

MEET GEN ALPHA, THE RADICALLY REAL GENERATION

2026 GEN ALPHA FAST FACTS



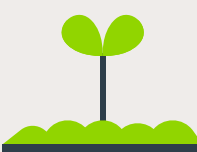
16.5M
(26% of population)



2.2B
(Largest generation)



39%
of SA households have
at least 1 Gen Alpha



2-16
Ages



5 KEY CODES SHAPING BEHAVIOURS



MY WORLD, MY PATH

- Self-taught creators
- Learn online (YouTube, TikTok)
- Independent problem solvers



NOW IS NON-NEGOTIABLE

- Instant & seamless
- Friction erodes trust
- Expect instant results (digital & physical)



PLAY ALL DAY

- Play to learn & connect
- Entertainment is the price of attention
- If not playable, it's forgettable



SELF-POWERED IDENTITY

- Identity is active not fixed
- Global connected sense of identity
- Authentic and true to who they are



WELLNESS BUILT IN

- Embedded mental, emotional, physical well-being
- Early emotional awareness
- Life & tasks should feel manageable

AUTHENTIC PARENTING



RAISED BY
Millennials & Gen Z



CO-NAVIGATION
Not just authority



TIKTOK for
Parenting Info



THERAPY GENERATION
Emotional well-being language



CURATED LIFE
Nutrition, learning apps, safety controls



INCLUSIVE
Children choose & influence brands



FULLY DESIGNED WORLD (INVISIBLE TECH INFRASTRUCTURE)

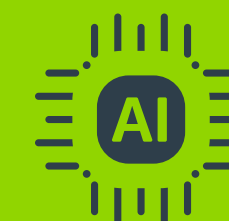
EARLY ACCESS TO
Smartphones



EXPECT IMMEDIACY
& Responsiveness



INTERACTING WITH AI
from an early age



**DOPAMINE-DRIVEN
CONTENT**
Instant gratification



STIMULATION-HUNGRY
Generation



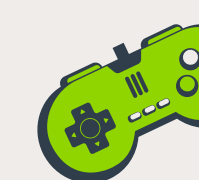
INSTAGRAMMABLE
Food & Environments



MEDIA & DIGITAL ATTENTION



YOUTUBE
Dominate digital attention



OVER 50%
Are active digital gamers



CONTENT CREATORS
Drive authenticity

