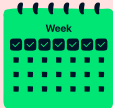



# TOP 10 FACTS ABOUT GEN ALPHA

1


**2.8M**

Number of weekly births

2


**2.2 Billion**

Globally in 2025

3

**Changing global order**

Top countries of birth:

- India
- China
- Indonesia

4

**Context**

They are the children of the Millennials  
They will be parents to Generation Gamma



Millennials - b. 1980-1994 • Generation Gamma - b. 2040-2054

5

**Other Labels**



6

**Why they are named Alpha**

Generation Alpha represent a whole new generation, entirely born in a new century. Going back to the beginning didn't feel right for this next generation, so we've moved to the Greek alphabet.

7

**The top names**



**Boy**

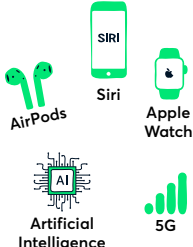
- Noah
- Oliver
- William

**Girl**

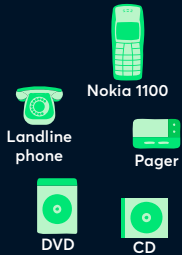
- Olivia
- Ava
- Amelia

8

**Tech IN**




**Tech OUT**



9










**Why they began in 2010**



Generation Alpha began being born in the year 2010, at the start of the digital era where devices dominated. They began in the same year the first-generation iPad was released and Instagram launched. With the typical generation length spanning 15 years, the last of the Generation Alpha's will finish being born in 2024.

10

**Millennials x Alpha**

|                    |                                                                                       |                                                                                       |                                                                                       |
|--------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Discman            |  | iPhone                                                                                |  |
| Nintendo64         |  | <b>FORTNITE</b>                                                                       | Fortnite (on any device)                                                              |
| Joy Of Missing Out | <b>JOMO</b>                                                                           | <b>FOMO</b>                                                                           | Fear Of Missing Out                                                                   |
| Broadcast          |  |  | Streaming                                                                             |
| MSN Messenger      |  |  | Snapchat                                                                              |
| Gangnam Style      |  |  | Baby Shark                                                                            |