

Gen Z: Data-Driven Insights Break Stereotypes in New Report by Human Centric Group

Backed by 230,000+ GWI interviews, the latest Human Centric Group's article reveals what Gen Z really values — and what brands must do to stay relevant.

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/EINPresswire.com/ -- Forget the Buzzwords — This Report Reveals What Gen Z Is Really Like

In a powerful new article published by [Human Centric Group](#), Matteo Rinaldi — adjunct professor at Luiss Business School and co-founder of the London-based boutique branding agency —

delivers a much-needed reality check on Gen Z. Titled Gen Z Unmasked: The Numbers Behind the Myths, the article is a deep dive into the behaviors, beliefs, and contradictions of a generation too often reduced to headlines and hashtags.

“

We need to stop treating Gen Z as a stereotype and start seeing them as they really are — complex, strategic, and deeply human”

Matteo Rinaldi

Built on data from over 230,000 interviews run by [GWI](#) across global markets, the article challenges common assumptions and offers practical takeaways for brands, marketers, and HR leaders hoping to meaningfully connect with Gen Z.

Key Highlights from the Report Include:

- Eco-fatigue Is Real

Gen Z still cares about sustainability — but they've grown

skeptical. Their trust in brands depends on real accountability, not lofty promises. Their willingness to pay more for “green” is declining unless brands offer proof of impact.

- The New Rules of Work

Forget remote-only dreams. Gen Z wants flexibility and side projects but increasingly values in-person collaboration. Passion and creativity outweigh hierarchy.

- From Content to Conversation



Gen Z Unmasked: Real Data, Real People — Insights from 230,000 Interviews Across the Globe, Powered by GWI and Human Centric Group

Gen Z's digital life is centered on interaction, not passive scrolling. Podcasts, shared memes, and group chats aren't distractions — they're connection hubs. And connection is their new currency.

- Tribal Loyalty Over Brand Loyalty
Gen Z seeks belonging, not branding. Brands that align with tribes — from padel players to gamers to wellness seekers — can earn fierce loyalty, but only by participating in the community, not broadcasting to it.

- Flying Solo Is the New Normal
More Gen Zers are choosing singlehood and solo lifestyles, influencing everything from travel to grocery design. Independence is a core value — but they still want connection.

- Wellness Reimagined
It's not about green juices. It's about performance. High-protein foods, non-alcoholic drinks with benefits, and functional snacks win over aesthetics every time.

- Financially Fluid, Not Foolish
Impulsive? Sometimes. But Gen Z also saves, invests early, and builds side hustles for freedom. Fintech brands offering flexibility and trust are winning their loyalty.

- AI: Both a Tool and a Threat
Gen Z is fast to adopt AI but anxious about what it means for their careers.

They want to be part of the conversation, not victims of disruption.

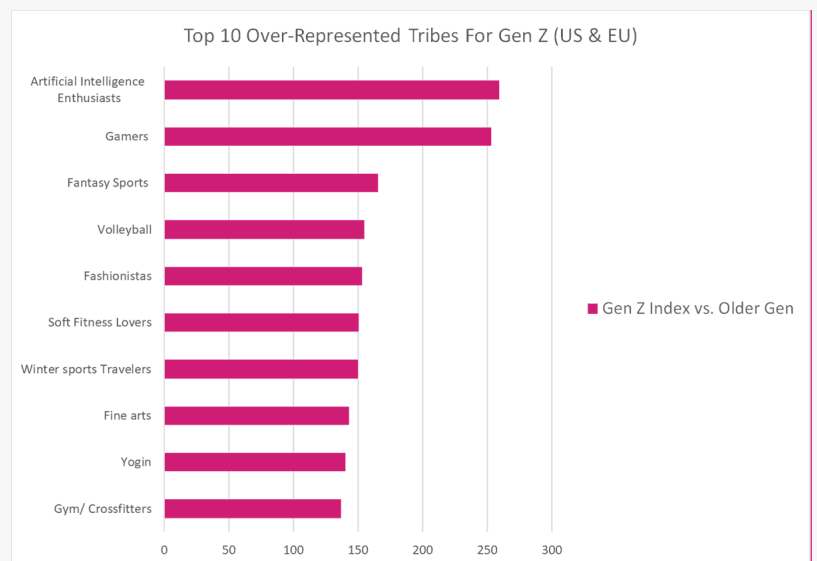
A Wake-Up Call for Brands

Rinaldi warns that clinging to clichés will cost businesses more than attention — it may cost them relevance. “Gen Z isn't just your next consumer or employee — they're your next co-creator. If you want them to join you, you need to meet them where they are,” he says.

About the Author



Matteo Rinaldi, co-founder of Human Centric Group, Adjunct Professor at Luiss Business School, and author of two best-sellers.



Insights from GWI reveal the top 10 tribes in which Gen Z (US & EU) is overrepresented compared to older generations—from AI enthusiasts and gamers to yogin and crossfitters—underscoring the generation's diverse passions

Matteo Rinaldi is the co-founder of Human Centric Group. A graduate of Luiss University with a Master's in Marketing Management from Bocconi, he began his marketing career at L'Oréal before moving to Coca-Cola HBC's commercial department. In 2020, he co-founded Human Centric Group, working with global clients like Danone, Carlsberg, Mitsubishi, PepsiCo, and others across 20+ countries. Matteo is also an Adjunct Professor at Luiss and the author of two books, including the best-seller Human Centric Marketing and Tribal Mindset, both published by Franco Angeli.

Read the [Full Article](#) on the Human Centric Group website.

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