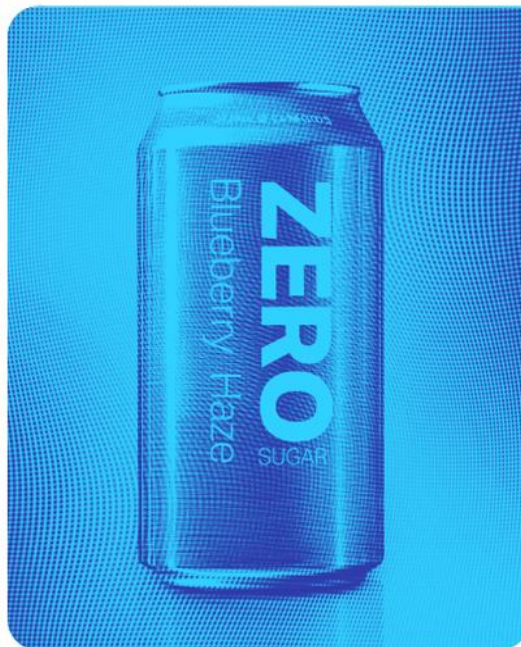


THE X FACTOR

How Gen X will quietly
drive significant shifts
in consumer spending

NielsenIQ



US REPORT



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Why you can't afford to overlook Gen X

For years, Gen X has been dubbed “the forgotten generation” in media, policy, and even marketing campaigns. Skipped over or bundled in with Boomers or Millennials, this small but mighty generation has quietly become the engine of global consumer spending.

This report is a collaboration between NIQ and World Data Lab, with illustrative insights from NIQ resources such as Consumer Life and Omnishopper. It will show why the next decade represents a once-in-a-lifetime opportunity for manufacturers and retailers to capture Gen X loyalty and lifetime value.

- Gen X will lead **global consumer spending from 2021 through 2033**. In high-income markets, Gen X will take the lead later but hold it longer—from 2026 through 2036.
- While Boomers still dominate in **net worth**, Gen X is second—and **gaining**.
- Gen Xers are currently in their **peak expenditure years** (ages 45–60).
- Gen Xers have emerged as “**caretaker consumers**”—simultaneously caring for children, aging parents, *and* their households.
- Gen X will spend **\$15.2 trillion in 2025**. If you treated them as their own “country,” they would form the world’s second-largest consumer market—second only to the US and roughly 2x the size of China’s current spending. And that number will only keep climbing: **By 2035, global Gen X spending will reach \$23 trillion.**

Gen X will be the spending leader globally through 2033, surpassing \$20 trillion (USD). If you aren't planning with them in mind, you're missing your most profitable current customer.



Taking action

Our goal is to make this report actionable, with insights specific to manufacturers and retailers. Unlike with other generations we'll analyze, **Gen X's US spend is peaking *very soon*, meaning *immediate action is necessary*.**

If you're unsure which actions will provide the most incrementality, [our team at NIQ is available to assist](#). We can help make sense of the data for your prioritized categories and identify new opportunities within your product portfolio.

What actions matter now?



For manufacturers

Strategically develop product portfolios that cater to Gen X's binary role as provider and consumer. Focus on functional innovation, premiumization, and clear value communication.



For retailers

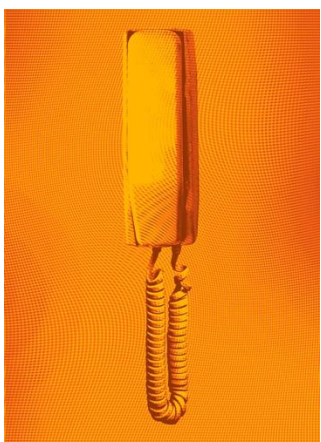
Focus innovation and premium product development on Gen X today. Unlike other generations, Gen X can *and will* spend on quality and convenience now—but only if you can clearly convey value.



The time to capture Gen X spend is now.

Who is Gen X?

The **1.4 billion members of Gen X** alive today globally were **born between 1965 and 1980** (currently ages 45–60). The time of their birth means Gen Xers straddle the analog and digital domains. They were born primarily to Boomer parents, and their children are either Millennials or Gen Zers. Gen Xers pride themselves on their independent spirit, which can be attributed to many growing up as “latchkey kids” with both parents working. In their youth, they witnessed the rise of MTV, grunge culture, and personal computing. Most incomprehensibly for members of Gen Z and younger generations, most Gen Xers didn’t have a cell phone until college—or later. Instead, their early social lives depended on a landline phone attached to a wall.



Who is Gen X ?

Noteworthy consumer behaviors

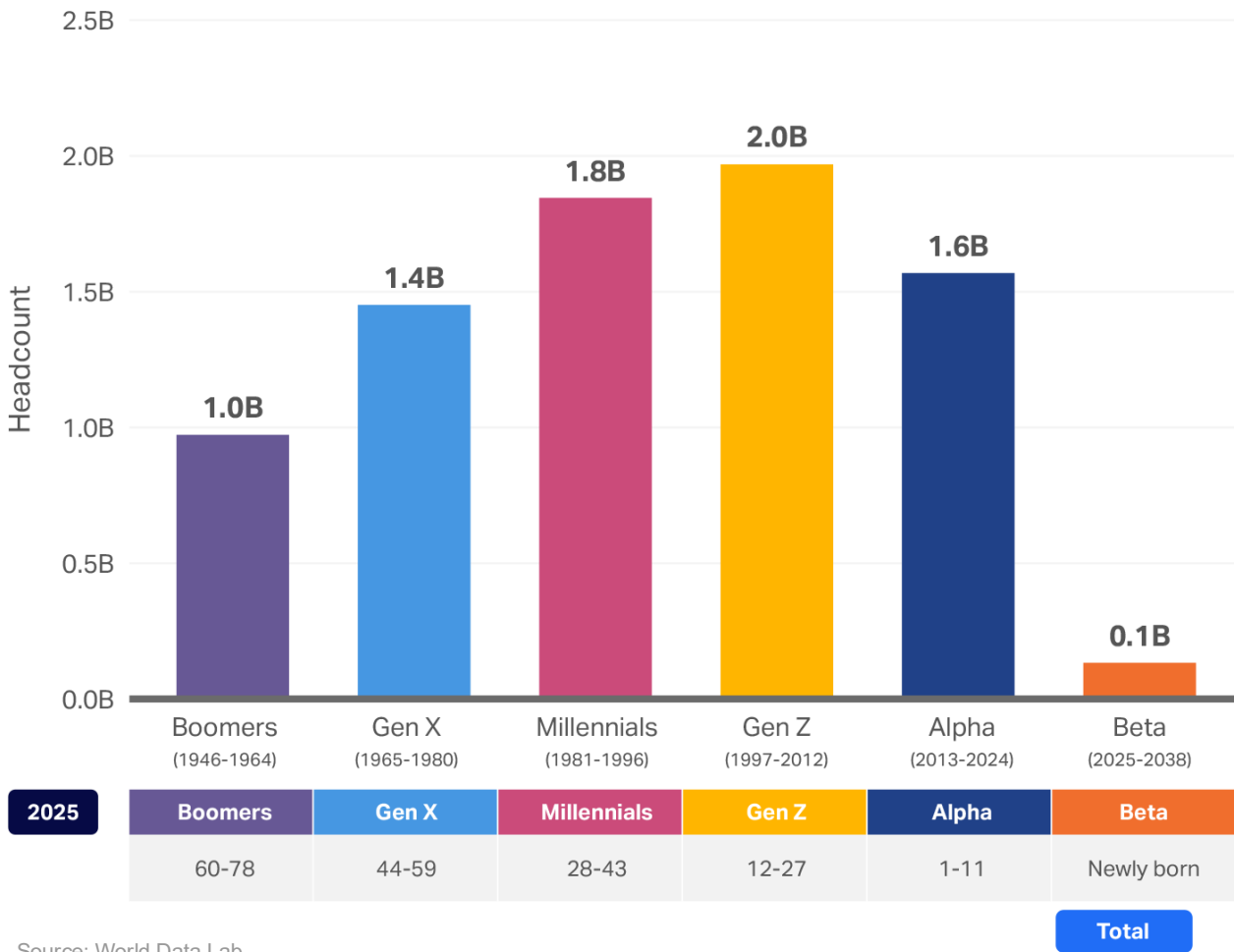
- **Digital adopters:** Trust reviews, engage in omnichannel shopping, consider themselves “digital pioneers”
- **Tech influencers:** Often set household tech agenda
- **Pragmatic buyers:** Want quality and clarity over “flash”

Today, Gen Xers are middle-aged adults who sit at the center of both their family and economic lives. They’re well-educated global leaders at the peak of their careers, helping to usher in a new kind of technology revolution with the proliferation of new digital touchpoints like [omnichannel shopping](#) and [AI-driven personalization](#). At the same time, they’re in their “double-dependent stage,” caring for their children *and* their aging parents.



Small but mighty

Population by generation (2025)



Source: World Data Lab

Gen X is smaller in population than Generation Alpha, Millennials, and Gen Z, but it currently has more consolidated wealth, especially in developed markets like Canada, Germany, Japan, the UK, and the US. This generation also has incredible influence over technology, media, the workplace, and the political landscape because its members hold leadership positions in these areas.

Though Gen X currently makes up just 17% of the global population, in developed nations like the US, it's currently leading almost one-third of all households. This gives Gen X an outsized influence when it comes to CPG and T&D purchases. Gen X spending power is even more impressive because its wage growth over the past few years has been slower, when compared with younger generations.



Key insights

- In the coming years, Gen X will **set more of the standard for modern-day consumption** as they dominate more in consumer spending and continue to gatekeep decisions for their children as well as their parents.
- Gen X consumers are **open to new brands** if the brands they've historically purchased fail to meet expectations or stop delivering clear value—especially in today's inflationary climate.
- Gen X members are highly **practical** and **reward brands** that consistently deliver and save them time, money, or mental energy.
- Gen X's **loyalty is earned** through positive brand experiences and reliability/consistency—not hype or social proof (e.g., influencers, activism).

C-suite takeaways

- Fewer people, more value (if captured)
- Gen X conversion = higher ROI shopper
- Orient strategy around Gen X's roles as time-savers and enablers of care

Gen X spending in the US

Gen X spending will dominate in the US by the end of the decade

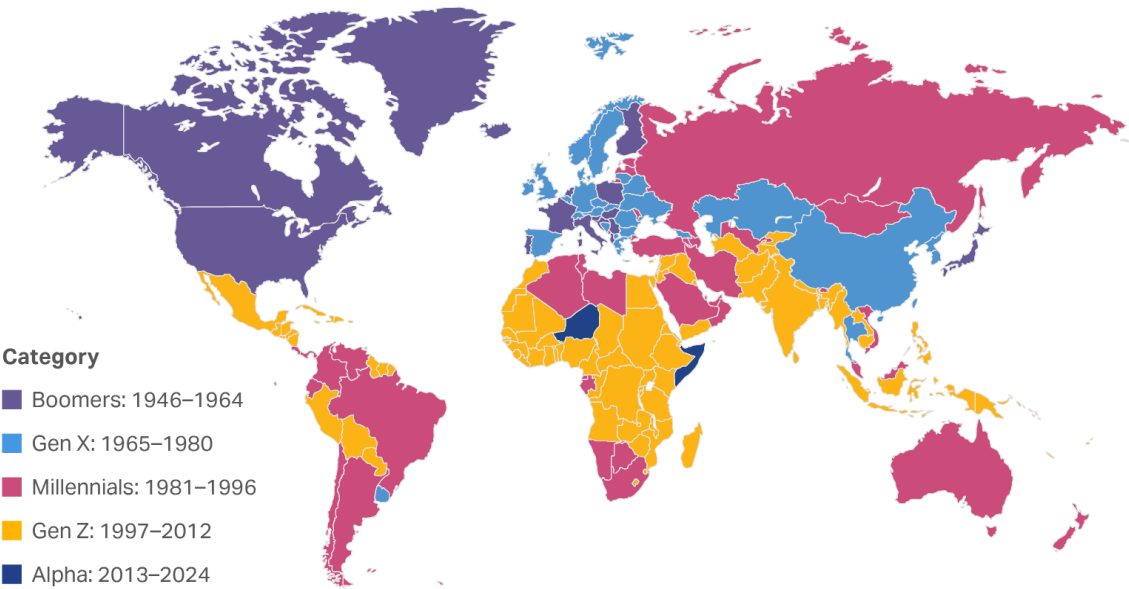
To help organizations optimize their innovation, marketing, and assortment plans (by region or country), World Data Lab has forecast Gen X’s “peaks” of dominance across the globe. Regional outlooks, as well as country-specific forecasts, serve to help you better understand when Gen X’s peak spend will hit—and how long it’s going to last—so you can build a strategy to maximize incrementality.

Due to shorter lifespans in developing countries, Gen X peak spending has already passed.

Where does Gen X dominate today—and where will it dominate tomorrow?

Most dominant generation per country (2025)

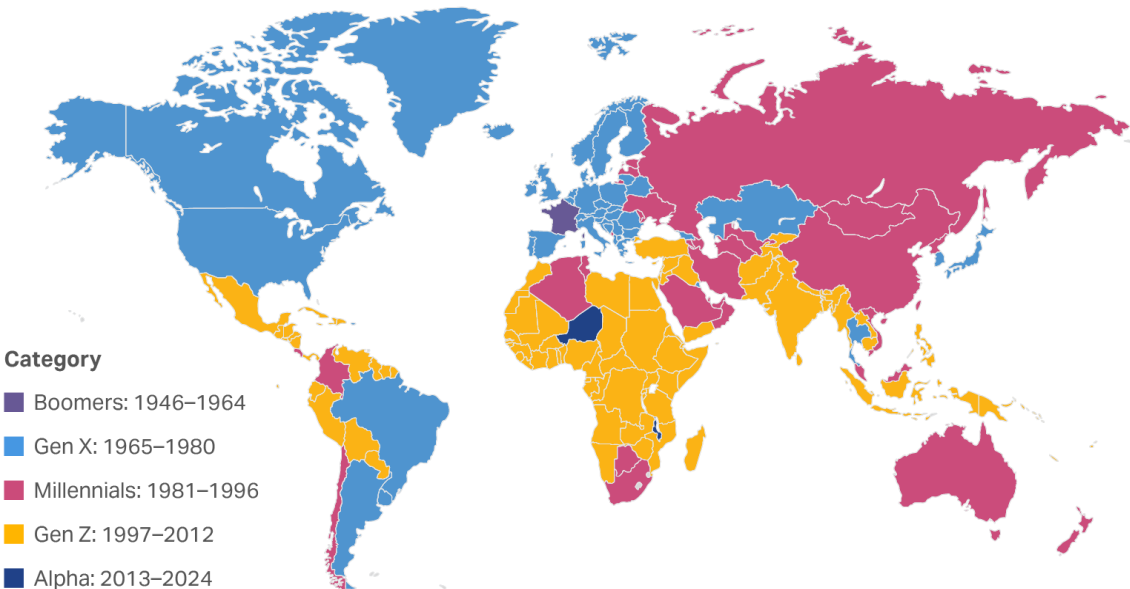
In terms of absolute consumer spending



Source: World Data Lab

Most dominant generation per country (2030)

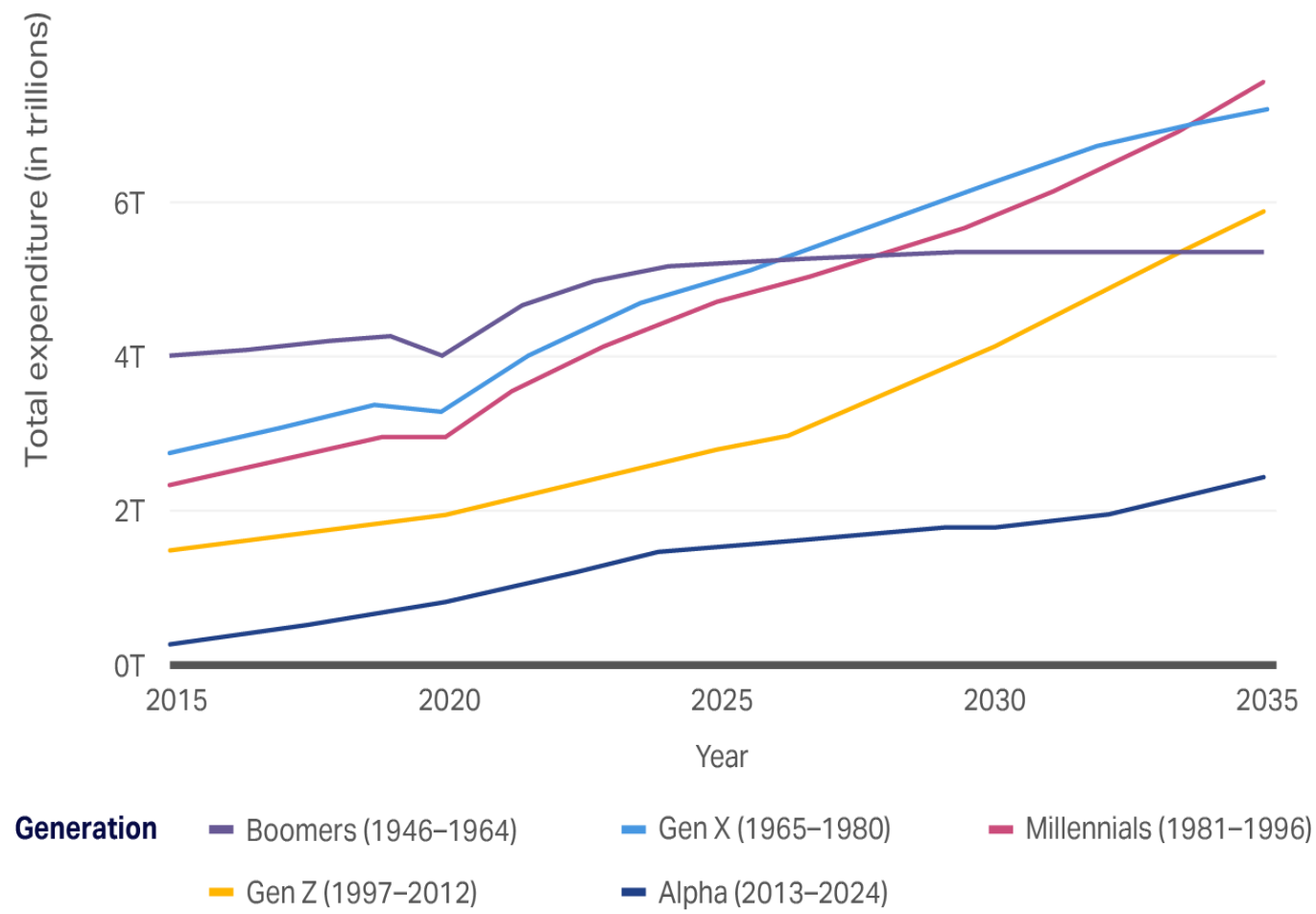
In terms of absolute consumer spending



Source: World Data Lab

The US is on the cusp of becoming a Gen X economy. Organizations should be looking at what matters to Gen X now and developing plans that cater to their needs via relevant products and messaging.

The US is still a Boomer economy in 2025. Next year, it will transition into the Gen X decade.



Source: World Data Lab

Nominal USD

Currently, in the US, Gen X households (in total) spend less across almost all CPG categories than Boomer or Millennial households because there are comparatively fewer of them. However, they are big spenders when you look at dollars spent on a per-household basis. At the category level, Gen X households in the US spend more than Boomer households on all categories—except Floral—and more than Millennial households on Pet Care, Floral, and Household Care.

Gen X is also revealing its life stage when we look at value share relative to Boomers and Millennials. It has the lowest value share for Baby Care (except for Boomers) and the highest for Pet Care, with 4.8% of its CPG budget going to Gen Xers’ furry friends.

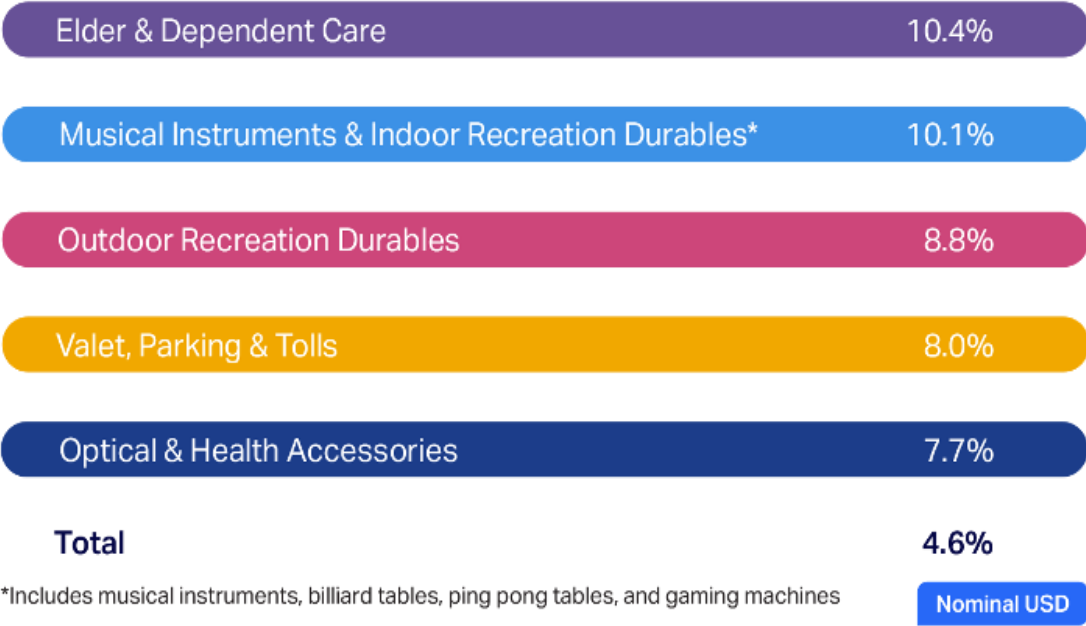
Looking beyond CPG, we continue to see growth in Gen X spend on Elder & Dependent Care, as well as on Recreation and Health & Wellness.



Fastest-growing categories for Gen X, US: 2025–2030



Gen X CAGR:
2025-2030



Source: World Data Lab

Looking only at national-level data in the US is ill-advised, however. As seen in the chart below, wealthier Gen Xers tend to concentrate in select city centers. (In Seattle and Boston, for example, 70–79% of Gen Xers are rich.)

The US is a hub for wealthy Gen Xers: Cities with the highest concentration of Gen X individuals in the Rich* segment

City	Gen X: Rich population	Gen X: Total population	Gen X: Rich percentage
Seattle	909,693	1,149,545	79.1%
Kennewick, WA	38,390	52,970	72.5%
Bellingham, WA	23,339	32,236	72.4%
Olympia, WA	34,381	47,523	72.3%
Spokane, WA	82,529	114,252	72.2%
Yakima, WA	22,810	31,676	72.0%
Lawrence, MA	35,556	50,725	70.1%
Brockton, MA	29,438	42,007	70.1%
Lowell, MA	31,419	44,868	70.0%
Boston	559,081	798,446	70.0%
Framingham, MA	21,403	30,575	70.0%
Minneapolis/Saint Paul	476,224	707,659	67.3%
St Cloud, MN	22,498	33,562	67.0%
Rochester, MN	21,906	32,722	66.9%
Eagan, MN	71,793	108,530	66.2%

*We define “rich” as anyone who spends at least \$120 per day (per person, in 2017 dollars to control for cost-of-living differences) and “middle class” as anyone spending at least \$12 but less than \$120 per day (per person).
Source: World Data Lab



What this tells us is that brands and retailers must consider regional, urban, rural, and other nuances when selling to Gen X consumers. By leveraging NIQ’s hyper-local, omnichannel data, brands and retailers can move beyond broad strokes to activate with precision—by geography, mission, and mindset.

Category Insights

To get a clearer picture of Gen X's influence on category-level purchases, we're going to examine Gen X's influence on three major CPG categories: Alcohol, Beauty and Food & Non-alcoholic Beverages (Food & NAB).

Alcohol

There's no question that Gen X still loves a good drink. Their global share of alcoholic beverage spending is 26%. That total share breaks down further into 23% for beer, 29% for spirits, and 27% for wine.



The global "Alcohol tree" in 2024 (Gen X's share)

Alcoholic Beverages



\$692B
(26%)



Beer
\$278B
(23%)



Spirits
\$176B
(29%)



Wine
\$238B
(27%)

Source: World Data Lab

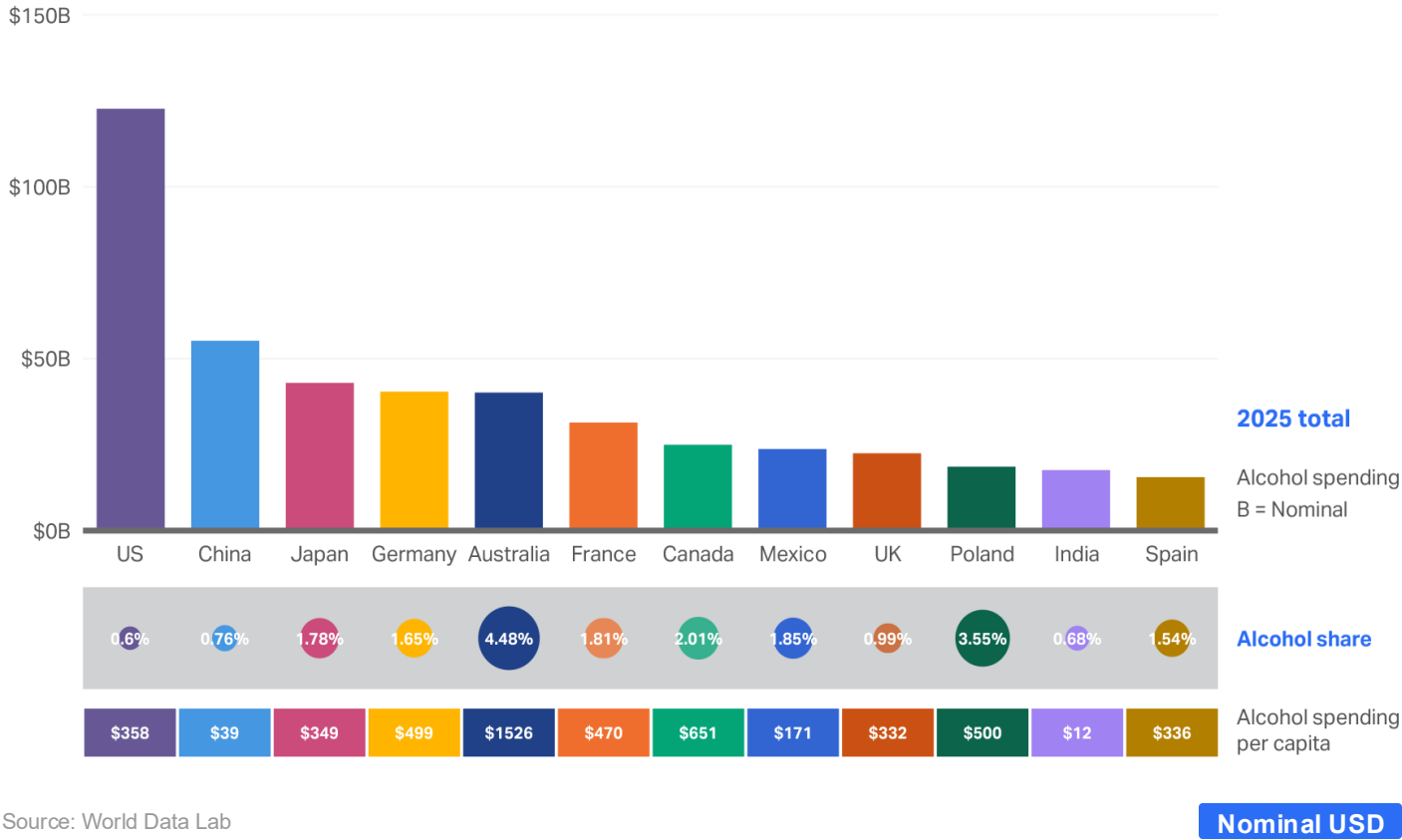
Nominal USD

In 2025, consumers around the world are directing 1.8% of their total spending to alcoholic beverages. There are some variances, of course, with Australians spending the most (at 4.48%) and US consumers at just over 0.5%.

In the US, Gen X continues to play a powerful role in the Beverage Alcohol (BevAl) market, accounting for roughly one-third of all category spend—nearly equal to that of Millennials’ spend and far outpacing Gen Z.



Alcohol generally accounts for 1.8% of total spending—the amount of spend is highest in the US, although the share of spend is lower than average in the US



BevAI Buyers by Generation

% of BevAI Buying Households
% of BevAI Dollars

Source: NielsenIQ Expanded Omnishopper Panel on Demand, US ALC – Integrated (21+ Only) Database; L52 WE 06/14/2025, Total Outlets, Total US

NIQ

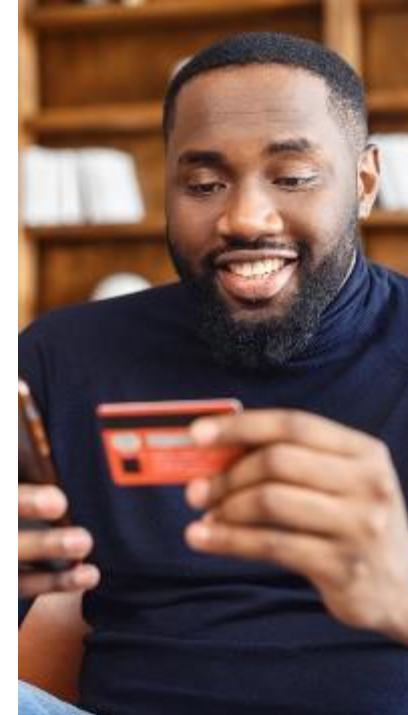
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10%

Generation Z
(21+ LDA)

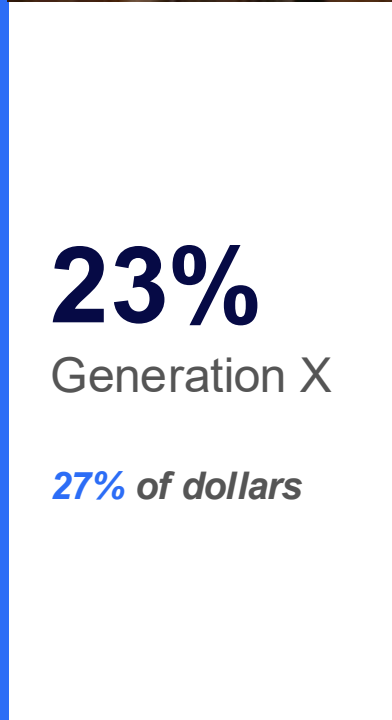
7% of dollars



31%

Millennials

30% of dollars



23%

Generation X

27% of dollars



36%

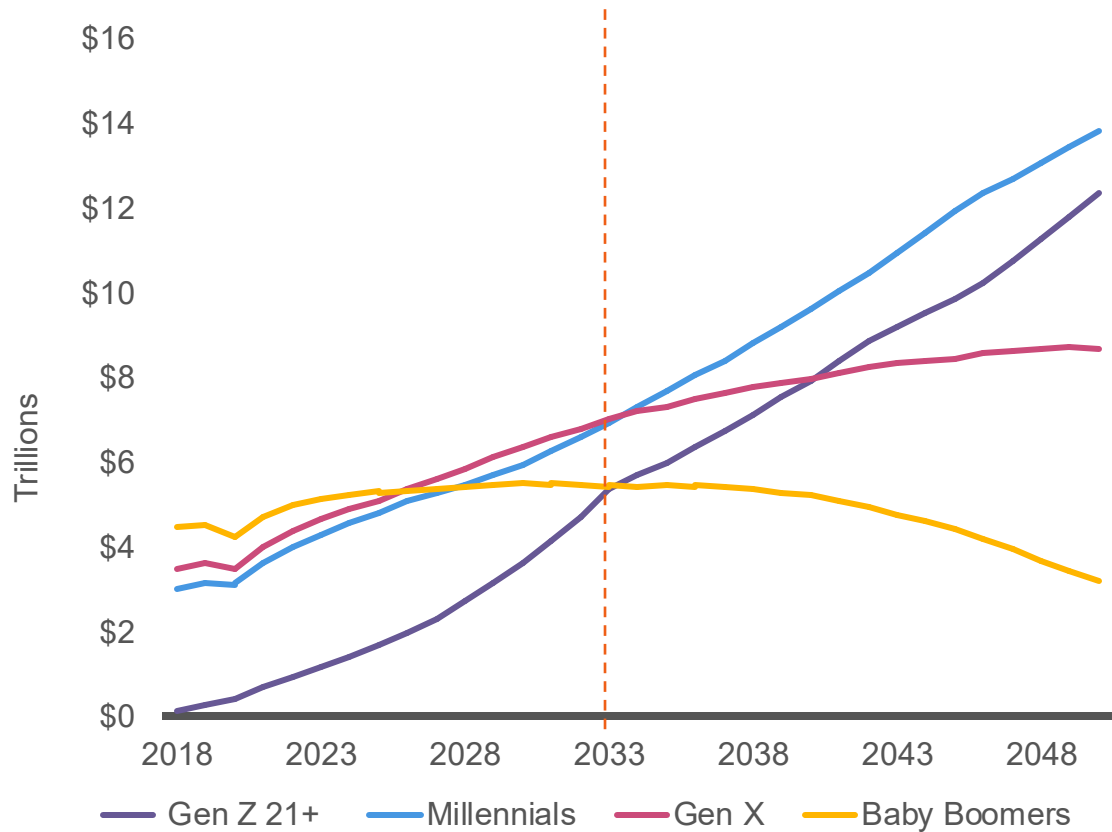
Boomers/
Traditionalists

37% of dollars



Gen X will soon overtake Baby Boomers in their BevAl expenditure

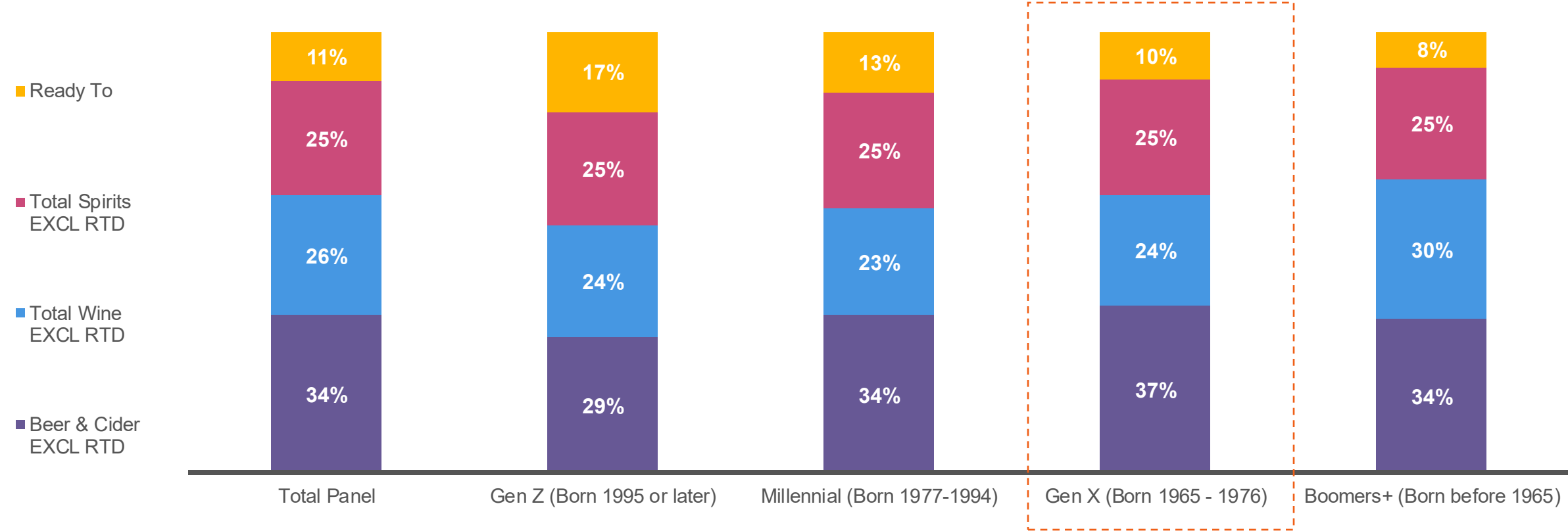
Nominal Expenditure by Generation (21+)



Projected Spend based on maintaining 0.2% of Nominal Expenditure
Source: "Spend Z - Gen Z Changes Everything", NIQ, GfK, World Data Lab; U.S. Census; NIQ Forecasting, NielsenIQ Omnishopper, US ALC – Integrated (21+ Only) Database; Total Alcohol L52 WE 08/10/2024, Total Outlets, Total US

Beer & Cider essential for capturing Gen X BevAI spending; emerging categories like ready-to-drink are less popular

Share of BevAI Dollar Spend by Generation



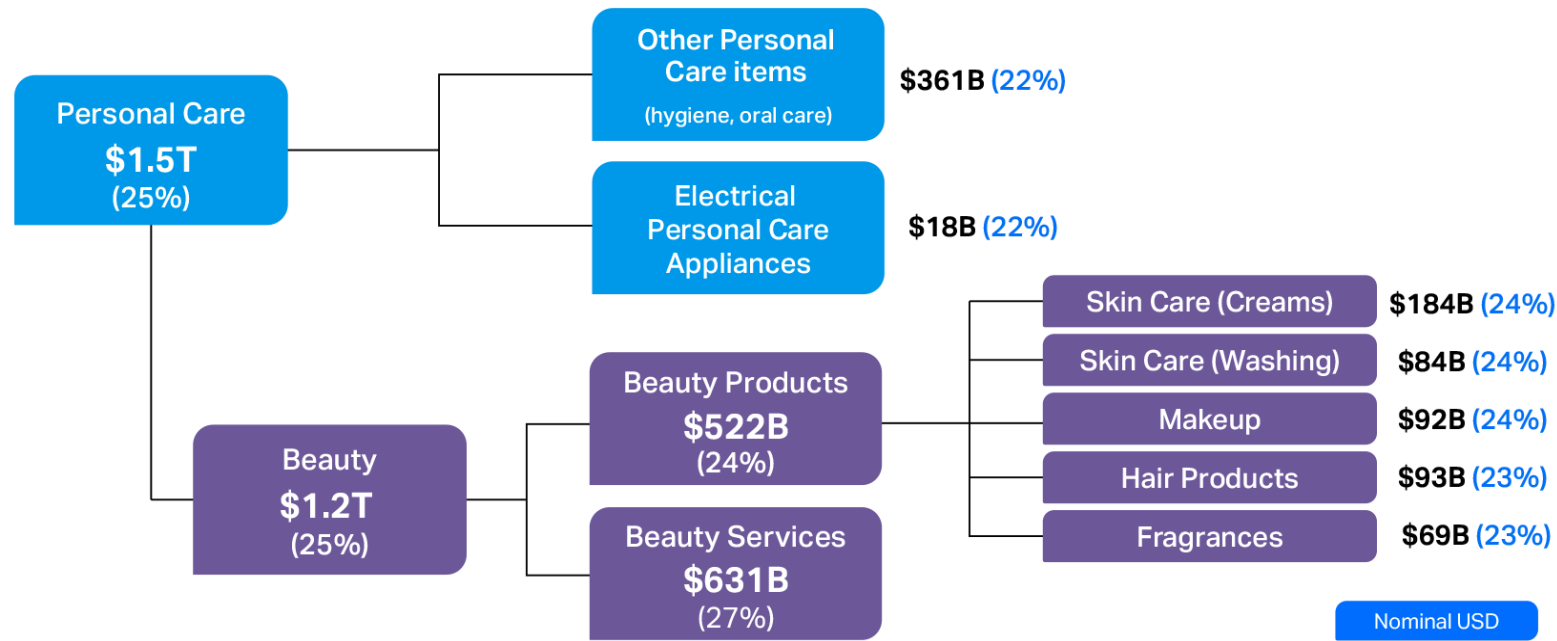
Ready Tos: Cocktails RTD, RTS, Shooters, Novelties, Pods, Hard Seltzer, FMBs, & Wine Based Cocktails
Source: NielsenIQ Omnishopper, US ALC – Integrated (21+ Only) Database; L52 WE 08/10/2024, Total Alcohol, Total Outlets, Total US

Beauty

Gen Xers are also big spenders on Beauty, making up one-quarter of total global spend for the category. They spend on both Beauty Products and Beauty Services—and maintain around one-quarter of spend across key product segments such as Skin Care, Makeup, Hair Products, and Fragrances.



The global “Beauty tree” in 2025 (Gen X's shares)

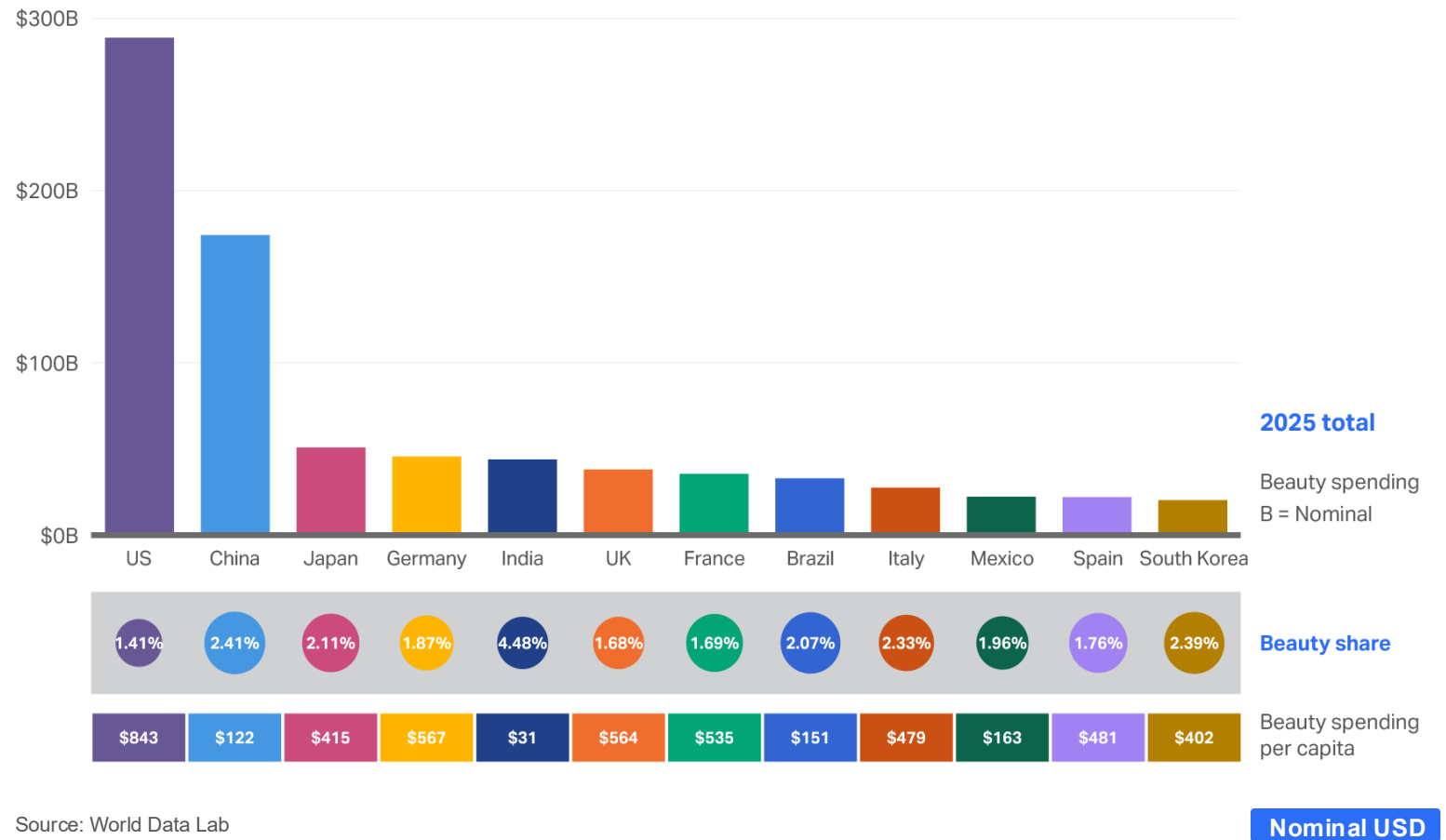


Source: World Data Lab



Globally, Beauty consumers dedicate roughly 2% of their total spend to products in the Beauty category. The US and China are by far the largest markets.

Beauty generally accounts for 2% of total spending—slightly higher in influential markets like China and South Korea. In the US, spend is highest but the share is not as high as in other markets.

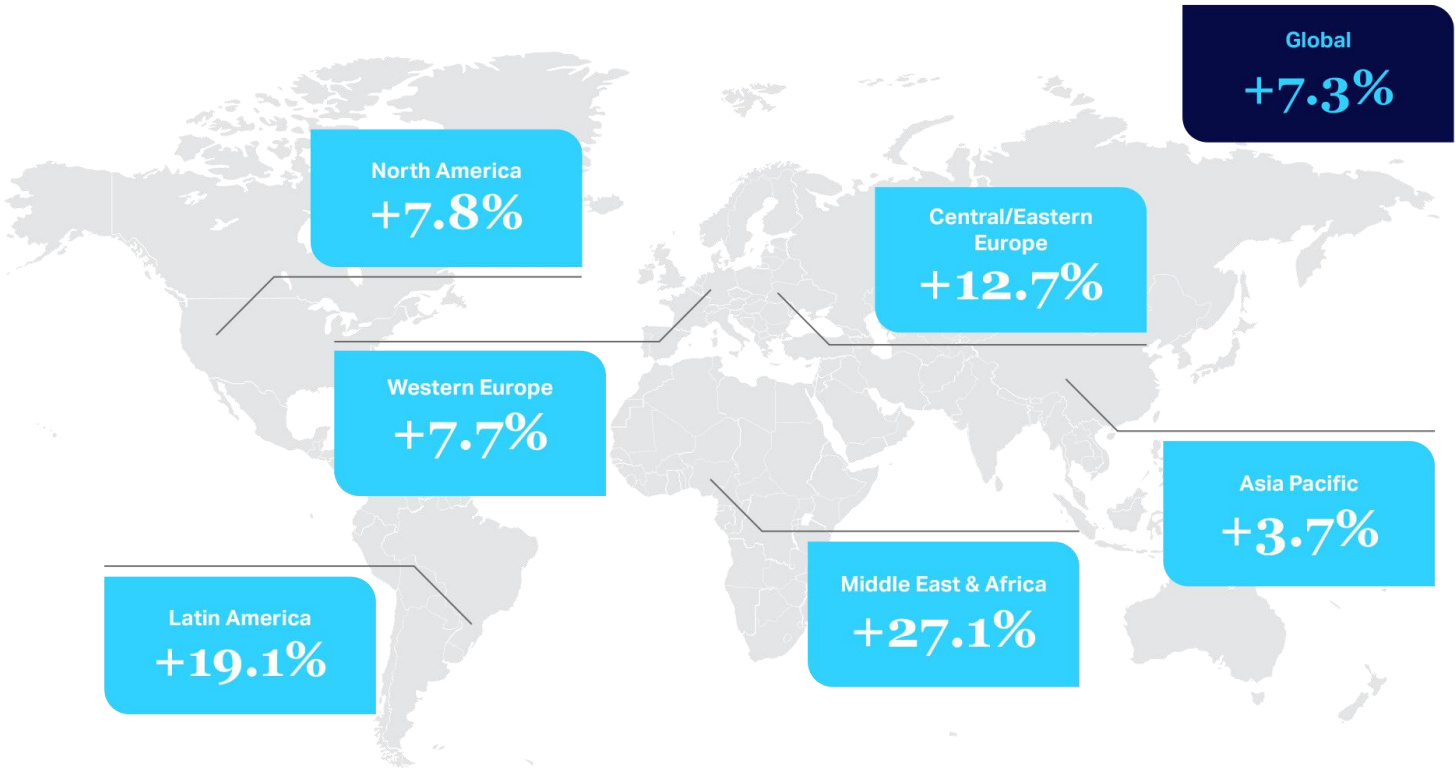


When we layer WDL data with NIQ growth data, we see an even fuller picture of how the Beauty category is trending in 2025.

In the near term, the [Beauty industry shines as a global success story](#), experiencing a value growth of +7.3% year over year. While regions like Latin America (+19.1%) and the Middle East & Africa (+27.1%) are experiencing explosive growth, mature markets such as North America and Western Europe still show strong performances at +7.8% and +7.7%, respectively. This robust global expansion is heavily driven by inflation, but there are also leading optimistic indicators with rising incomes and new consumers entering the market.

When examining this growth from a retailer perspective, e-commerce continues to dominate the Beauty space, with a consistent growth trajectory across global markets. Platforms like Amazon, TikTok Shop, and Shein have redefined shopping experiences, blending convenience with discovery. Notably, TikTok Shop ranked as the top e-commerce merchant for cosmetics during Black Friday 2024, reflecting the platform's role in fueling impulse purchases and brand discovery.

Regional Beauty value growth %

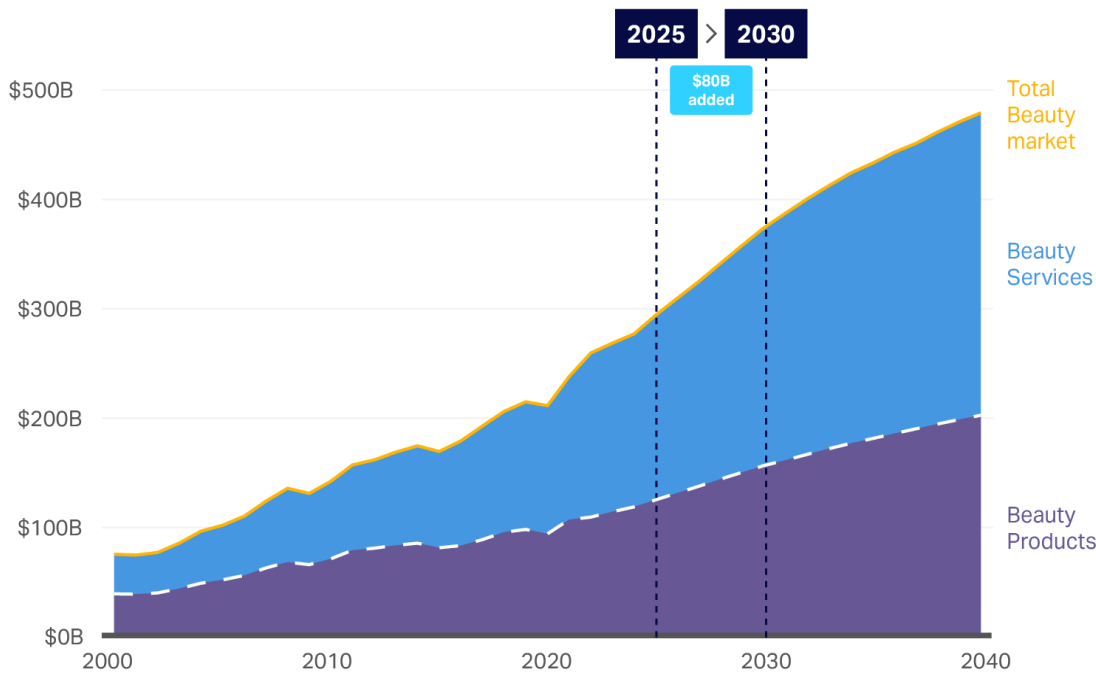


Source: World Data Lab
*Fact Value % growth vs. YA (unweighted)
Beauty = Hair, Skin, Fragrance, Cosmetics & Nail

Beauty

Beauty will also see Gen X's spend grow over the next decade. Manufacturers and retailers can capture an additional \$80 billion in Beauty Services and Beauty Products in the next five years alone. North America and APAC will account for nearly two-thirds of this growth.

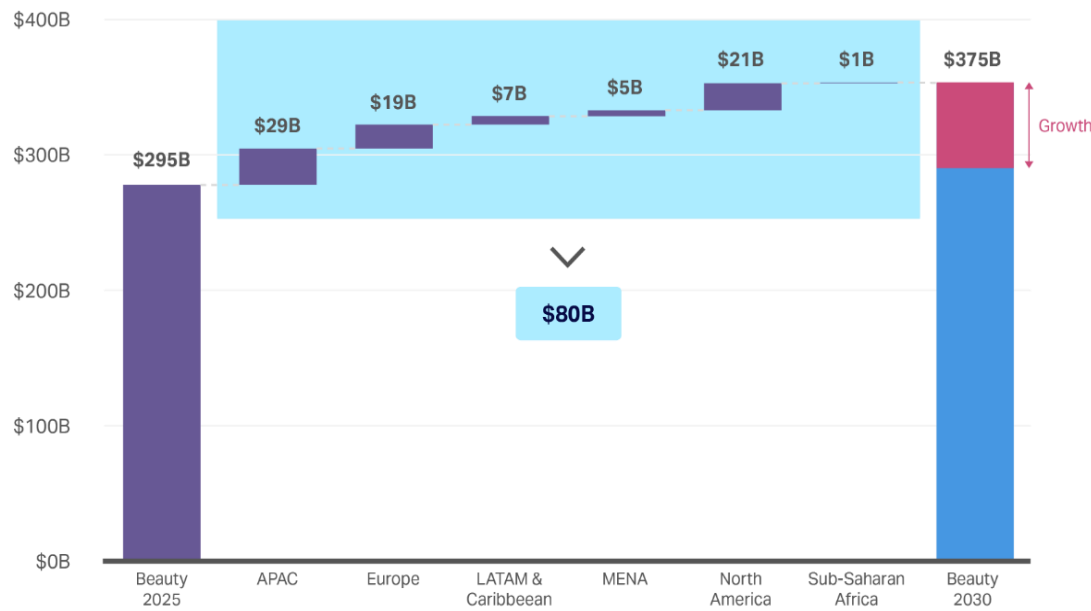
The Gen X Beauty market will grow to 1.3x its current size in the next five years



Source: World Data Lab

Nominal USD

APAC and North America will generate nearly two-thirds of the Beauty growth for Gen Xers in the next five years



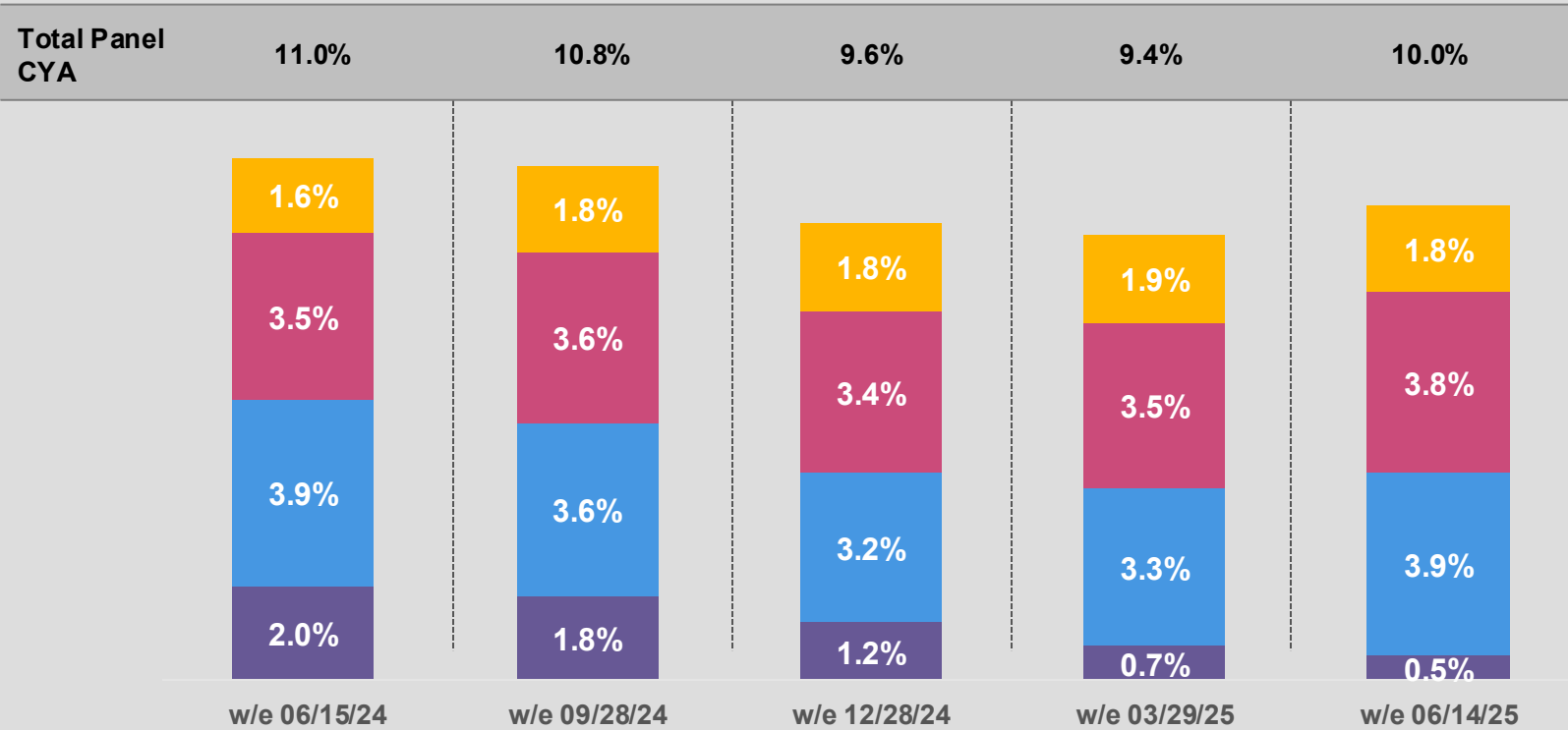
Source: World Data Lab

Nominal USD

Gen X and Millennials are contributing the most to Beauty and Personal Care category growth in the latest period



Contribution to % \$ CYA - Rolling 52w
Beauty & Personal Care Categories

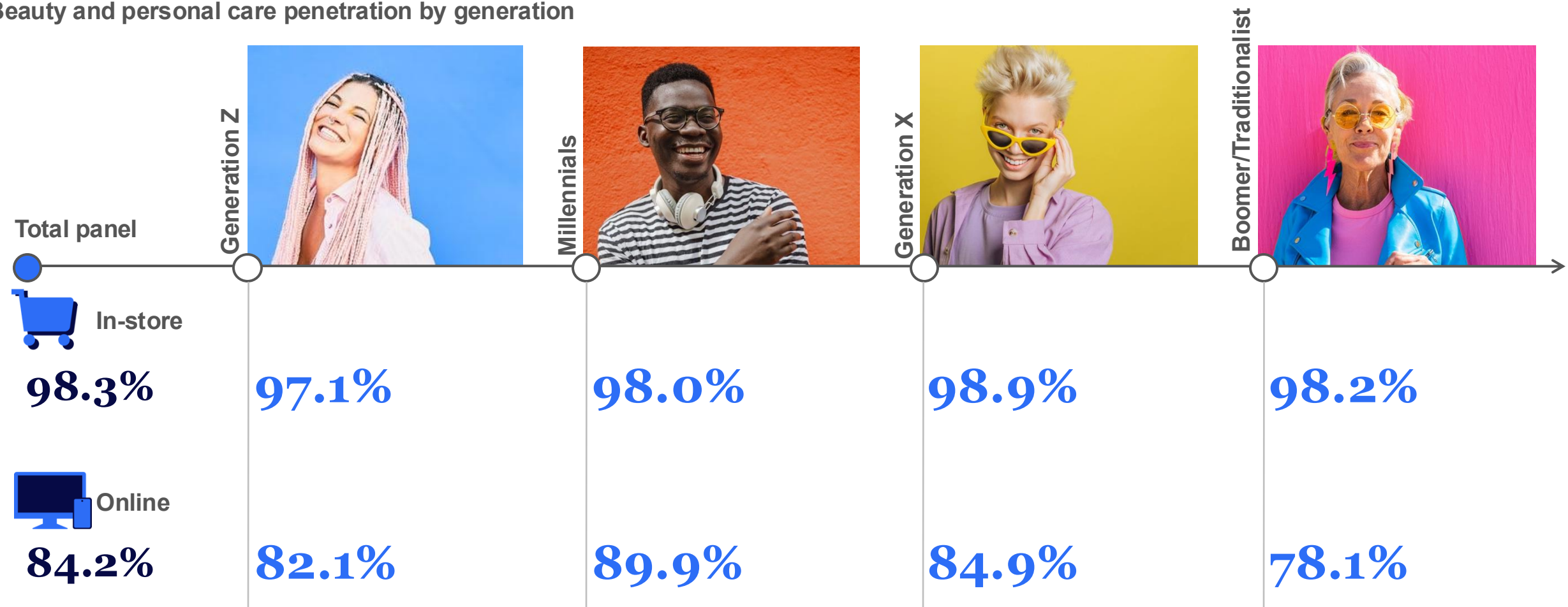


Gen Z is slowing down their Beauty and Personal Care spend

Source: NielsenIQ Omnishopper, Trip Projected, Syndicated Database POD 444, L52 WE 06/14/2025, Total Outlets (Omni), Beauty & Personal Care Categories

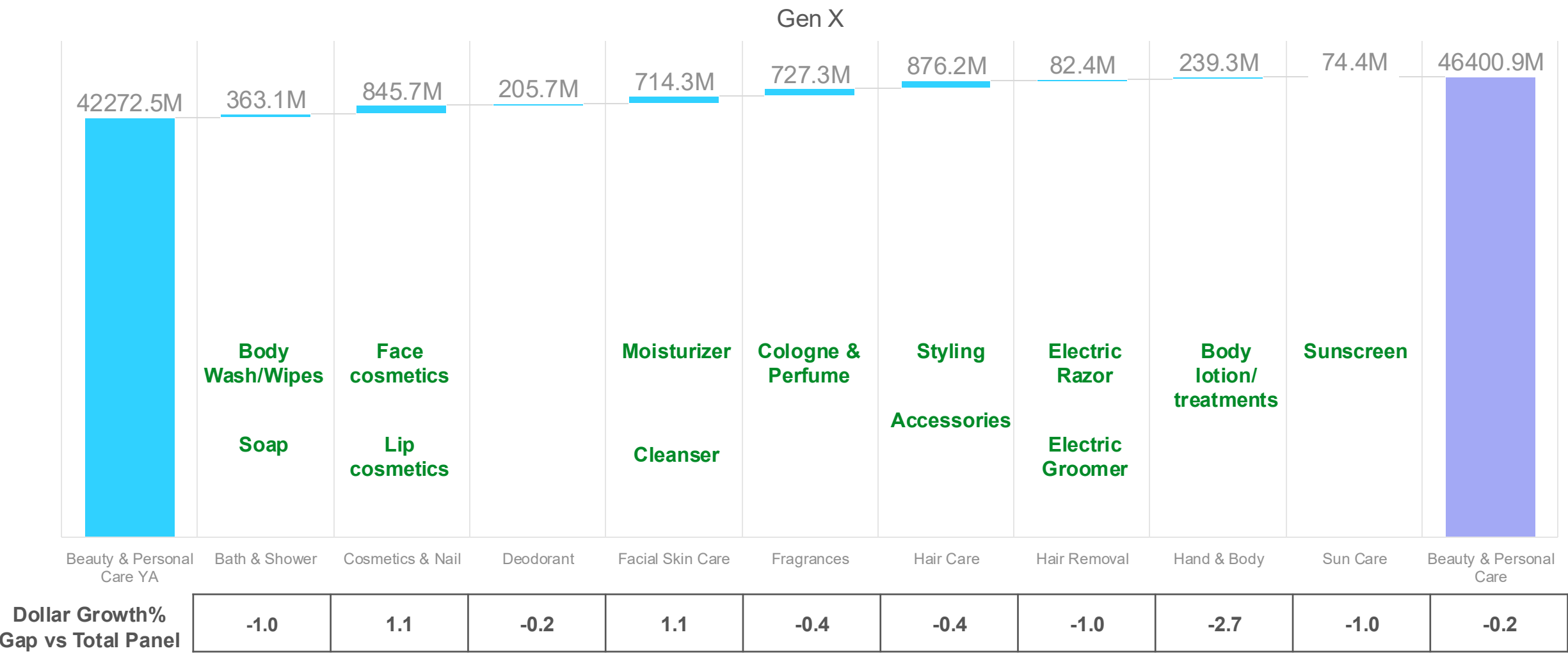
Gen X and Millennials have a strong online penetration for beauty and personal care

Beauty and personal care penetration by generation



Source: NielsenIQ Omnishopper, Trip Projected, Syndicated Database POD 444, L52 WE 06/14/2025, Total Outlets (Online), Total Beauty & Personal Care Categories

Hair Care and Cosmetics & Nail drive strongest growth among Gen X

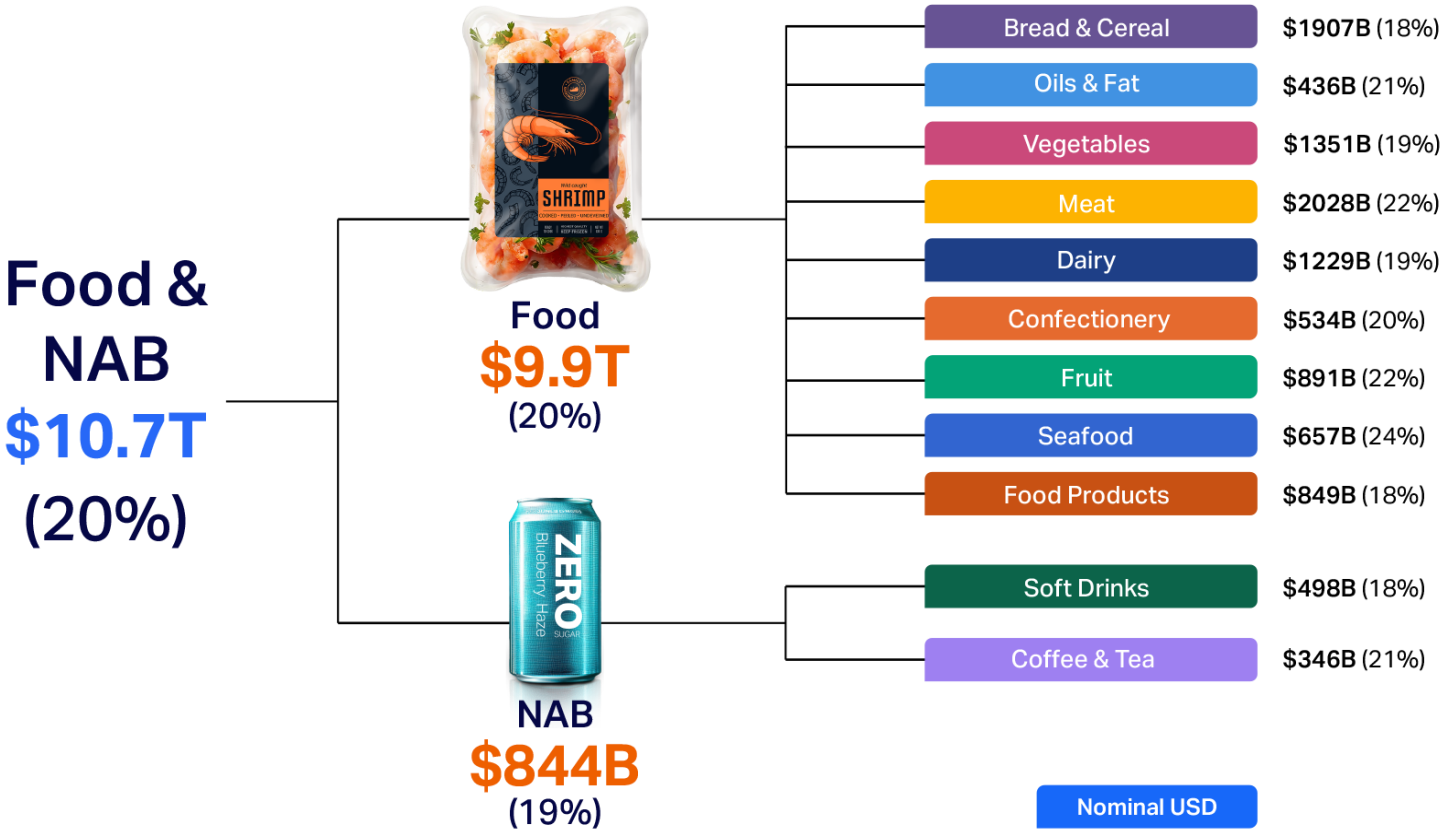


Food & Non-alcoholic beverages (NAB)

Globally, Gen X's share of Food & NAB spend is 20%—slightly lower than the other categories we've explored. Several products where Gen X spend jumps up over 20% include Seafood, Fruit, Soft Drinks, and Coffee & Tea.

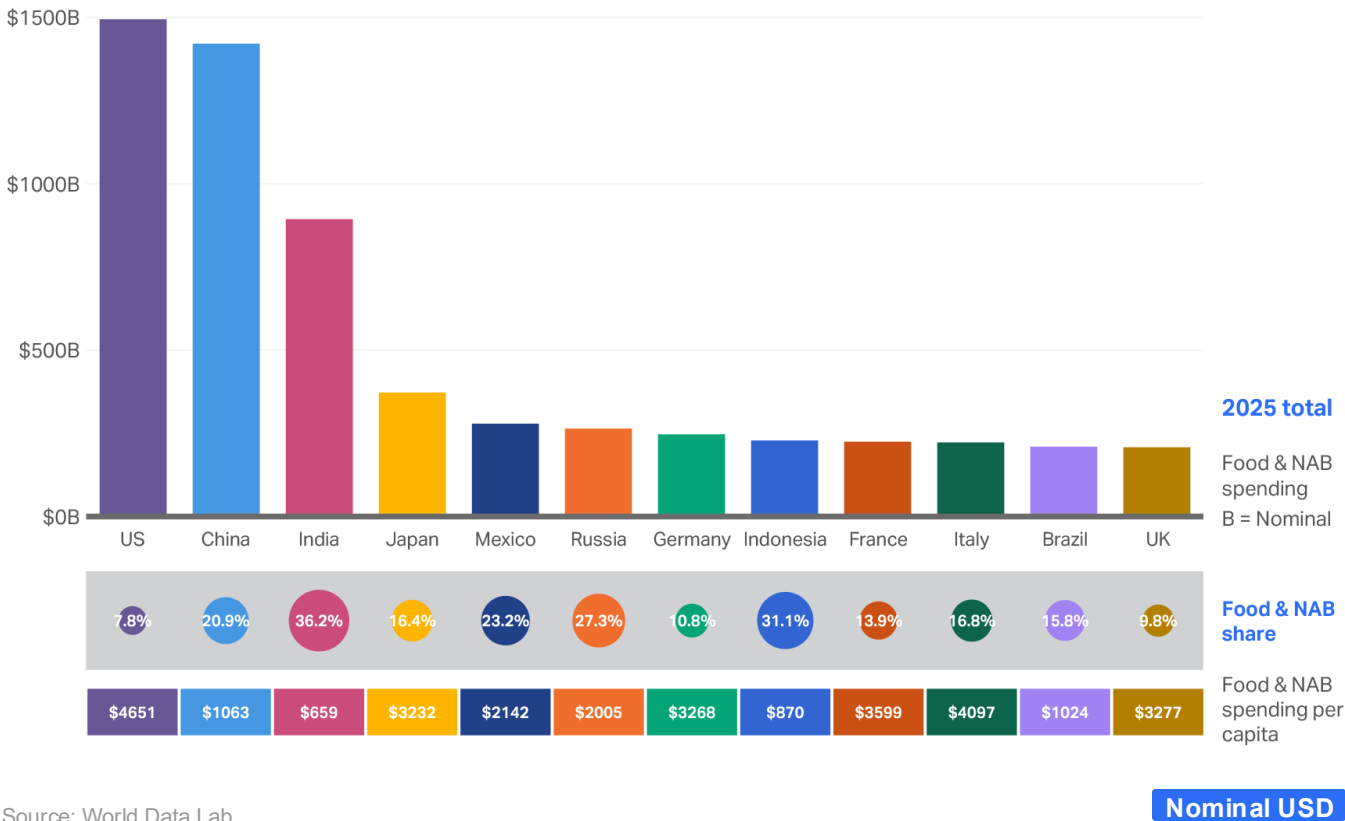


The global “Food & NAB tree” in 2025 (Gen X's share)



Source: World Data Lab

Food & NAB generally accounts for 19% of total spending—slightly higher in India and Indonesia; lower in UK, US, and Germany



On average, global consumers spend roughly 19% of their CPG budget on Food & NAB purchases. This number jumps significantly in India, Indonesia, and Russia, whereas consumers in the UK and US spend less than 10% of their budget on the category.



In the US, Gen X is concerned about food costs

And actively trying to get food spending under control

52%

Are extremely concerned about food cost inflation

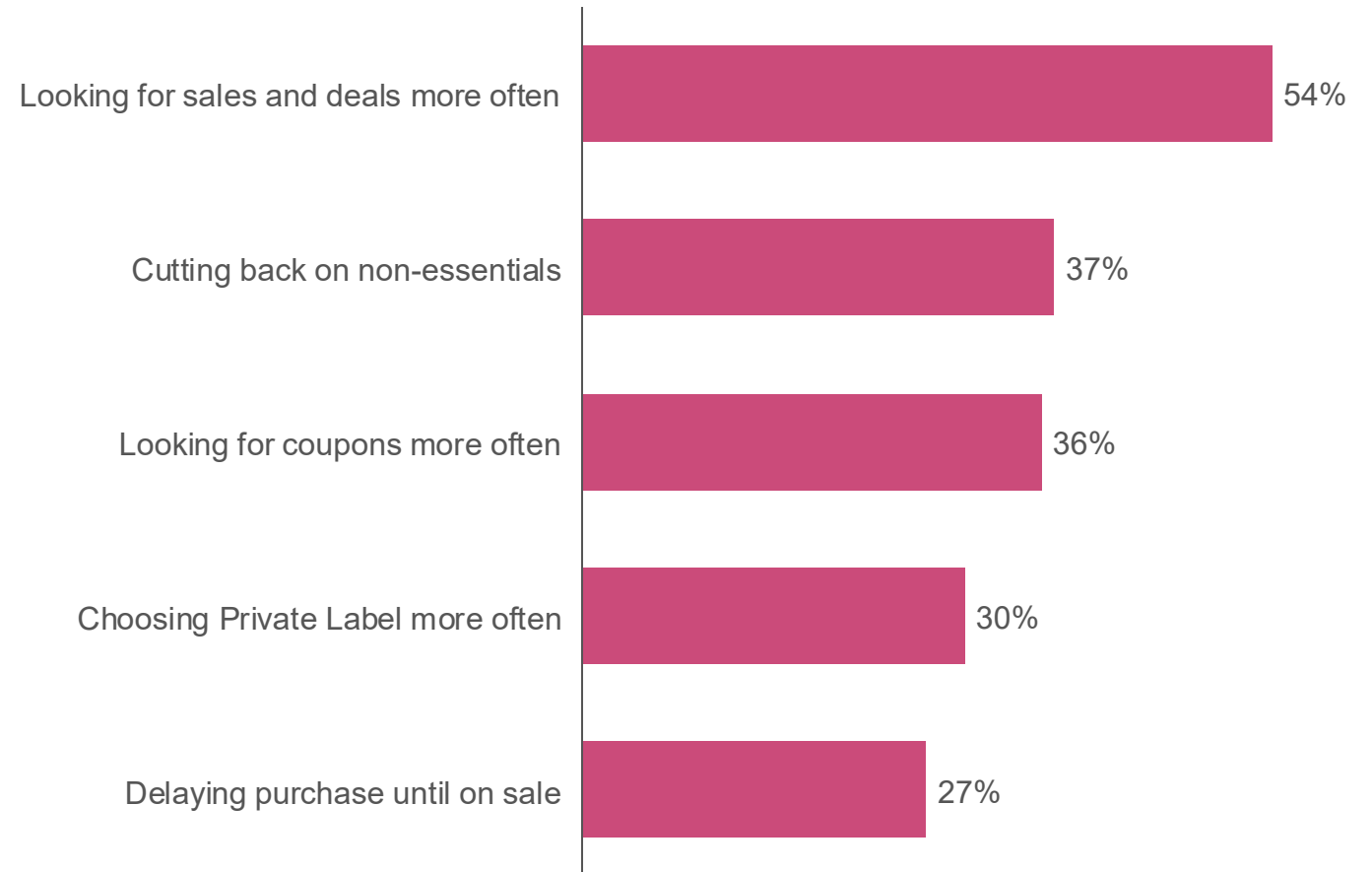
44%

Believe prices are much higher than a year ago

39%

Believe prices are slightly higher than a year ago

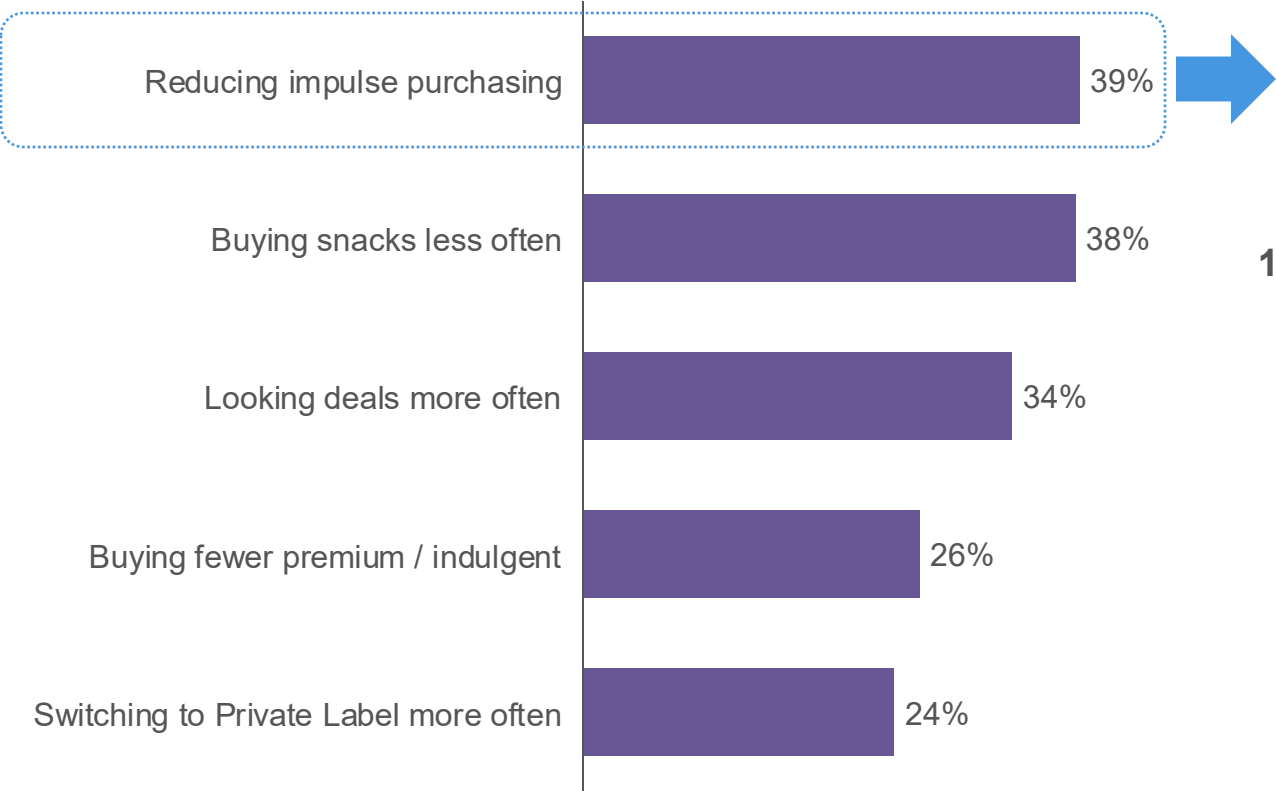
Top Cost-Saving Strategies



Source: NIQ, BASES Quick Question Omnibus Survey, July 2025 n=1,020

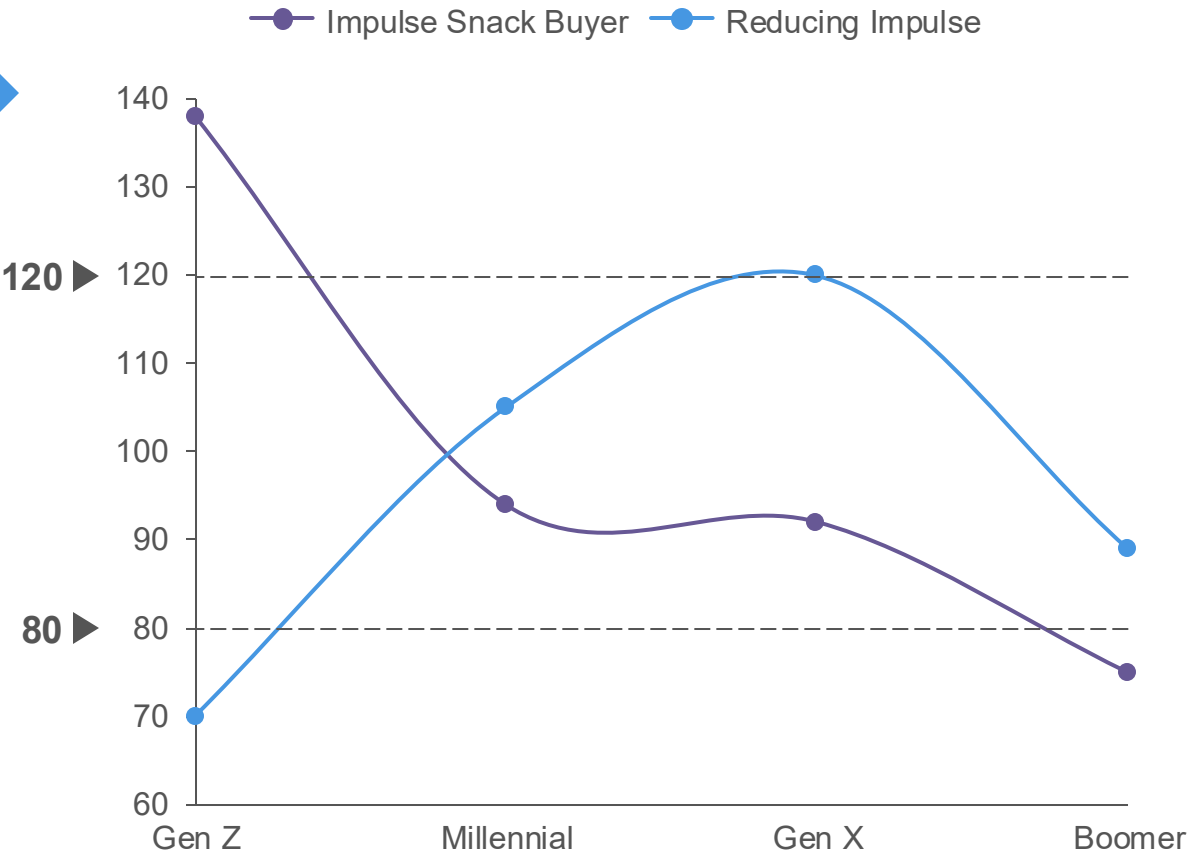
Gen X is cutting back on impulse food purchases more so than other generations

Impact Of Inflation On Gen X Snacking Behavior



NIQ, BASES Quick Question Omnibus Survey, July 2025 n=1,020
Index value ≥120 indicates above average significance, <80 indicates below average significance

Impulse Snack Buying Trends By Generation



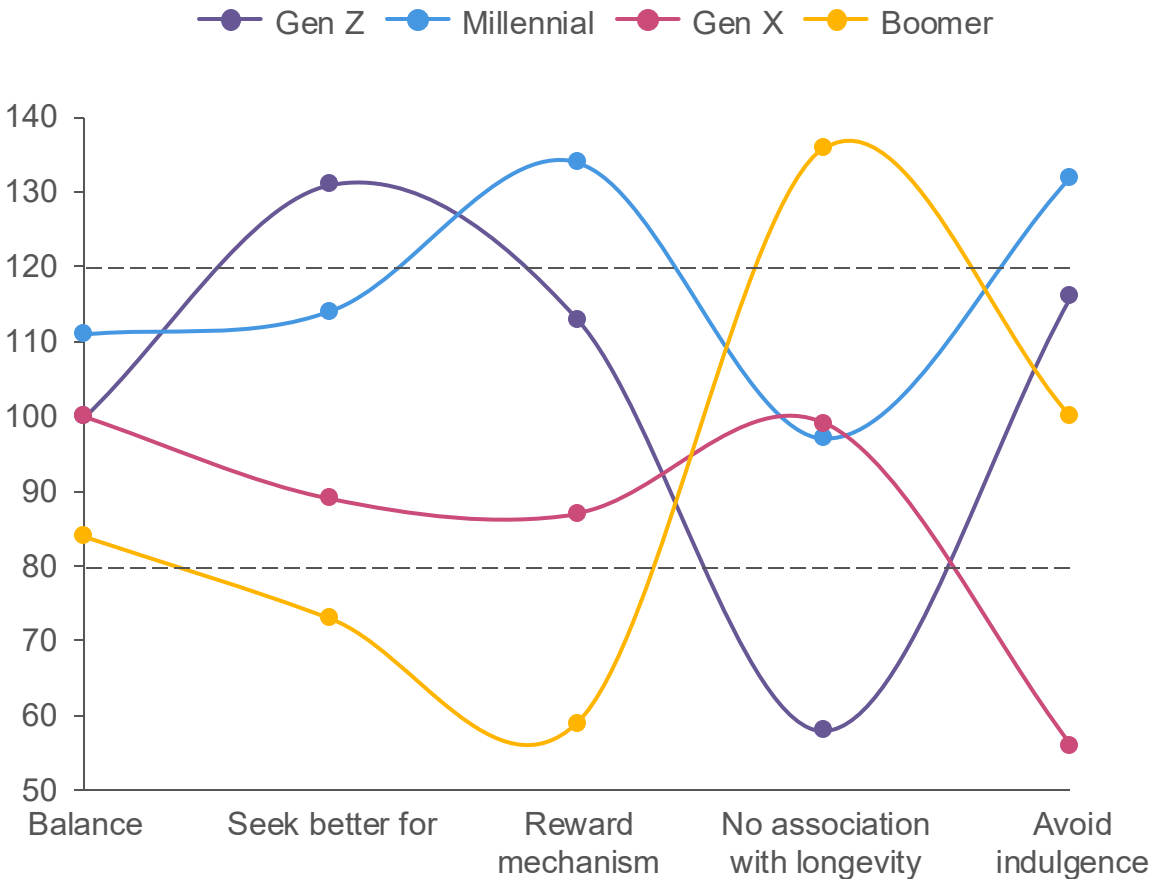
NIQ, BASES Snackonomics 3.0 Survey, April 2025, n=3,123
Index value ≥120 indicates above average significance, <80 indicates below average significance

This aligns with their strong sense of balance and ability to temper their indulgences

Role Of Indulgence In The Context Of Gen X Consumer Longevity



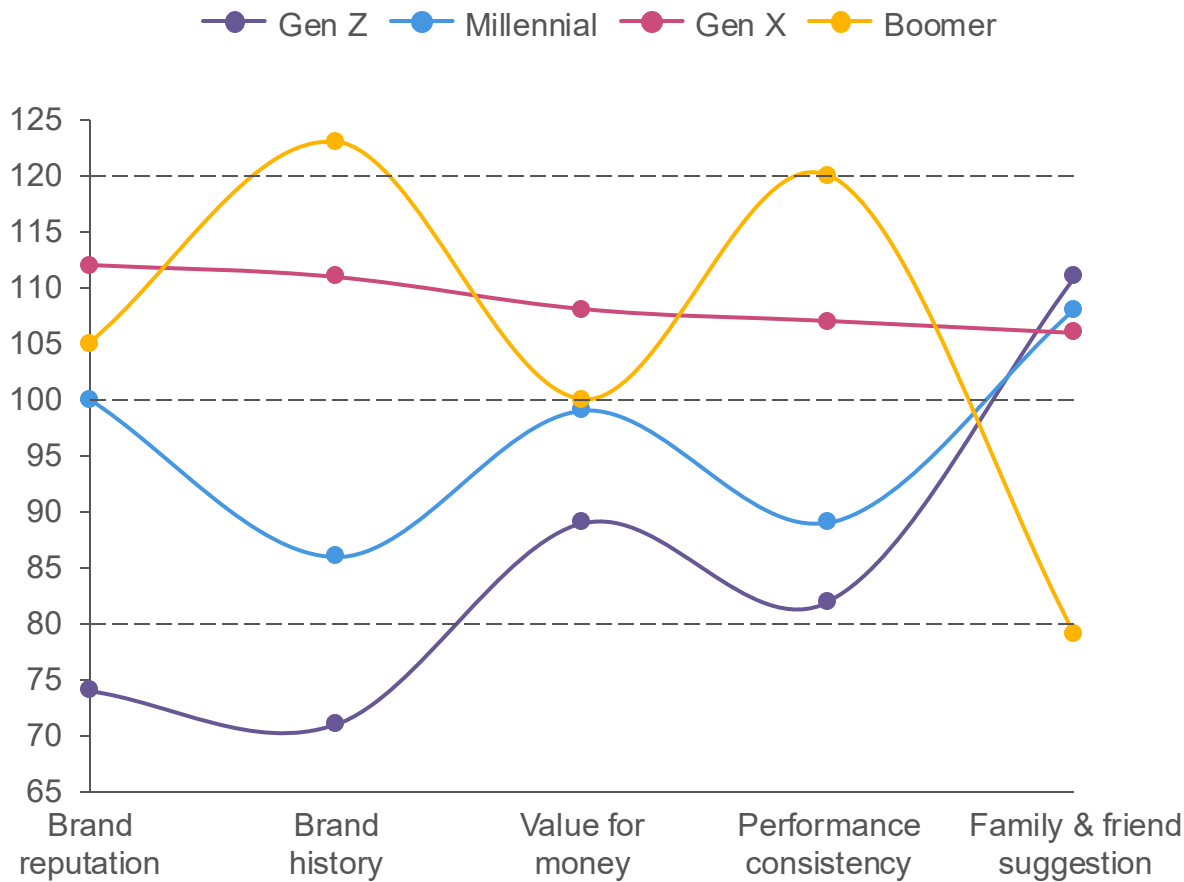
View Of Indulgence And Longevity



NIQ, BASES Quick Question Omnibus Survey, July 2025, n=1,020

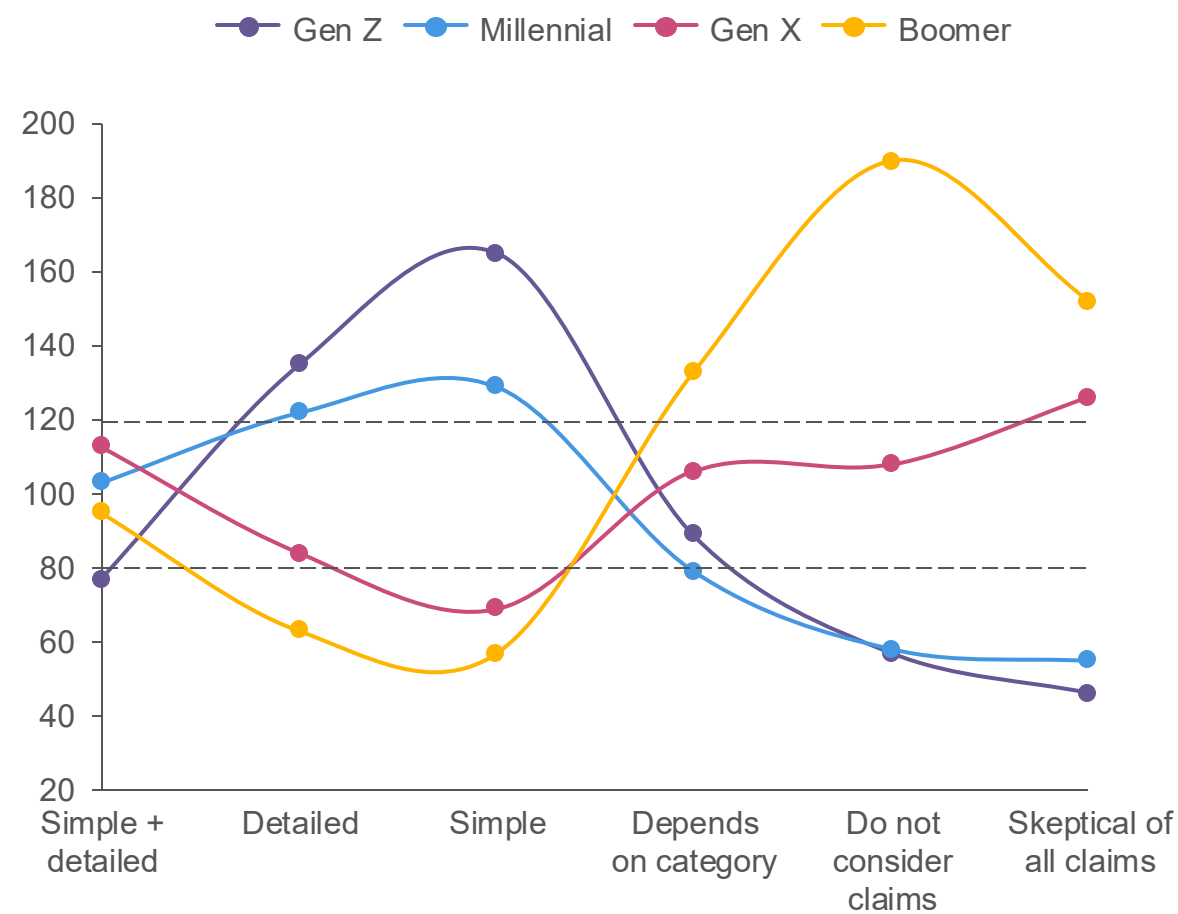
Although Gen X consumers maintain steady trust in brands with solid reputations, they do tend to be skeptical of claims

Food Brand Drivers Of Trust



NIQ, BASES Quick Question Omnibus Survey, May 2025 n=1,000

Product Claim Trustworthiness



NIQ, BASES Quick Question Omnibus Survey, July 2025, n=1,020

Future Proofing

Deep Dive on Generation X US

Building Your Future Strategy on Foundational Understanding of Gen X Consumer Trends



Understanding what will be important next for Gen X in the US

NIQ Consumer Life is the longest-standing and most robust consumer trends study of its kind. With over **five decades of experience tracking evolutions** in consumer behaviors and priorities, NIQ Consumer Life has uncovered numerous emerging trends years before they went mainstream – from remote work to cord-cutting. This information is leveraged by leading brands to develop foundational knowledge and aid in decision-making for innovation, marketing, strategy, and much more.

The following insights are just an excerpt of the wealth of information available via NIQ Consumer Life on Gen X (as well as other age groups). Insights include intelligence on their approach to:

- Aging
- Shopping
- Brand Choice
- Technology

NIQ Consumer Life is uniquely qualified to illuminate qualities of each generation that are distinctive to their cohort and not simply a product of their current age or life stage.

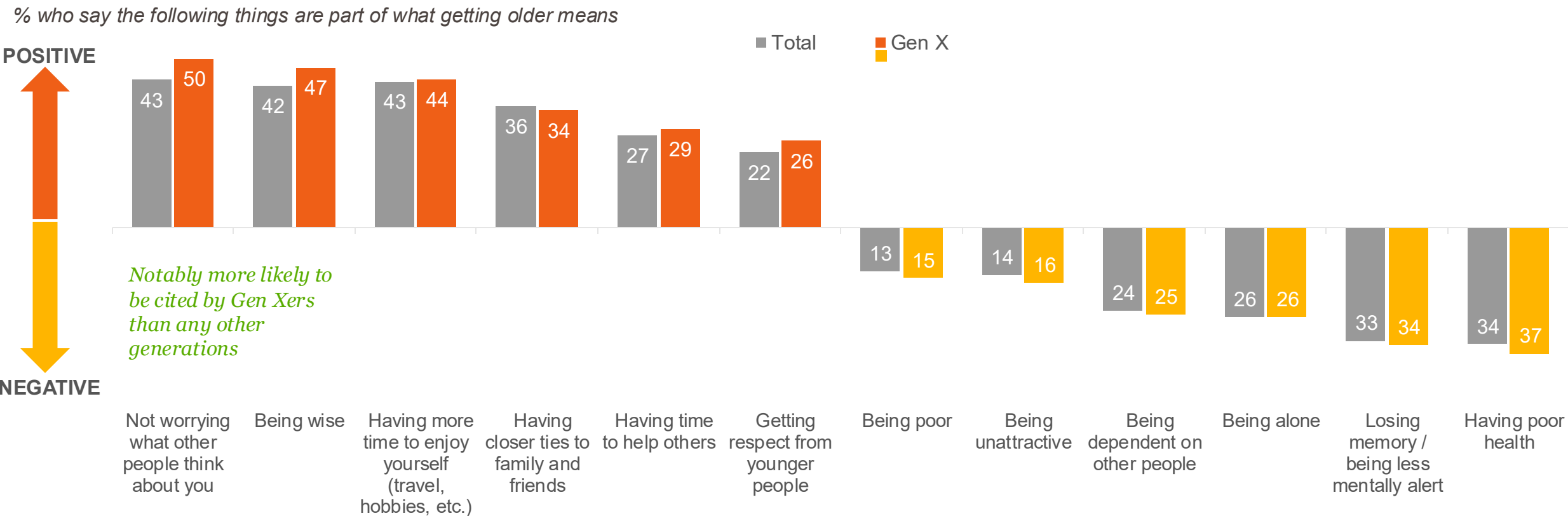
A positive attitude towards aging as Gen Xers approach their golden years

First and foremost, aging is about freedom and wisdom

Source: NIQ Consumer Life Global 2024, H40 (US filter)

82% of Gen Xers cite at least 1 **positive** attribute of getting older

64% of Gen Xers cite at least 1 **negative** attribute of getting older



Gen Xers are practical shoppers who welcome information and choices

Rated higher by Gen Xers:



I spend quite a lot of time researching brands before making a major purchase

#15 life attitude among Gen Xers on a list of 44 attitudes
Highest of all generations



Where and how a product is made is very important to me

#20 life attitude among Gen Xers
Highest of all generations



I am interested in other people's opinions about what products and services to buy

#24 life attitude among Gen Xers
Highest of all generations

They are less swayed by novelty or fun

Source: NIQ Consumer Life 2024 Global EJM1 (US filter)

Rated lower by Gen Xers:



Having less choice makes it easier for me to make a purchase decision

#36 life attitude among Gen Xers
Lowest of all generations



I am always looking for novelty and fun, even in everyday products

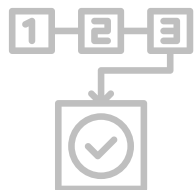
#39 life attitude among Gen Xers
v. #33 among total pop



I often feel overwhelmed with information when I am making a large purchase

#43 life attitude among Gen Xers
v. #40 among total pop

Convenience is a top priority for Gen Xers – but not always worth the extra investment



Simplicity

The most differentiating value for Gen Xers:

#14 most important personal value among Gen Xers on a list of 57 tracked, v. #22 among total pop, by far the highest of all generations

38%

of Gen Xers cite “an easier way of doing something”
as a top definition of innovation

+4 pts from Total US

#1 item on a list of 13 descriptors

While Gen Xers are constantly seeking ways to simplify their lives, they are no more likely than the average consumer to say that they are prepared to pay more for products that make life easier.

“

**I am always
looking for ways
to simplify my
life**

#5 life attitude among
Gen Xers on a list of 44
attitudes, v. #7 among
total pop

“

**I am prepared to
pay more for
products that make
my life easier**

#30 life attitude among
Gen Xers, v. #29
among total pop

Source: IQ Consumer Life 2024 Global C1, EJM1 (US filter), Consumer Life US K2

Brand activism resonates less with Gen X – responsible companies are defined as those that deliver as employers

However, this opinion is sometimes more universal across age groups and not exclusive to Xers

“

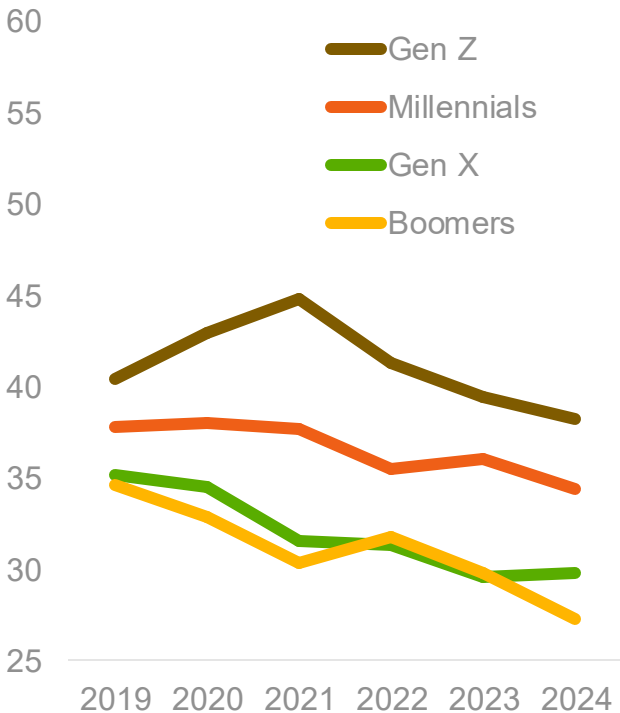
I will select one brand over another specifically because it supports a cause I believe in

#38 life attitude among Gen Xers on a list of 41 tracked attitudes,
down 8 ranks from 2019
#31 among Gen Z,
down 10 ranks
#32 among Millennials,
down 13 ranks
#39 among Boomers,
unchanged

Source: MRI-Simmons 2019-2024 Fall, Consumer Life 2024 Global EJM1 (US filter); NIQ Consumer Life Global 2024 A2 (US filter)

“

I expect the brands I buy to support social causes

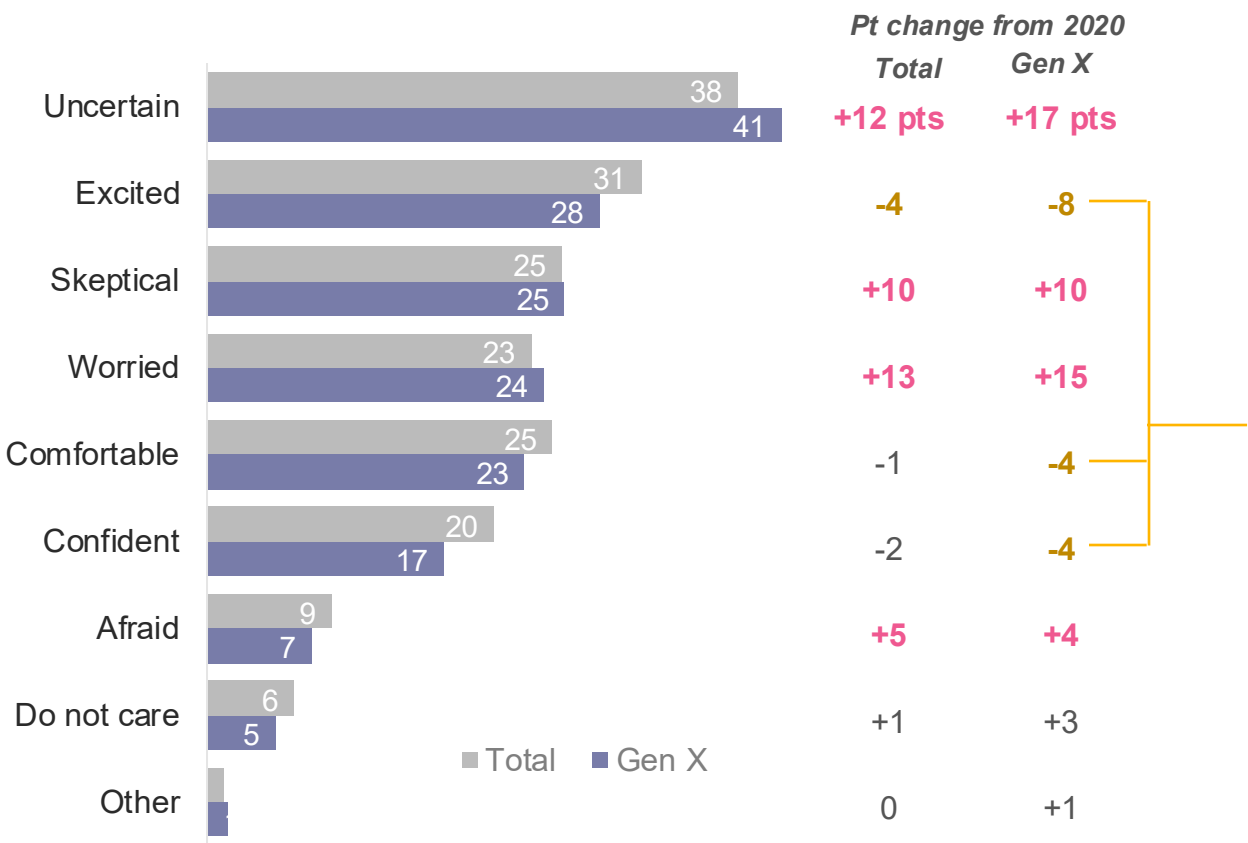


% citing the following as most important corporate responsibilities	Total	Gen Z	Millennials	Gen X	Boomers
Providing good jobs for people	48%	41%	48%	55%	47%
Producing good quality products or services	48	41	41	49	59
Charging reasonable prices for products and services	47	37	39	48	59
Protecting the health and safety of its workers	40	43	40	43	36
Paying a fair share of taxes	34	33	33	35	36
Being environmentally responsible	27	31	34	23	22
Advertising honestly	17	19	19	14	17
Investing in research and technology	11	15	13	10	8
Having programs that address social issues and causes	12	15	16	9	8

Gen X's view of tech has turned sharply negative

As non-digital natives, this cohort is growing more uncertain about the future of technology

% citing the following as how technology makes them feel about the future



Uncertainty overtook excitement as the top sentiment when Gen Xers think about the future of technology. Among Gen Z and Millennials, excitement remains the #1 perception even though sentiment also turned sour among younger generations, especially Millennials.

Positive sentiment about the future of tech, such as feeling excited, comfortable, and confident, declined more than average among Gen Xers.

Source: NIQ Consumer Life 2024 and 2020 Global TD14 (US filter)

Growing into omni-channel shoppers, but far from leading

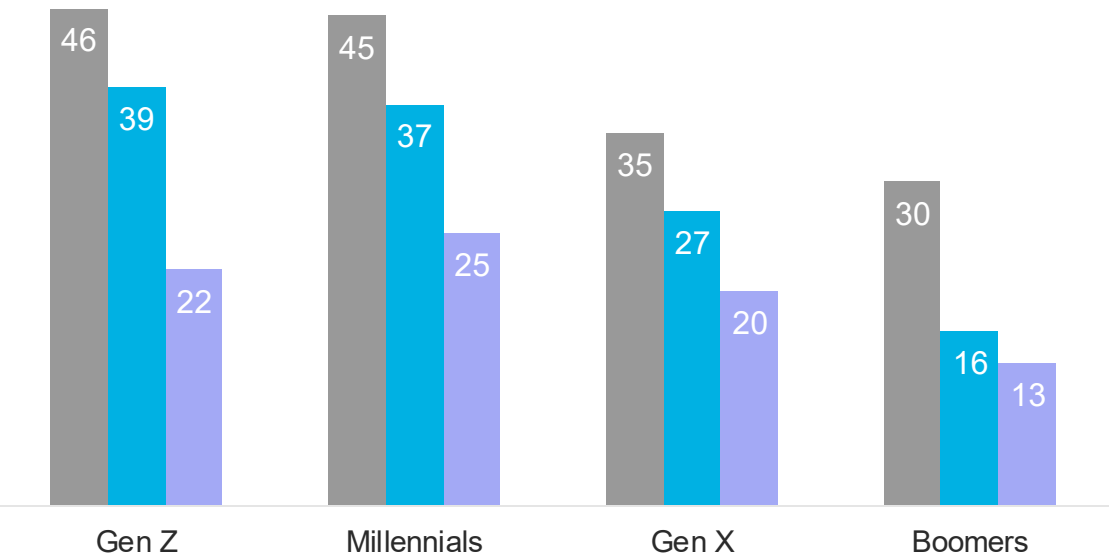
Gen Xers increasingly tap into smartphones to bridge online and offline shopping

% who did the following in the past six months

- Saw a product online, then bought it in a store
- Saw a product in a store, then bought it online from the store's website
- Saw a product in a store, then bought it online from someone else

Net of all three ways

81% 76% 60% 46%



65% of Gen Xers agree

“I often use my mobile device inside a store to get information about the products sold there”

+7 pts from 2019
(64% among total pop, +11 pts from 2019)

63% of Gen Xers agree

“I often use my mobile device inside a store to help me make purchase decisions”

+10 pts from 2019
(62% among total pop, +13 pts from 2019)

59% of Gen Xers agree

“I often use my mobile device inside a store to look for coupons or other offers”

+4 pts from 2019
(57% among total pop, +7 pts from 2019)

Source: NIQ Consumer Life 2024 Global R7 (US filter), MRI-Simmons 2024 and 2019 Fall



C-Suite takeaways

- Gen X is **approaching the next phase of life with an open mind**, hoping for their older years to feel "lighter" – but they'll need support from brands to get them past this more stressful era
- With ballooning responsibilities and stretched schedules, **convenience is king for Gen X** – but their tight finances may prevent them from paying more to reduce friction
- As practical shoppers who rarely get distracted by the novelty of new offerings, Gen X will prefer **brands that present a consistent, reliable experience**
- You have five years **from today** to capture the highest possible share of the Gen X wallet. **The time to act is now.**

About NIQ Consumer Life

Future-proof your business with long-term global insights on cultural trends and consumer values

Key Questions

How are consumers values and behaviours evolving, what will define our future consumers?

What are the leading trends and which innovations will lead our future market?

How can I understand different generational cohorts and their impact on my business?

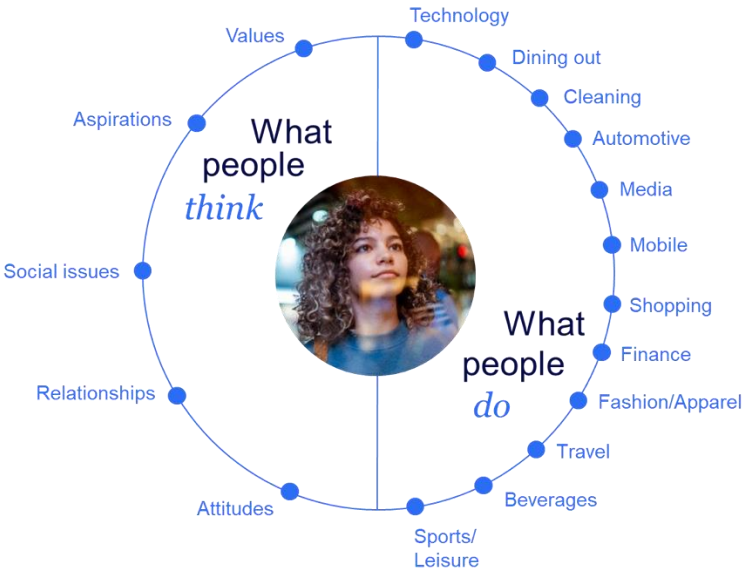
How can I adjust my messaging to stay relevant to my target consumers values, attitudes and lifestyles? How do these cluster or compare across markets?

The Consumer Life Roper Reports Worldwide™ global annual survey is the longest-running study projecting how life evolves across 40 global markets

Shifts in consumers' *values* introduce *new expectations* for what brands need to do to stay *relevant* in people's lives

These shifts go on to become *forces* in the marketplace driving demand for innovation in products and marketing

Five decades of experience helping leading companies uncover opportunities through a holistic understanding of the consumer



Benefits

Quantifiable Trends insights

50+ years of tracking American consumers and 25+ years of tracking consumers in up to 40 markets across the globe

Global Footprint

Apples-to-apples comparisons across all markets, enabled by the longest-running global syndicated consumer research study

A 360° Consumer Understanding

Robust coverage of all aspects of peoples' lives for a comprehensive, 360-degree understanding of the consumer

Category Coverage

Coverage across a range of category attitudes and behaviors including tech, auto, and pre-packaged foods.

Bespoke Consultation

Expert consultancy and customized analyses, synthesizing quantitative consumers' voice, market examples, and industry news for actionable insights



About NIQ

NielsenIQ (NIQ) is a leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. NIQ combined with GfK in 2023, bringing together two industry leaders with unparalleled global reach. Our global reach spans over 90 countries covering approximately 85% of the world's population and more than \$7.2 trillion in global consumer spend. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers the Full View™.

For more information, please visit [NIQ.com](https://niq.com)



WORLD DATA LAB

About World Data Lab (WDL)

WDL creates forward-looking proprietary data to quantify and forecast consumer trends, consumer spending, demographic shifts, and progress towards the Sustainable Development Goals up to 2034. WDL's advanced data science approach, which has been peer-reviewed and published in Nature, delivers unrivaled accuracy freshness and consistency across all demographic groups in 180 countries and more than 6,000 cities.

For more information or questions, please visit <https://worlddatalab.com/> or contact insights@worlddatalab.com.

Generation



***Forgotten
no more.***