

INVESTMENT MEGATRENDS

Gen Alpha: The Generation That Will Redefine consumers (and Companies)

Generation Alpha is still in school, yet they are already shaping the way households spend, brands communicate, and investors think. Born between 2010 and 2025, they are the first generation entirely born in the 21st century - the children of Millennials and the younger siblings of Gen Z.

Born Digital, Raised on AI

Gen Alpha doesn't "go online" - they live there. By age 2, **40% already own a tablet**. By primary school, they're spending **4-8 hours a day on screens**. These aren't passive habits; they're shaping household spending through "pester power" on games, toys, streaming, and kid-first tech. If Millennials were digital adopters and Gen Z digital natives, Gen Alpha is the **AI-raised generation**. Education is already being reshaped with AI tutors, gamified learning, and interactive platforms. And looking ahead, **65% of Alphas will work in jobs that don't even exist today**. For businesses, this isn't about having a digital strategy. It's about being structurally digital-first across the entire value chain.

Diversity and Values at the Core

Gen Alpha is the most diverse generation in U.S. history - 47% identify as non-white - and globally, nearly half will grow up in Asia-Pacific, with Africa also driving population growth. Their worldview is more inclusive, plural, and globally connected than any generation before. Values matter deeply. Surveys show 61% of Alphas say "helping people" is important, alongside equality, anti-bullying, and cultural pride. These values will guide not just how they vote or volunteer, but how they spend.

By 2025, Gen Alpha will number nearly 2 billion people worldwide, making them the largest generation in history. And while they're young, their early behaviours and values are sending strong signals about who the winners and losers of tomorrow's economy will be.

Companies that can't demonstrate fairness, sustainability, or transparency risk being filtered out before they even get noticed.



Longer Lives, Shorter Attention Spans

Gen Alpha is expected to **live nearly 20% longer than their Millennial parents**. That means more years of education, more career shifts, and longer financial journeys. The brands that win will be those that can build lifelong trust and relevance, not just quick hits. At the same time, this generation is growing up mobile-first, with shorter attention spans and instant access to everything. Engagement will need to be fast, personalized, and immersive - not static or one-way.

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Who wins, who loses?



LIKELY WINNERS

- **EdTech leaders:** AI-powered learning platforms and gamified education tools.
- **Circular economy brands:** Resale, repair, and recycling integrated into the business model.
- **Health & wellness ecosystems:** From functional foods to wearables, aligned with family and individual well-being.
- **Co-creation platforms:** Spaces where young consumers can shape products, experiences, and causes.



LIKELY DISRUPTED

- **Legacy retailers** relying on outdated physical-only models.
- **Consumer goods companies** slow to exit plastics or opaque on supply chains.
- **Brands blind to values shifts**, much like alcohol companies that missed Gen Z's move away from drinking.
- **Traditional media and advertising** that broadcast rather than engage.

Why Investors Should Care Now

Trends like these often show up in culture before they hit financial statements. The decline in alcohol consumption was visible in Gen Z behaviours long before it dented industry revenue. The same is true here: Gen Alpha's digital immersion, value system, and demographic weight will amplify over the next two decades.

For investors, the task is to look beyond numbers and ask:

- Which companies are structurally aligned with Gen Alpha's world?
- Which are fundamentally exposed to being disrupted?
- And which will surprise on the upside by adapting early?

Final Word

Generation Alpha is more than just a demographic wave. They are the world's first fully 21st-century consumers: digitally fluent, globally diverse, value-driven, and raised on AI. The companies that prepare now - embedding sustainability, digital fluency, and co-creation - will secure relevance for decades.

Those that don't may find themselves written out of the future before it even arrives.