

Baby Boomers

Generation X

Generation Y

Generation Z

Generation Alpha

1950 1960 1970 1980 1990 2000 2010 2020

Labels

The Alphas

Generation glass

Upagers

Multi-modals

Global Gen

Gen Alpha

Born 2010-2024



Future size & economic footprint

Once they've all been born they will number more than 2 billion, the largest generation in the history of the world.

2,000,000,000

By 2029, Generation Alpha's economic footprint will reach more than US\$5.46 trillion.

\$5,460,000,000

Weekly births

2,586,000

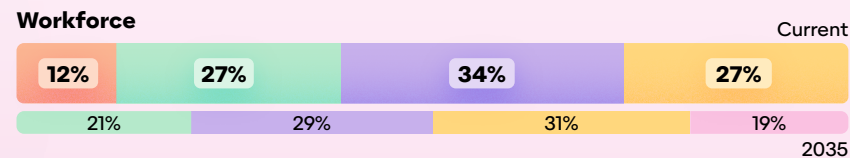
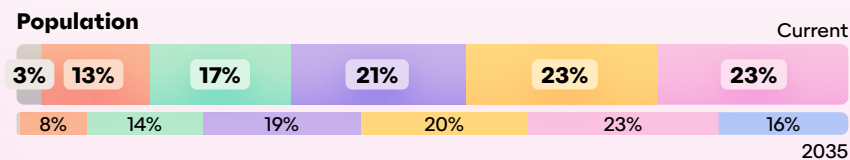
Generation Alphas born globally each week

Top countries of birth



Global population and workforce %

Builders Boomers X Y Z Alpha Beta



Incoming technology



Timeline

2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

Outgoing technology



Milestones



New jobs



Generation	Iconic toys	Music devices	Leadership style	Screen content
Builders Born: 1925-1945 	 Roller skates	 Record player LP, 1948	 Controlling	 Cinema
Baby Boomers Born: 1946-1964 	 Frisbee	 Audio cassette 1962	 Directing	 TV
Generation X Born: 1965-1979 	 Rubix cube	 Walkman 1979	 Coordinating	 VCR
Generation Y Born: 1980-1994 	 BMX bike	 iPod 2001	 Guiding	 Internet
Generation Z Born: 1995-2009 	 Folding scooter	 Spotify 2008	 Empowering	 Device
Gen Alpha Born: 2010-2024 	 Fidget spinner	 Smart speakers Now	 Inspiring	 Streaming

Online video series

Generation Alpha Masterclass

Everything you need to know about Generation Alpha

- ✓ 12 modules
- ✓ Anytime, anywhere
- ✓ Engaging videos & worksheets



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