys

Custom surveys were fielded to priority audiences to capture direct sentiment and preferences of the Generation. We analyzed both quantitative and qualitative feedback to validate patterns, surface motivations, and contextualize user behaviors.

3. First-Party Data

We uncovered unique platform specific behaviors and trends through our internal platform data. Data both informed and supplemented trends and unique behaviors on the platform.



SOURCES

- 1 Snap Inc. internal data, January 1 – March 31, 2025
- 2 2025 Ipsos Q5 Shopping research commissioned by Snap Inc.
- 3 2025 Ipsos Q5 Shopping research commissioned by Snap Inc.
- 4 2025 Ipsos Q5 Shopping research commissioned by Snap Inc.
- 5 2025 Alter Agents AR for Sharing research Commissioned by Snap, Inc. and Tinuiti
- 6 2025 Ipsos Q5 Shopping research commissioned by Snap Inc.
- 7 2025 Alter Agents AR for Sharing research Commissioned by Snap, Inc. and Tinuiti
- 8 2024 NRG Moments research commissioned by Snap Inc.
- 9 2025 Ipsos Q5 Shopping research commissioned by Snap Inc.
- 10 2025 Ipsos Q5 Shopping research commissioned by Snap Inc.
- 11 2025 Ipsos Q5 Shopping research commissioned by Snap Inc.

