

MERCH MOVES US

BRANDED MERCH PREFERENCE BY GENERATION 2025



UNIVERSAL FAVORITE:

Apparel is #1 across all generations

Writing instruments are still valued by Millennials at 32% and Gen Z at 34%

BAGS & TRAVEL:

Are valued most by Gen X at 40% with Millennials and Gen Z at 33%



RUNNERS UP BY GENERATION

Gen Z - Food & Beverage
Born 1997-2012 · Ages 13-28

Millennials - Wearables
Born 1981-1996 · Ages 29-44

Gen X - Office
Born 1965-1980 · Ages 45-60



1: Apparel

Gen Z: 73%
Millennials: 62%
Gen X: 61%



2: Food & Beverage

Gen Z: 58%
Millennials: 47%
Gen X: 45%



3: Wearables

Gen Z: 52%
Millennials: 55%
Gen X: 34%



4: Office

Gen Z: 27%
Millennials: 41%
Gen X: 52%



5: Drinkware

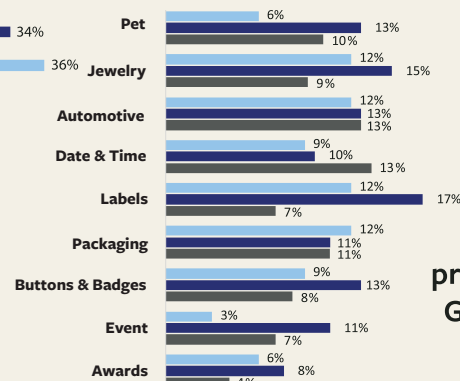
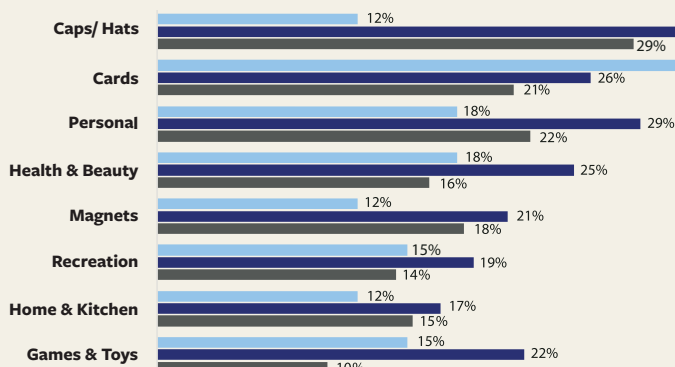
Gen Z: 24%
Millennials: 40%
Gen X: 37%

BRANDED MERCH PREFERENCE BY GENERATION

GEN Z

MILLENNIALS

GEN X



Gen X prefers tech products at 49% while Gen Z and Millennials equally prefer tech products at 42%