

WHAT SHAPED THEM

Millennial parents (Generation Y)

Born 1980-1994 — aged 27-41

GENERATION ALPHA

BORN 2010 - 2024

THEIR FUTURE

Older siblings to Generation Beta

Born 2025-2039

ABOUT GENERATION ALPHA

LABELS

The Alphas

Generation glass

Upagers

Multi-modals

Global Gen

WEEKLY BIRTHS

2,740,000

Generation Alphas born globally each week

TOP COUNTRIES OF BIRTH



TOP BABY NAMES

Oliver	1	Charlotte
Noah	2	Amelia
William	3	Olivia

CHARACTERISTICS



Global



Digital



Social



Mobile



Visual

WORKFORCE OF 2030



X 23%



Y 32%



Z 34%



α 11%

INCOMING TECHNOLOGY



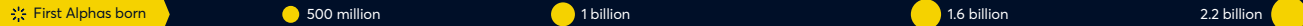
TIMELINE



OUTGOING TECHNOLOGY



MILESTONES



NEW JOBS

- Cybersecurity specialist
- UX manager
- Drone pilot
- Blockchain developer
- Data designer
- Virtual reality engineer
- Robotics mechanic
- Sleep technician
- Sustainability officer
- Driverless train operator
- Wellbeing manager
- AI specialist
- Life simplifier
- Urban farmer
- Space tourism agent

