

# Say Hello to the Snapchat Generation

The Real Story in LATAM



**ENGINE**

**CASSANDRA**

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# Key Findings



From an early age, the Snapchat Generation has stepped up to be the change makers they believe the world needs. They harness their **creativity, empathy and the digital tools** at their command to make an impact on the causes and issues that matter to them.



The Snapchat Generation expects to have a two-way relationship with their favorite brands. Brands who share their **origin stories, secrets to their success and align themselves with this generation's social causes** will be rewarded with loyalty and an eagerness to show their approval by showcasing the brand's logo.



The pressure to excel, combined with a heaviness of the world in which they have come of age, has this cohort more stressed than prior generations. They respond by seeking out moments of **levity and have a strong desire to bring fun** back into their everyday. This need for laughter and silliness will continue into their future as a tool to keep them recharged.



As a result of the pandemic, the Snapchat Generation has a renewed appreciation for friends and family and will carry this deep **need for connection** through as a defining characteristic.

# In LATAM, a future-forward generation

The Snapchat Generation is particularly unique in LATAM. Compared to non-Snapchatters, they are more focused on being the change they want to see in the world. They showcase this through volunteering as the LATAM Snapchat generation is 1.8x more likely to volunteer than non-Snapchatters. Technology plays a key role in empowering change and the Snapchat generation embraces digital media as a tool enabling them to change the world. The Snapchat Generation in LATAM are 5x more likely to report using AR than non-Snapchatters.

When it comes to the LATAM markets there are notable nuances. In **Brazil**, there is a strong focus on showing strength through independences and making their family proud. Making money is important. They really like when “other people rely on me.” Whereas, in **Mexico** the Snapchat Generation leans more towards vulnerability and does not want to be relied on as much. Instead they proudly report being focused more on themselves, their surroundings, school work, and their mental health. While the focus is more inwards, they still care a lot about those around them but they recognize that they need to put their oxygen mask on first in order to help others.







01

# Who is the Snapchat Generation?



Our generation is....

**"Curious,  
passionate, and  
very eager."**

—Guilherme, a member of the  
Snapchat Generation, age 22, Brazil





## **They value inclusivity.**

3 out of 4 in the Snapchat Generation say being inclusive describes them.

## **They are driven & want to help others**

6 out of 10 say they are hard workers. They are 70% more likely than non-Snapchatters to say that they volunteer. They give back through charity and roll up their sleeves to drive social change through helping others.

## **They are real & playful.**

The Snapchat Generation is playful when it comes to their online presence, they are almost 2X as likely as non-Snapchatters to say they usually edit or use a filter on photos of themselves as they see this as an expression of their creativity.





# The Snapchat Generation is multi-dimensional

This generation is multi-faceted, and take a much more holistic and nuanced view of how they define themselves, from the music they listen to, to the influencers they follow. They see being kind as cool, as is working hard and expressing their creativity.

The Snapchat Generation is more likely than both non-Snapchatters and older generations to agree that all of these are key aspects of their personality.

**Music I listen to**



Clothes I wear



**> mental health**  
**Σ physical health**

My room/home

Cooking/the food I eat



Videos/shows/movies I watch | Causes I care about

Clothes I wear

**Sports I play/follow**  
**Games I play**



The content I create/share online | My makeup/cosmetics/grooming

The art/work I create | My activism | Car I drive | Influencers I follow



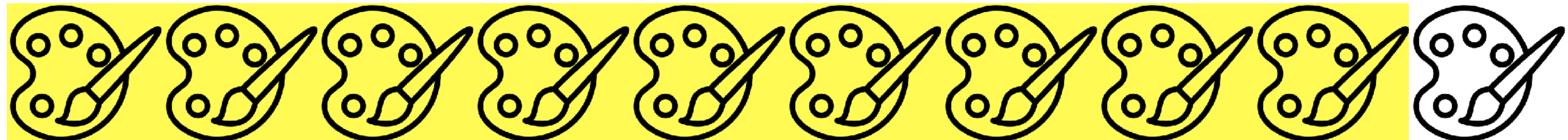
**School I attend | Tattoos/Piercings I have**

The technology I use | My hairstyle

The Snapchat Generation is more likely than Gen Zs as a whole to view themselves as both kind and creative. The **LATAM** market is more likely to report themselves as being creative than the global Snapchat Generation which is at 8 out of 10.



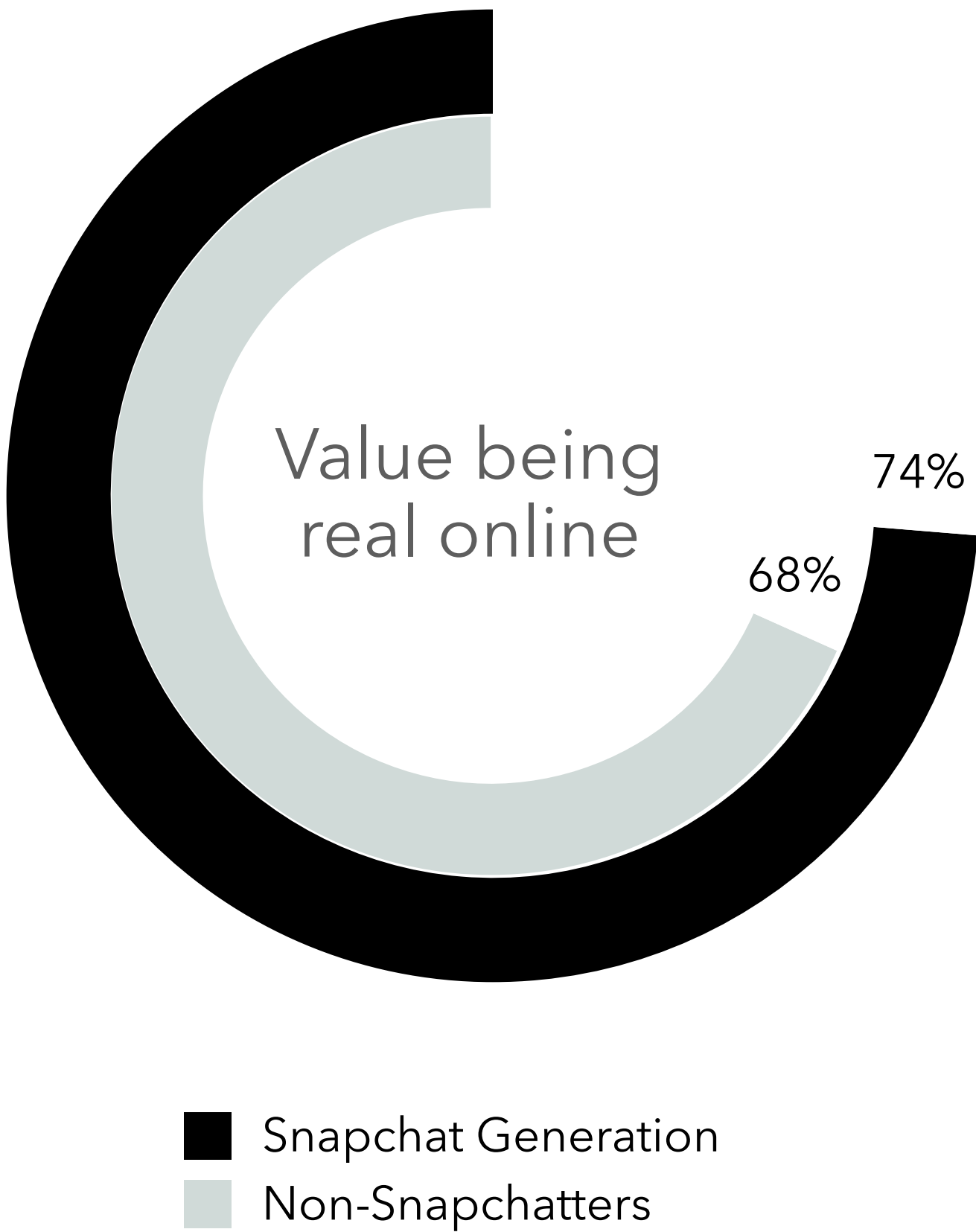
**9 out of 10** in the Snapchat Generation describe themselves and their friends as **kind**.



**9 out of 10** describe themselves as **creative**.

# I want to be ME

This generation doesn't have the time to be fake. They want to be recognized, seen, and heard for who they truly are and they want their presence on digital media to reflect their true selves.



9 in 10 say 'It's important to me to be true to myself'



9 out of 10 in the Snapchat Generation agree,

**“It’s important to me to  
form my own opinions  
(i.e., without the  
influence of others)”**





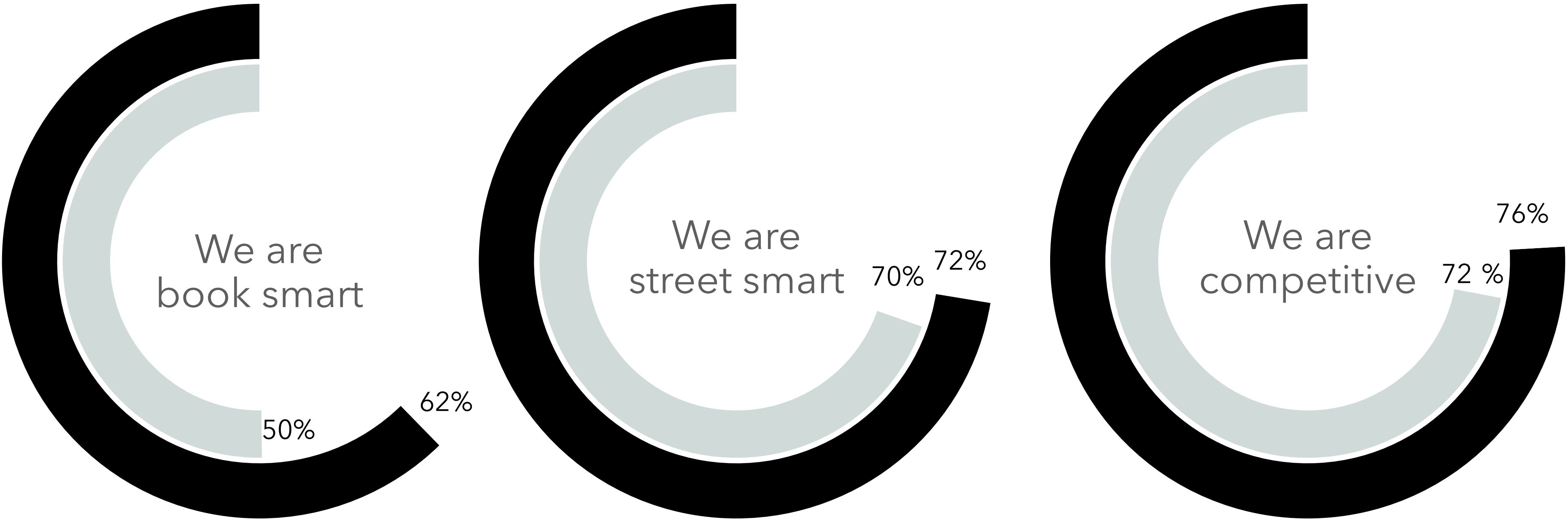
# A drive to excel

Seeing themselves as both street *and* book smart, the Snapchat Generation is driven to excel. Seventy-six percent see themselves as “smart with our money” 6 pts higher than non-Snapchatters.

- Snapchat Generation
- Non-Snapchatters

## Self and Friend Descriptors

Completely/Somewhat Agree Summary





# But at what cost? Stress.

The pressures to excel and change the world, coupled with the world they are living in (social injustice, political division, terrorism, climate change, and now a pandemic) inevitably lead this generation to be stressed out.





“I feel expected to act like an adult before I even become one.”

6 out of 10 in the Snapchat Generation agree.

With 73% of Snapchatters in Brazil and 61% in Mexico.



70% of the  
Snapchat  
Generation  
feels stress on  
a weekly or  
daily basis

(v. 61% for non-Snapchatters)



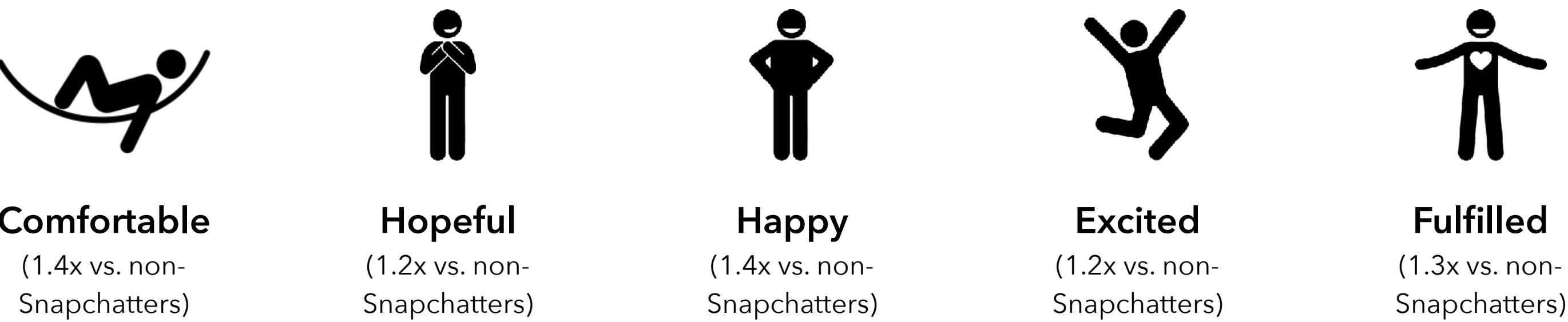
TOP CAUSES OF STRESS (BRAZIL)	
#1	Covid-19/the pandemic (68%)
#2	Not getting enough sleep (56%)
#3	Money (51%)
#4	Politics (42%)
#5	Social issues (35%)



TOP CAUSES OF STRESS (MEXICO)	
#1	Covid-19/the pandemic (70%)
#2	School/work (54%)
#3	Not getting enough sleep (53%)
#4	Money (48%)
#5	My health/fitness (35%)



Even with all the stressors in their lives and after an extraordinarily difficult year, this generation is feeling more:





# Moving through life with determination and optimism.



**8 in 10**

say they feel like they have control over their lives.



**8 in 10**

are confident that they can make it through life on their own.



**3 in 4**

feel optimistic as they work to build a better world and a personally fulfilling life for themselves.





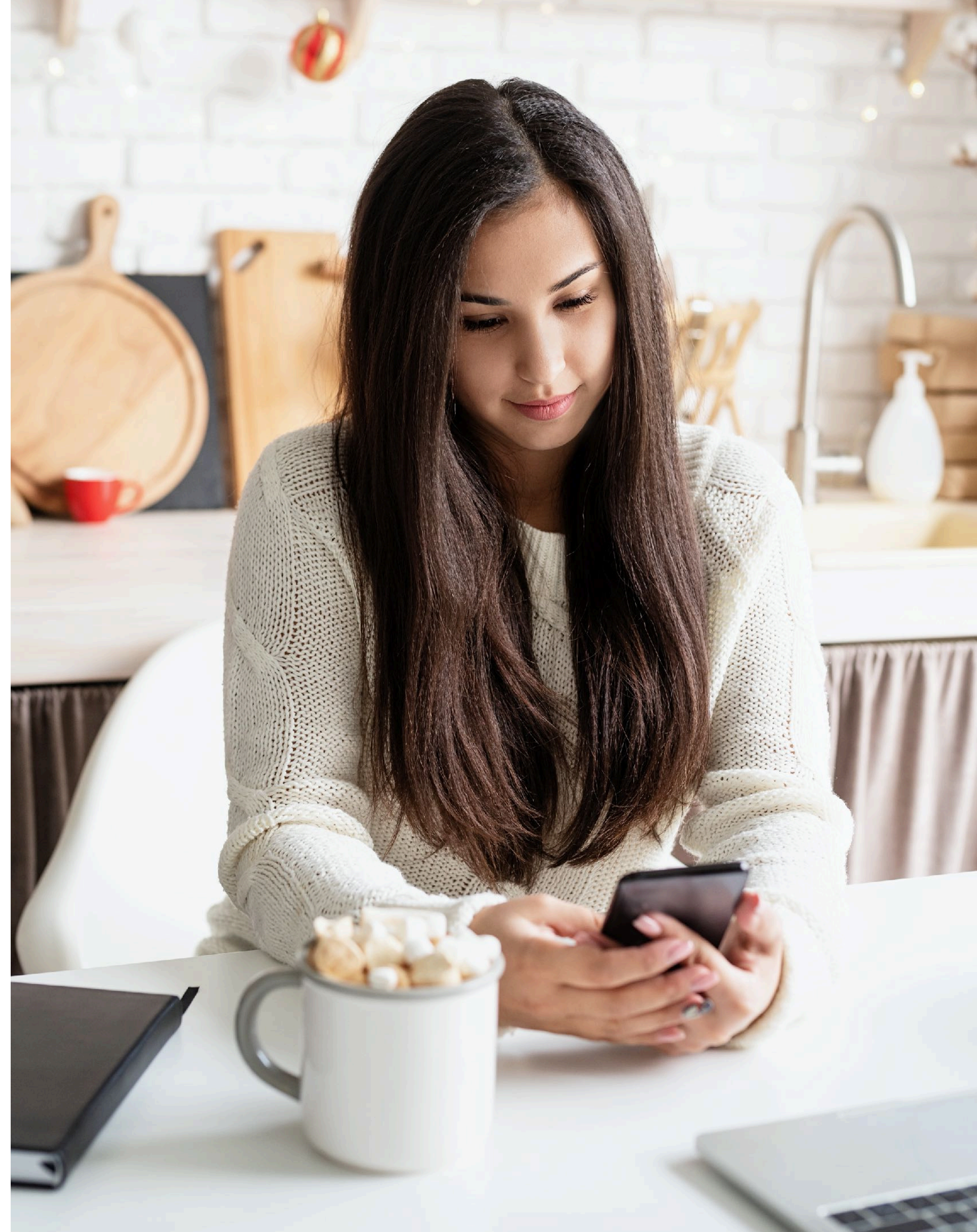
# 02

## How do they communicate?



**“We are very open to share with each other and ...provide insights that can help others make better choices”**

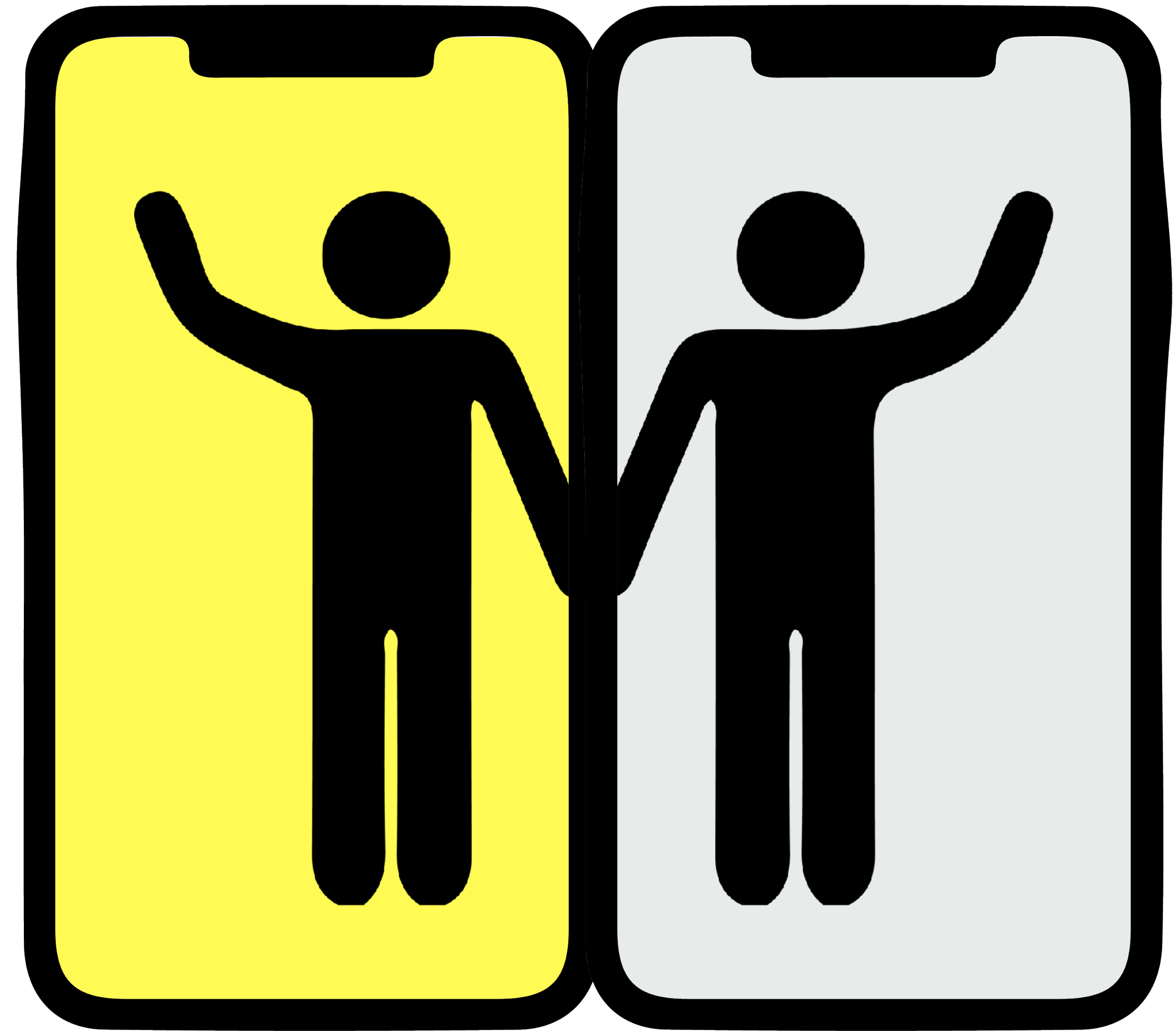
–Diana, member of the Snapchat Generation, age 23, Mexico





# 1 in 2 of the Snapchat Generation feel digital platforms connect them with others

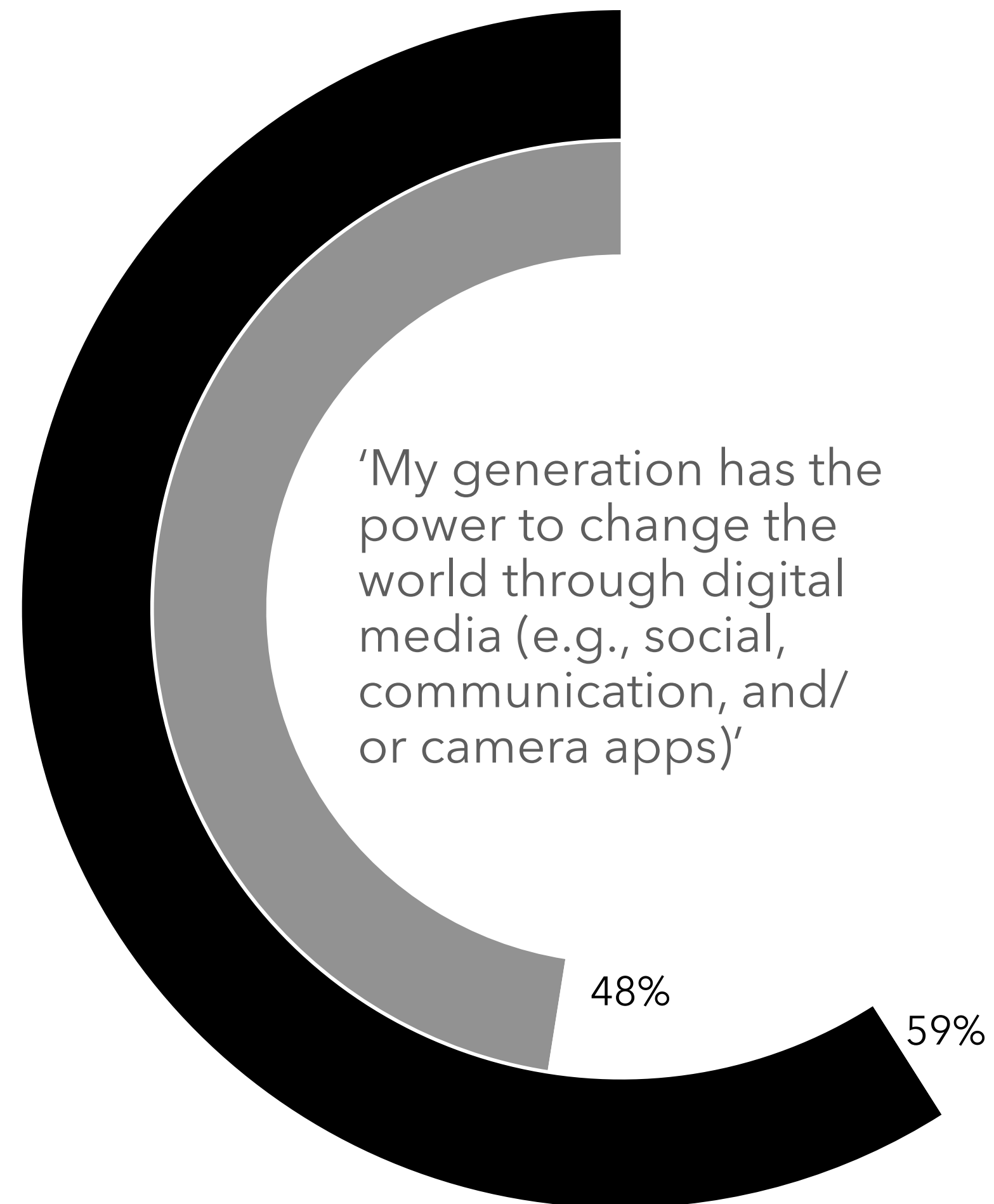
1.5x more likely than Non-Snapchatters



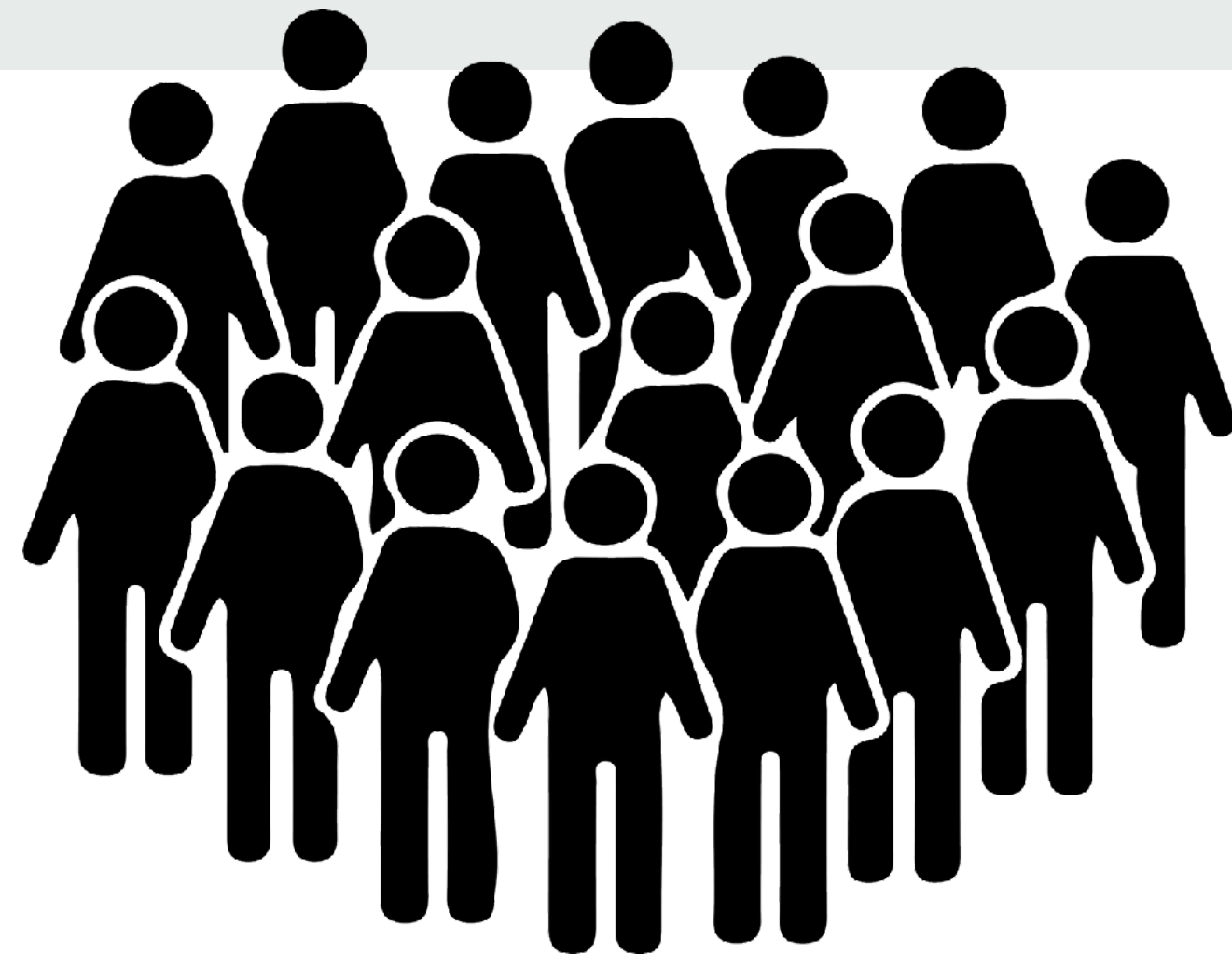
# Digital tools

The Snapchat Generation feels significantly more empowered than Non-Snapchatters to **change the world** through online, digital communication which helps fuel their drive for activism and volunteerism. They know that such tools enable them to rally large numbers of people who share in their collective thinking, and in turn lead to a better world offline.

- Snapchat Generation
- Older Generations



The **LATAM** Snapchat Generation takes action



The Snapchat Generation is 1.7x more likely to  
report volunteering than non-Snapchatters

# An Opportunity:

They could use help figuring out where to focus their efforts as many feel overwhelmed by the number of social issues that need to be addressed



1 in 3 Snapchat Generation users say 'I am overwhelmed by the number of social issues that need to be addressed'



**1 in 2 of the Snapchat Generation say they are less likely to buy from a brand that chooses to promote the opposite side on social issues that matter to them**

+3 pts from Non-Snapchatters







03

**How do  
they spend?**

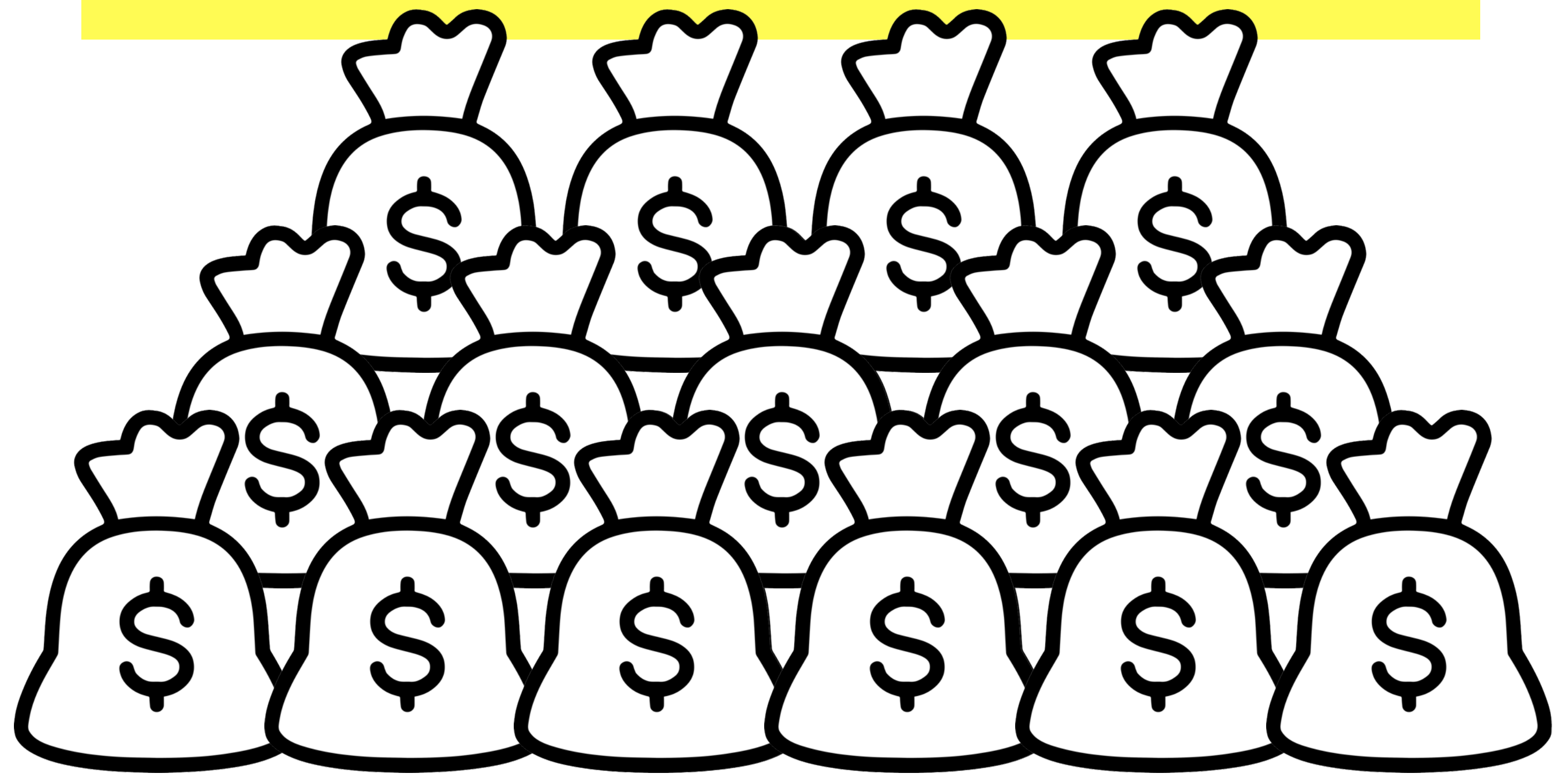


# \$269 Billion

## Let's Get Spending

Discretionary spending power for the Snapchat Generation reaches a whopping \$269 billion in LATAM.

More specifically, 3.4 Trillion pesos in Mexico and 518 Billion Brazilian Real.



2021 Global Cassandra Study commissioned by Snap Inc. | Base: Those with a monthly income N=1,687 respondents. Cumulative total of average by market.

Spending power for the Snapchat Generation was calculated as follows: We obtained the average monthly income for each respondent. The sum of any expenses related to rent or mortgage, debt, insurance, medical expenses/healthcare, spending money given to others, and utilities was subtracted from this average monthly income. We then multiplied each respondent's average monthly discretionary spending by 12 to obtain their average yearly discretionary spending and averaged these results within each country across the Snapchat Generation.



# The Snapchat Generation has a highly entrepreneurial spirit and already strives for financial independence

**9 in 10**

say it is important to be financially independent

**8 in 10**

say 'we are smart with our money'

**2 in 3**

say they want to be self-employed



# Brands & logos: it matters to the Snapchat Generation

The Snapchat Generation is more likely than non-Snapchatters to...

- Agree that I like to have clothes and accessories that have brand logos on them (+21)
- Say I feel like I am a part of others' lives via their stories on social, communication, and/or camera apps (+20)
- Agree that wearing brand logos helps me show my personal identity (+19)
- Say having brand name products makes me feel like I fit in (+16)
- Say that wearing brand logos means that I agree with what the brand stands for (+15)





Next Gen Shopping: Leading on Using Augmented Reality

**The Snapchat Generation in LATAM is 5x more** (compared to 3x in other markets) likely than non-Snapchatters to say they are using AR to try on products more than they did one year ago.



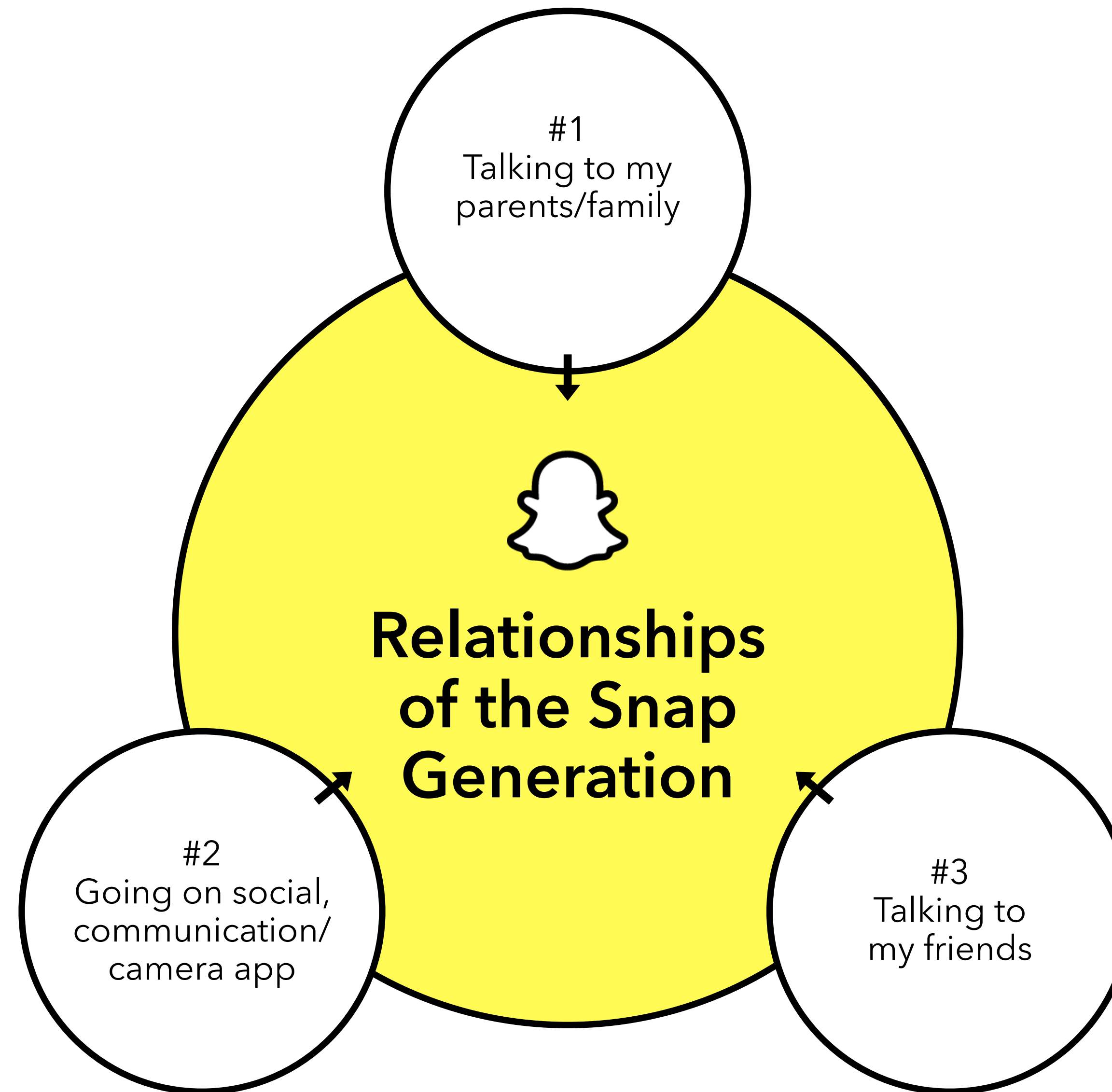




04

**How do  
they relate?**

# Top 3 things the Snapchat Generation can't go a day without...



The Snapchat Generation places tremendous value on their relationships with family and friends and communication/camera apps are key to keeping those relationships strong



**In LATAM the value they place on those relationships has only grown stronger since the pandemic...**





**“All year I brainstormed a list of potential holiday gift ideas for my family and best friends based on things they tell me... at Christmas I can get them the perfect gift... and make them feel listened to.”**

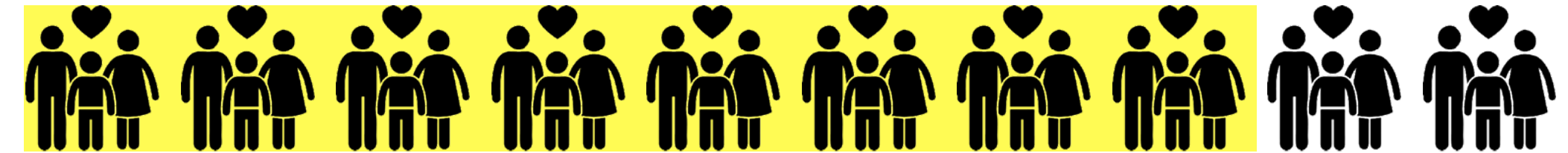
—Guilherme, a member of the  
Snapchat Generation, age 22, Brazil



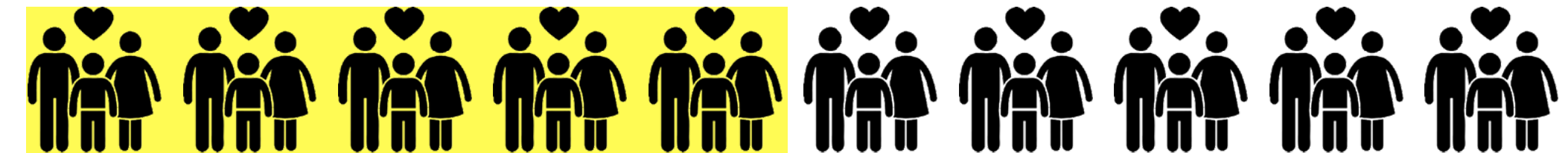


# The Snapchat Generation will emerge from the pandemic with a stronger appreciation of family

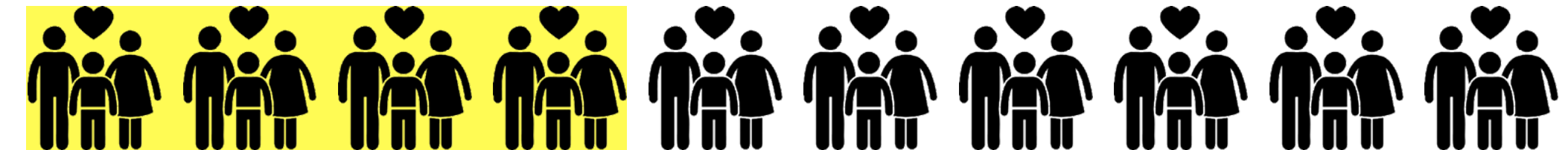
Because this renewed focus and appreciation on friends, family, and relationships is happening during their formative years, it will likely carry forward into adulthood and become a new, defining characteristic for this generation



**8 out of 10** are spending more time with their families during the pandemic



**5 out of 10** have gotten closer to their families during the pandemic

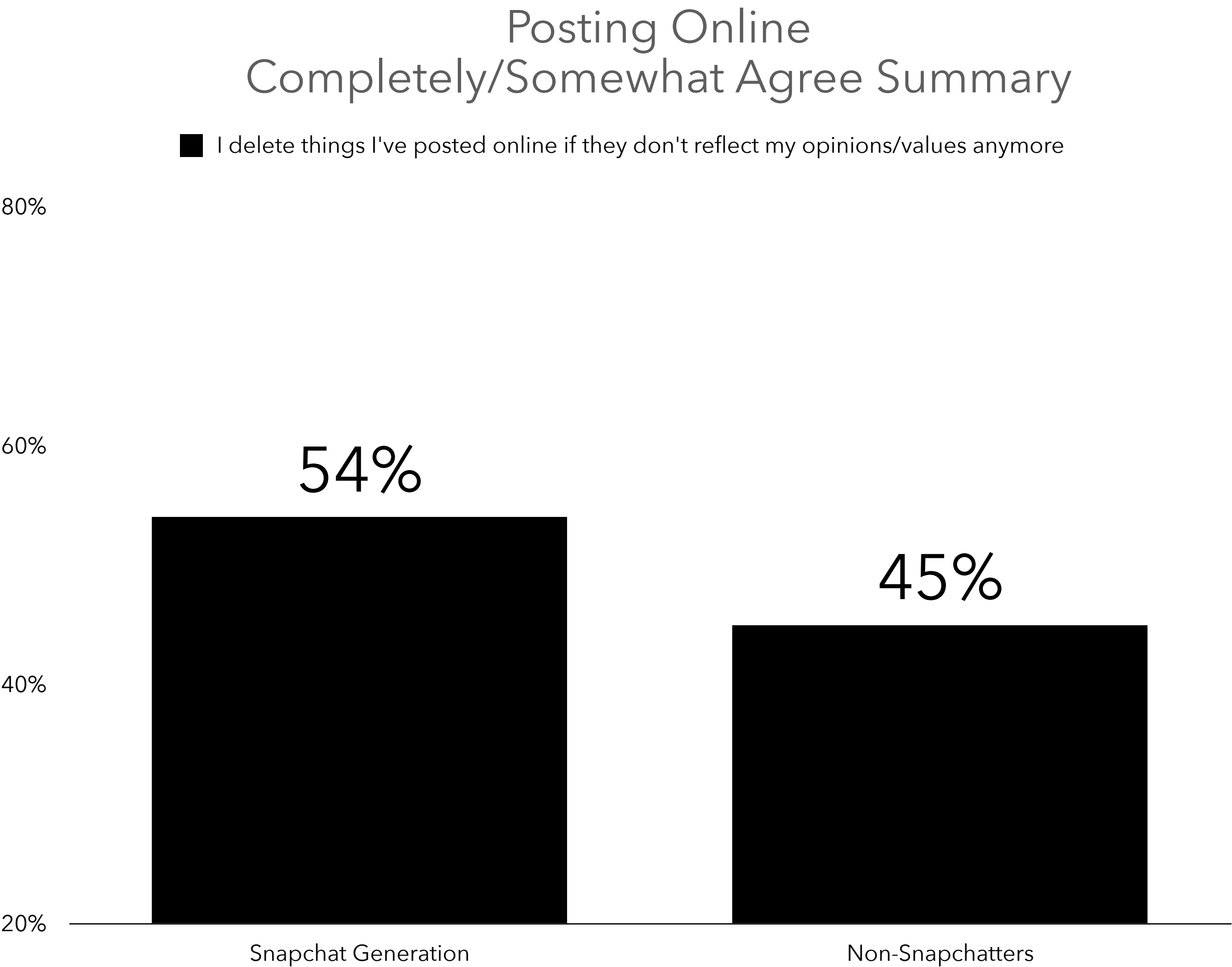


**4 out of 10** are friends with/follow their parents on social, communication, camera apps (1.3x more than Non-Snapchatters)



# When you know better you do better

The Snapchat Generation is taking in information from a variety of sources which leads to a constant evolution and growth of who they are and their values. They want their online image to reflect the most up-to-date version of themselves.







# 05

## How do they play?



# The Snapchat Generation is seeking out moments of levity, joy, silliness, and plain old fun in order to recharge.

This includes the entertainment they consume, the digital media they depend on, and the hobbies they're taking up as they spend more time than ever at home. They are channeling their energy into creativity and connection, building skills and confidence that they will carry with them into the future, all while having a good time.

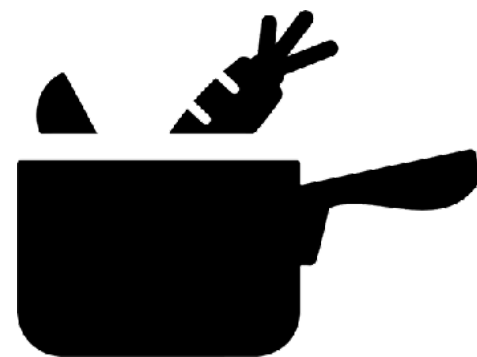
"My favorite part of this generation is our sense of humor, even in the middle of a global pandemic I have seen more and more young people being creative and not taking themselves, or the world, too seriously." –Guilherme, 22, Brazil





# Making the everyday fun

This creative generation, has more interests and hobbies that bring them joy than non-Snapchatters. This shows their positive outlook on life and ability to find fun in all they do. In particular, the Snapchat Generation is more likely than non-Snapchatters to say that routine activities such as fashion (1.4x) and grooming (1.2x) provide them with joy.



**8 out of 10**

In the Snapchat Generation think cooking & eating is fun



**8 out of 10**

Feel that self-care and grooming are fun



**7 out of 10**

Say dressing up is fun



**1 in 2 of the Snapchat Generation agree that gaming is a productive activity (1.2X more likely to agree than non-Snapchatters)**

Gaming can create a fun way to learn new skills such as a new language or how to train parts of your brain not typically used.

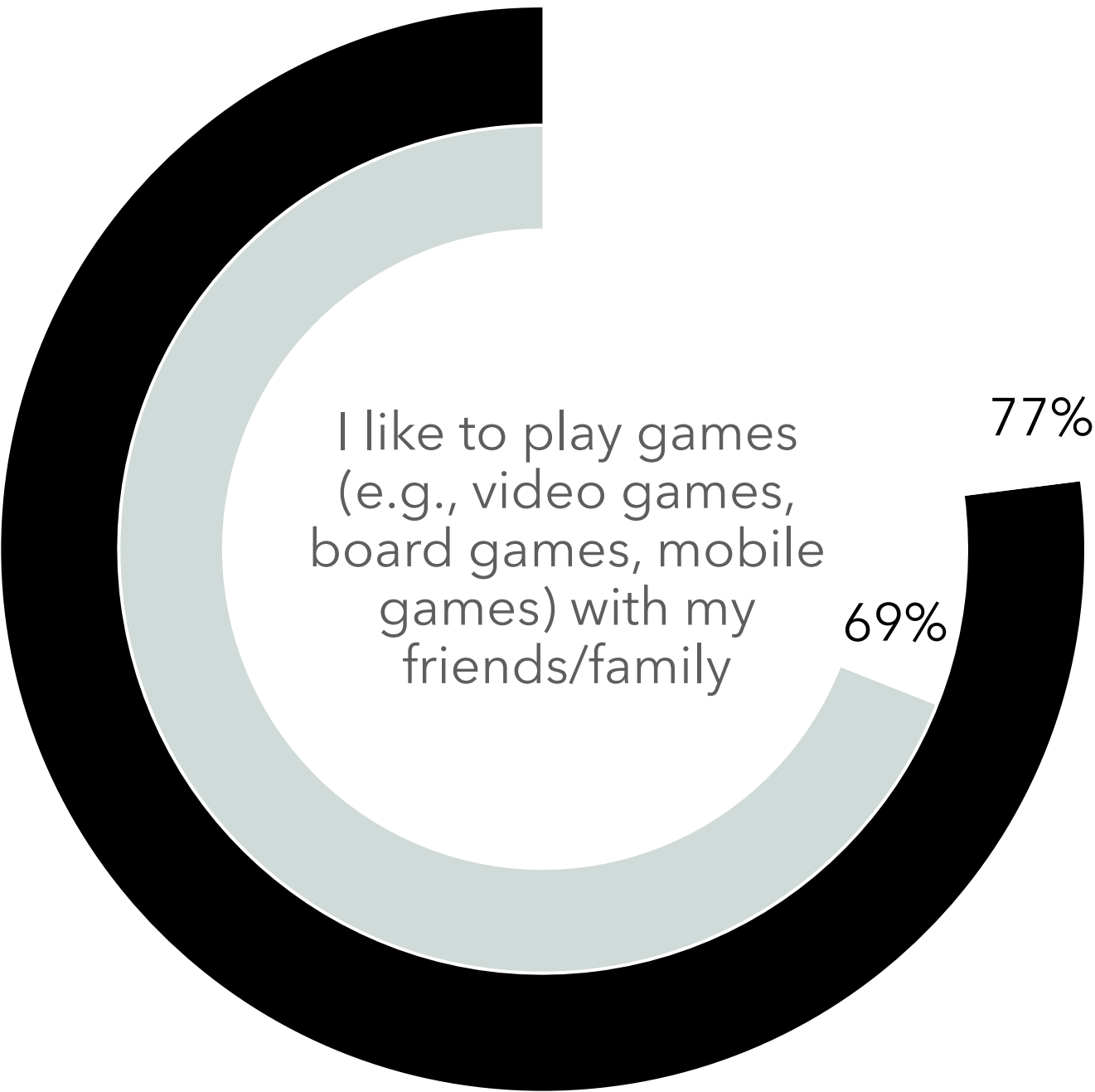




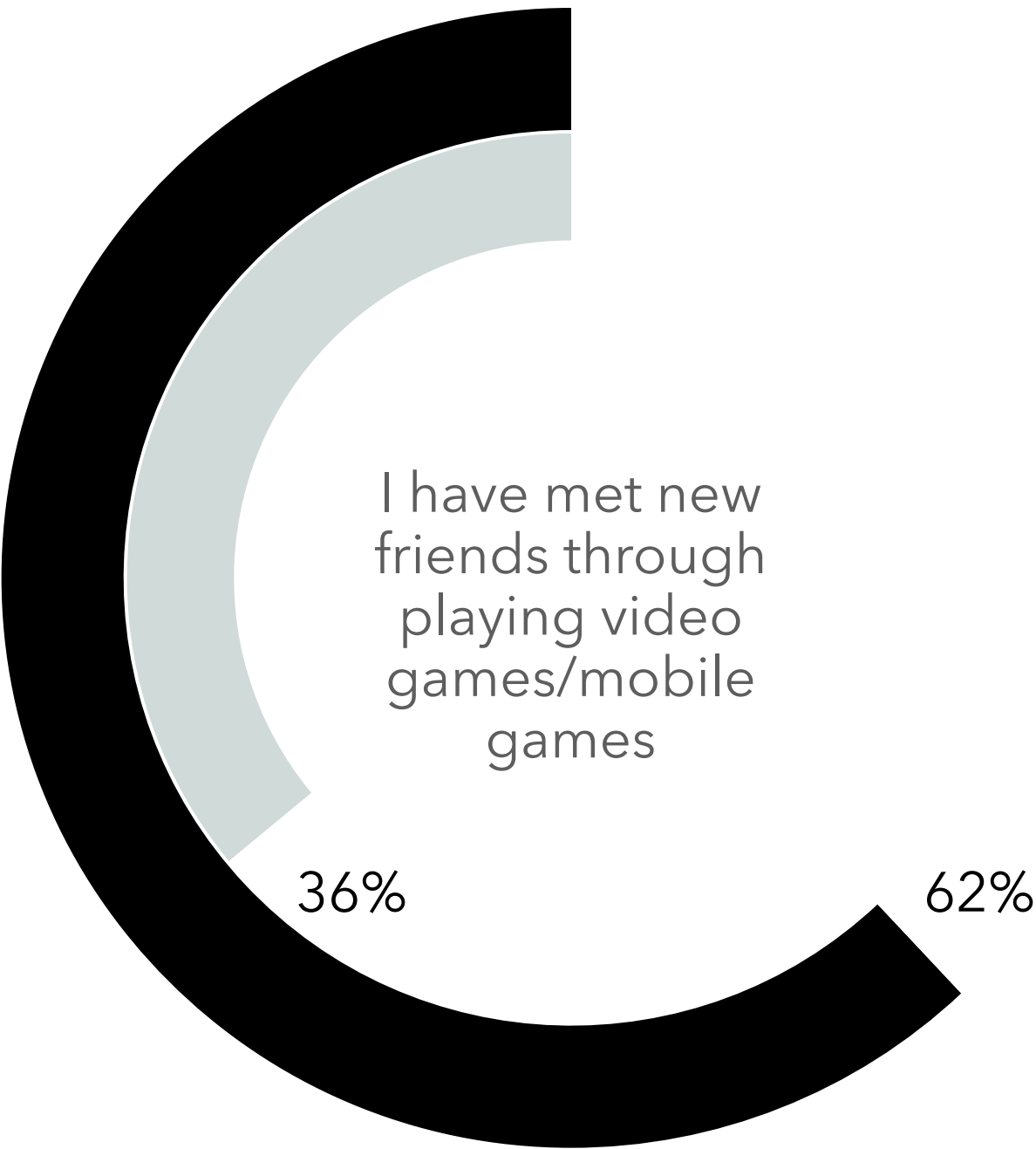
# Community Through Gaming

The Snapchat Generation **flocks to gaming as a way of spending time with friends and family, and a way to connect with people they may have never met IRL.**

- Snapchat Generation
- Non-Snapchatters

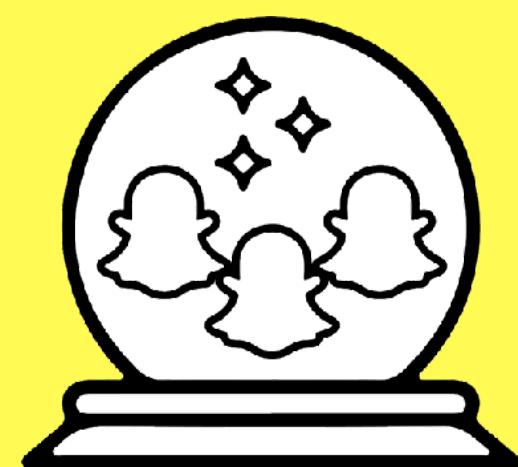


Snapchat Generation  
Men: 77%  
Women: 75%



Snapchat Generation  
Men: 64%  
Women: 55%





# The Snapchat Generation will define the future.

With \$269 billion in estimated discretionary spending, the Snapchat generation is one to be reckoned with. Where does your brand stand with the Snapchat Generation?

BECAUSE...	ASK YOURSELF...
They have high aspirations and challenge themselves	How can you help them be their best selves?
They are independent and are change agents	How can you be an ally and activist?
They expect a two-way dialogue	How do you incorporate them into your story?



# Methodology

We started with secondary research of **Trendspotting** and a deep dive review of existing insights from **The Cassandra Report®** related to Gen Z attitudes and media consumption habits across the globe in select key markets which informed all parts of this bespoke inquiry.

The Real Story was generated through a 20-minute, online quantitative survey fielded October 15, 2020 – November 30, 2020 in the **US, Mexico, Brazil, UK, France, Germany, Spain, Italy, Netherlands, Norway, Saudi Arabia, UAE, India, Malaysia, Indonesia, Japan, and Australia.**

We interviewed a range of respondents aged 13+ within each country (specific sample sizes are listed in the callouts on the next page); the sample accounted for a mix of age, gender and region (and ethnicity in the US) among those who self-identified as Daily Snapchatters and Non-Snapchatters. **To qualify, respondents had to use Snapchat at least once daily (Daily Snapchatters) or do not have Snapchat downloaded/have never heard of Snapchat (Non-Snapchatters).** During analysis to ensure a representative read on the individual countries, cell weighting based on nested gender and age were applied to each country helping to correct for demographic imbalances due to set sampling sizes. For each country, Snapchat users were weighted based on the combination of their gender (male/female) and age group (13-20 years old, 21-24 years old, 25-34 years old, 35+ years old). For Brazil and Indonesia, due to the set sampling sizes, the age was grouped to 13-34 years old and 35+ years old. Non-Snapchat users were assigned a weight of 1. Regional reports were created based on averaged weighted data across countries included in each region. North America includes US; Europe includes UK, France, Germany, Spain, Italy, Netherlands, Norway; LATAM includes Mexico and Brazil; APAC includes India, Indonesia, Malaysia, Japan, Australia; MENA includes Saudi Arabia and UAE.

Additionally, Daily Snapchatters were recruited within each country to participate in qualitative focus groups and IDIs to showcase their Trendspotting, forward thinking, and to further explore key themes found in the quantitative research.





Thank you!

