



Promo Preference By Generations 2025

Gen Z - Millennials - Gen X



UNIVERSAL FAVORITE:

Apparel is No.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%**

RUNNER UP BY GENERATION

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

Millennials - Wearables & Fashion Accessories
Born 1981-1996 · Ages 29-44

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

01



Apparel

Gen Z **73%**

Millennials **62%**

Gen X **61%**

02



Food & Beverage

Gen Z **58%**

Millennials **47%**

Gen X **45%**

03



Wearables/Fashion Accessories

Gen Z **52%**

Millennials **55%**

Gen X **34%**

04



Office

Gen Z **27%**

Millennials **41%**

Gen X **52%**

05



Drinkware

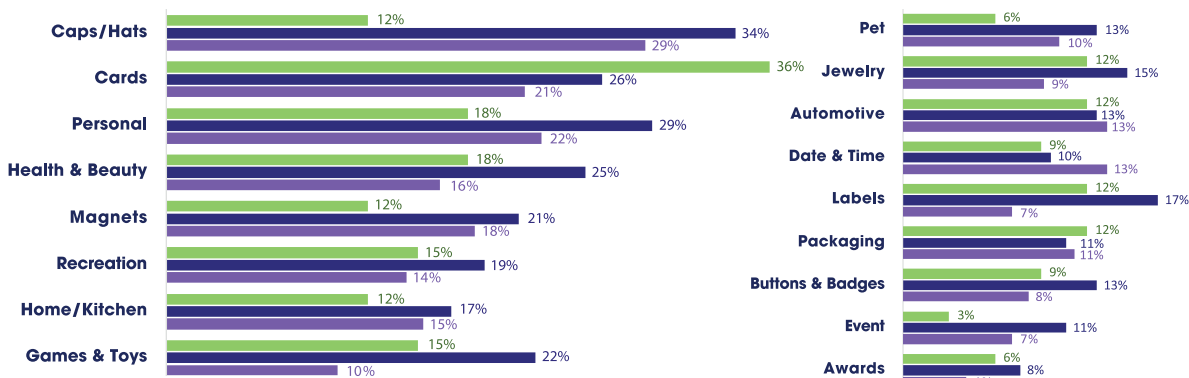
Gen Z **24%**

Millennials **40%**

Gen X **37%**

Promo Preferences By Generations

Gen Z Millennials Gen X



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

