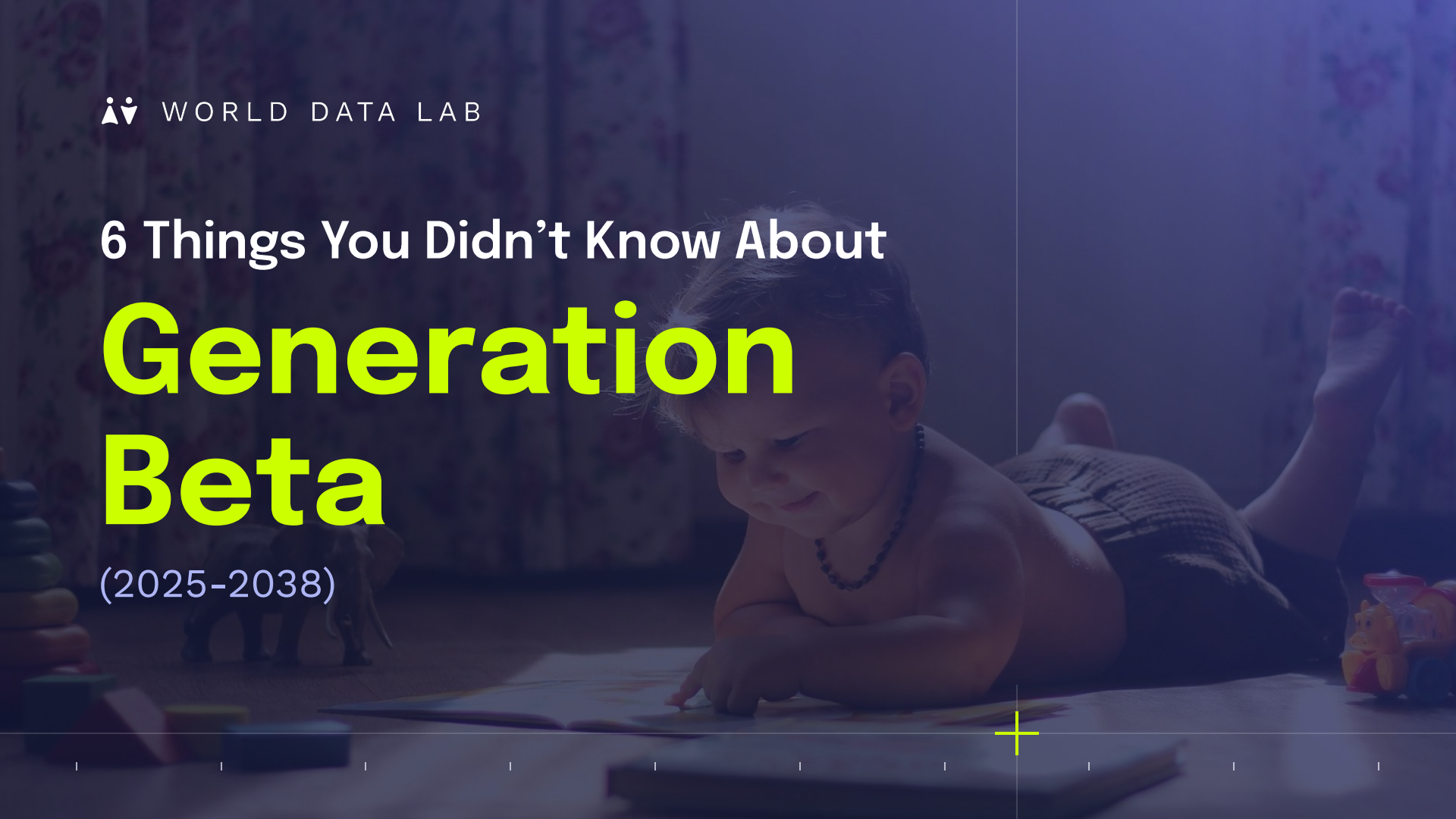


6 Things You Didn't Know About

Generation Beta

(2025-2038)

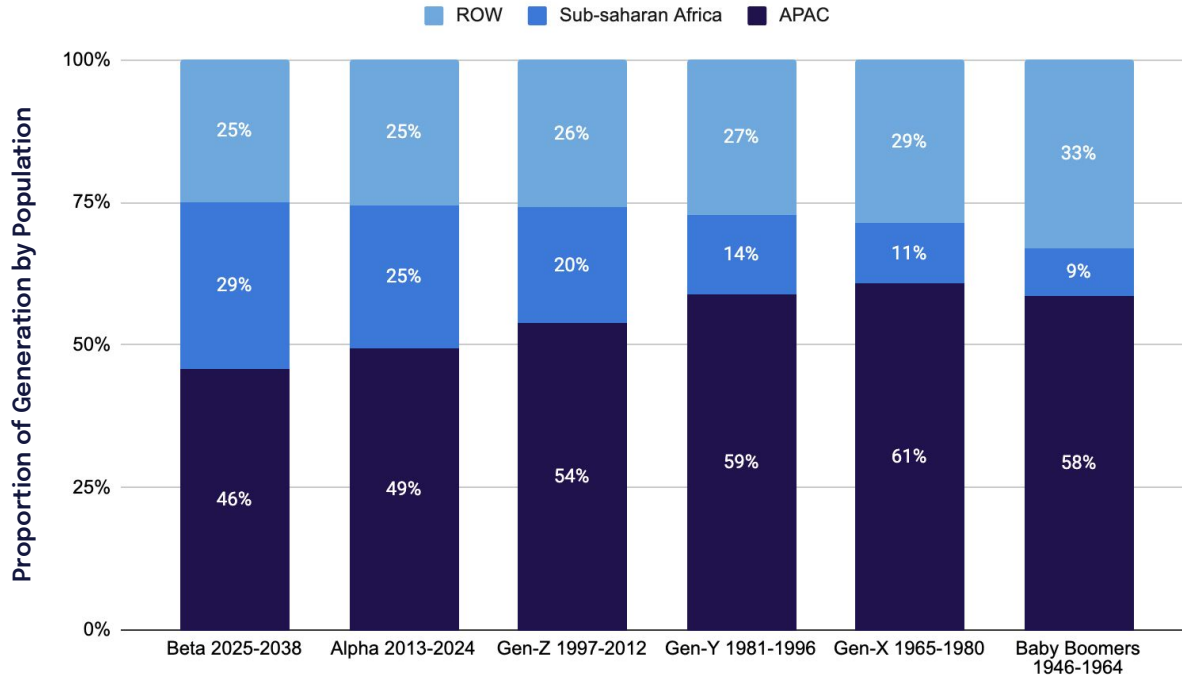


1.

**Gen Beta is the least
Asian Generation ever**

Generation Beta will be the least Asian generation and the most sub saharan African generation ever

46% of Generation Beta will be Asian, and 29% will be sub saharan African



Measured at last year of that generation being born (e.g. Alpha in 2024, Gen Z in 2012, etc.)

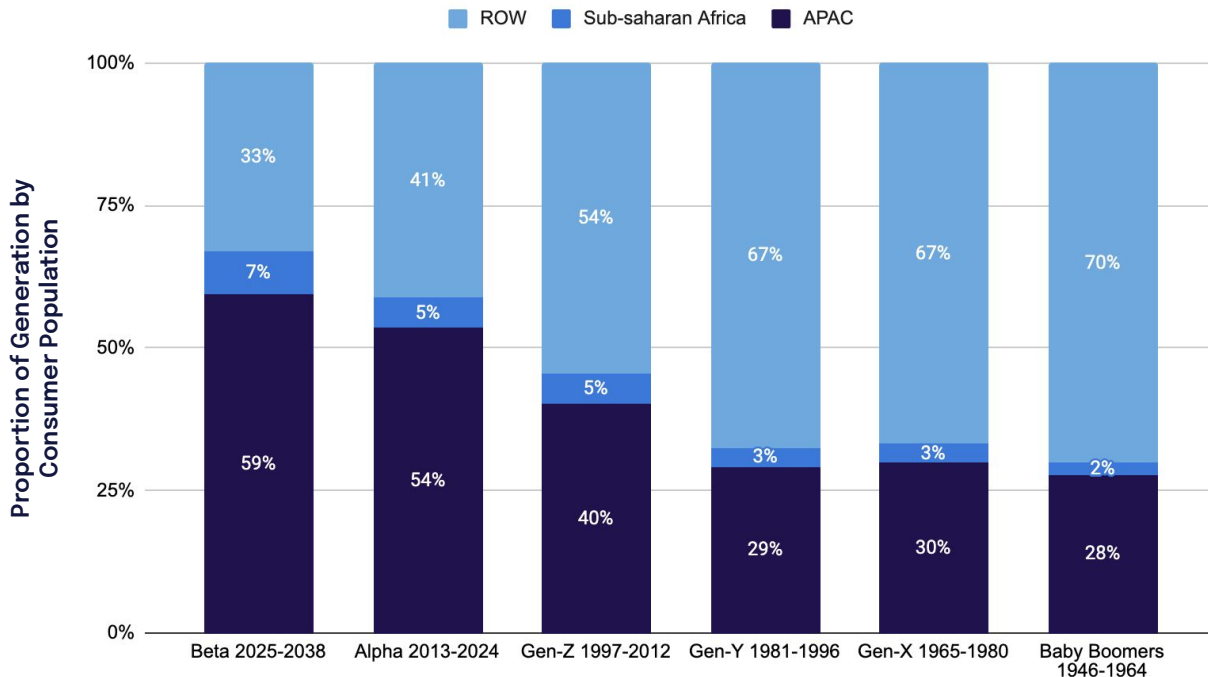
Total Population

2.

Yet, the Gen Beta consumer class is the most Asian ever

Two-thirds of millennial consumers lived in the rest of the world and a third lived in APAC. Just 3 generations later and we have seen this flip

60% of Generation Beta consumers will be Asian

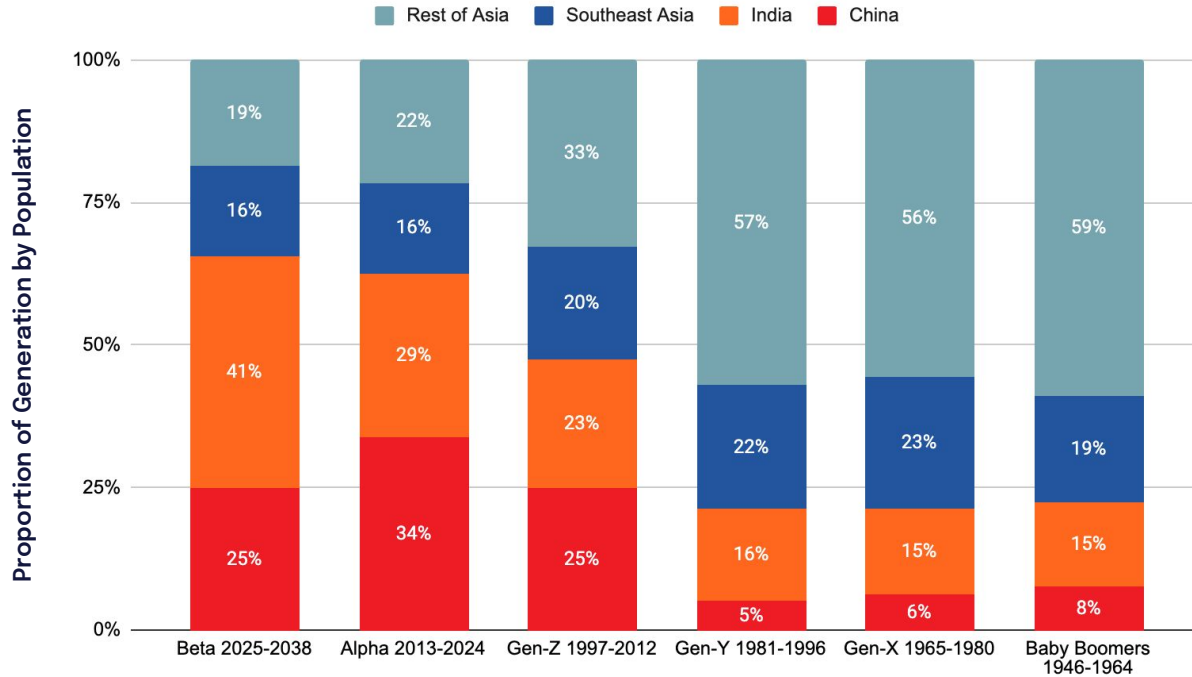


Measured at last year of that generation being born (e.g. Alpha in 2024, Gen Z in 2012, etc.) unless the year was prior to 2000, in which case the year 2000 was taken

3.

**Two thirds of APAC's
Generation Beta consumers
are Indian or Chinese**

Zooming into APAC, India and China will account for two thirds of the APAC Gen Beta consumer class

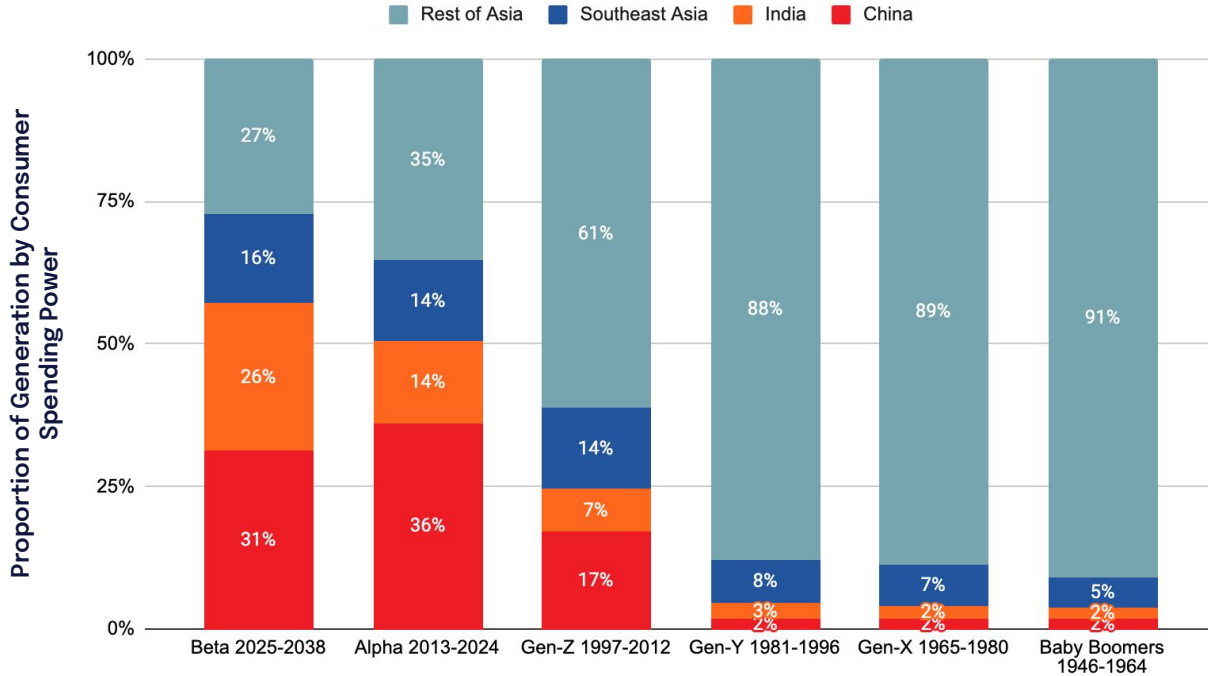


Measured at last year of that generation being born (e.g. Alpha in 2024, Gen Z in 2012, etc.) unless the year was prior to 2000, in which case the year 2000 was taken

4.

Japan, Australia, and Korea's previous dominance in Asian consumer spending is long gone

Led by Japan, Australia, and Korea, Rest of Asia once accounted for 90% of consumer spending. Now, Gen Beta's consumer spending will be dominated by China and India



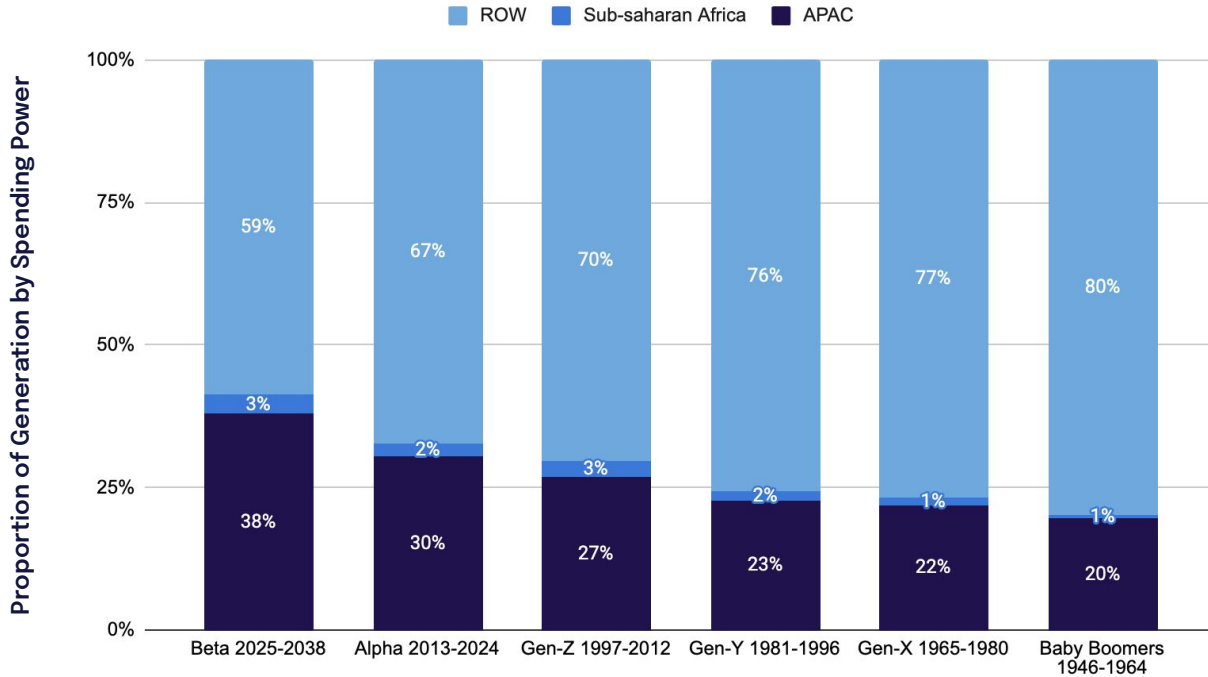
Measured at last year of that generation being born (e.g. Alpha in 2024, Gen Z in 2012, etc.) unless the year was prior to 2000, in which case the year 2000 was taken

Consumer Class
Nominal \$US

5.

Although Gen Beta's consumer class is majority APAC, spending is still dominated by the Rest of the World

Generation Beta in APAC will account for 38% of total spending, more than any previous generation, but still significantly lagging the rest of the world



Measured at last year of that generation being born (e.g. Alpha in 2024, Gen Z in 2012, etc.) unless the year was prior to 2000, in which case the year 2000 was taken











Consumer Class
Nominal \$US

6.

Gen Beta's spending will be less concentrated in the top 10 countries

(Today the top 10 countries account for 67.4% of total spending, while the top 10 countries in Gen Beta will only account for 61.7% of spending)

The top 10 Countries with the highest Gen Beta Spending Power account for 62% of Gen Beta's spending power, 6% less than today's total spending

	Country	Gen Beta Spending Power	Percent of Total Gen Beta	Percent of Total Gen Alpha
1	 USA	\$2.6 T	21.3%	23.7% ↓
2	 China	\$1.4 T	11.4%	11.7% ↓
3	 India	\$1.2 T	10.0%	6.1% ↑
4	 UK	\$394 B	3.2%	3.6% ↓
5	 Germany	\$303 B	2.5%	2.8% ↓
6	 Indonesia	\$301 B	2.4%	1.9% ↑
7	 France	\$290 B	2.3%	2.6% ↓
8	 Mexico	\$283 B	2.3%	2.8% ↓
9	 Japan	\$280 B	2.3%	2.7% ↓
10	 Brazil	\$221 B	1.8%	2.1% ↓

Total Population

Nominal \$US

Measured at last year of that generation being born (e.g. Beta 2038)