



Meet Gen Alpha

New Trends in Media,
Entertainment, and Personal Care

Spring 2025



Collage Gen Alpha Survey 2025

Fielded April 2025 | Parents aged 25-79 with their 6-12-year-old Gen Alpha child

Unweighted survey sample breakdown, n=1,559

Kid Race/Ethnicity		Kid Gender		Kid Age Cohort	
Hispanic	398	Girl	796	6-9 years old	796
Black	403	Boy	762	10-12 years old	763
Asian	359	Non-binary / other	1		
White	399				
Parent Race/Ethnicity		Parent Gender		Parent Generation	
Hispanic	377	Woman	934	Gen Z	79
Black	401	Man	620	Millennial	1,088
Asian	360	Non-binary / other	5	Gen X	342
White	420			Boomer	50

NOTE: *Parent* is defined as any parent who has at least one child aged 6-12.

Data present in this report is weighted to be nationally representative of Adults' Race/Ethnicity and Gender.



The Big Picture

Gen Alpha is growing up in a world that isn't waiting for them to be “ready”



Complex realities drive ‘kidult’ sophistication.

Early exposure to a challenging world, paired with access to seamless and immersive tech, has accelerated Gen Alpha’s maturity. But they are still kids. Marketers must strike a balance between respecting their sophistication and honoring their childhood with dynamic, co-created content.

Kidfluence 2.0: Kids lead, but parents watch.

It’s official: Gen Z kids hustled for a seat at the table, but Gen Alpha is leading the charge now. Their sway over household purchases and brand choices is undeniable. But parents aren’t handing over the keys to the kingdom without conditions: brands need to balance kid appeal with smart, ethical, and mental health-conscious values.



Meet Gen Alpha

Understanding the newest generation

1

Emotionally Accelerated

Shaped by global exposure—news, tech, crises—at a young age

2

Tailored Tech Natives

Autonomous tech users who expect personalized, interactive experiences

3

Kidfluencers

Digitally savvy consumers who discover, research, and drive purchase decisions



GEN ALPHA

Gen Alpha today are 12 and under and are the most diverse American generation to date

Key Gen Alpha Demographics:



12 & under

Age range in 2025
(Birth years 2013-2025)



53/47

Multicultural to White ratio¹
(vs. <50% Multicultural of Millennials & older)



42.7_{MM}

Population size in 2023²



Source: ¹ Collage Group Custom Market Profiler; American Community Survey; 2023 1-Year Data

² U.S. Census Bureau, Population Division, Release Date: June 2024; Annual Estimates of the Resident Population by Single Year of Age, Population Estimate as of July 1, 2023. "National Population by Characteristics: 2020-2024", December 2024.

Gen Alpha is growing up in an era of social, environmental, and technological upheaval

	Gen Alpha	Gen Z	Millennials
Societal Context	COVID-19, AI boom, climate urgency, hyper-consumerism	Great Recession, social media rise, political polarization, youth mental health crisis	Prosperous 90s, 9/11, Great Recession, gig economy, e-commerce
Tech Relationship	AI and Algorithm Natives: <i>Born into tech infrastructure; Growing up in the era of personalization</i>	Digital Natives: <i>Grew up with the rise of mobile tech and social media</i>	Digital Adopters: <i>Grew up with the rise of the internet</i>
Digital Socialization	Gaming, metaverse, closed platforms (Roblox, Minecraft, etc.)	Social media: Instagram, Snapchat, TikTok, streaming platforms (Discord, Twitch, etc.)	Social media: Early chat rooms, MySpace, Facebook
Consumer Culture	Same day delivery, customizable products, social experience is consumption based (everything is an ad)	Mainstreaming of e-commerce and heightened expectations (2-hour delivery, click to buy), influencer culture dominates social experience	Mall culture, later transitioning to the rise of e-commerce and DTC brands



Source: Collage 2025

They're raised mostly by Millennials, whose worldly values are shaping Gen Alpha's sense of sophistication and empowerment

MILLENNIAL PARENTING QUALITIES:

Attentive

The “me me me” generation, Millennials are projecting their brand of hyper-self awareness onto their Gen Alpha children.

72% of Parents agree: “Once parents have children, their lifestyle must revolve around their kids.”¹

Sweetie, I'll Be Back at 2 A.M.

Some parents, anxious about their child staying in someone else's home, are choosing “sleepunders” — picking kids up just before bedtime — or even staying over with them.

Cosmopolitan

The original “baby in the bar” pioneers, Millennials bring their culture-seeking ethos with them into parenthood (and are raising mini sophisticates as a result).

53% of Parents plan to teach their children about their own cultural background, 43% about other cultures.²

Being Good Parents Means Having Hard Conversations

There's a fine line to tread between preparing our kids for the challenges their generation will face, and not bombarding them too soon with harsh reality.

Tech-Conscious

Having grown up with social media themselves, Millennials are uniquely conscious of the effects technology can have on childhood.

Raising children in the digital age is parents' top concern in today's world.²

'I want him to be prepared': why parents are teaching their gen Alpha kids to use AI

As AI grows increasingly prevalent, some are showing their children tools from ChatGPT to Dall-E to learn and bond



Source: ¹ Collage Gen Alpha Survey April 2025 (Parents of Kids 6-12), weighted data, Forced choice

² Collage Parents & Kids Cultural Education Survey, July 2024 (18-78 parents with kids 6-12); weighted data, Multiselect answer options
[NY Times](#), [thereader.mitpress.mit.edu/](#), [The Guardian](#)

All of this leads to three key childhood shifts Gen Alpha represents



1. Emotionally Accelerated

Gen Alpha is shaped by global exposure—news, tech, crises—at a young age.



2. Tailored Tech Natives

Gen Alphas are autonomous tech users who expect personalized, interactive experiences.



3. Kidfluencers

Gen Alphas are digitally savvy consumers who discover, research, and drive purchase decisions.



1

Emotionally Accelerated

Gen Alpha is shaped by global exposure—news, tech, crises—at a young age.



Gen Alpha is living within complex—yet normalized—realities at a young age

COVID-19

The pandemic confronted kids with mortality. Isolation and remote learning tested their mental health and disrupted their socialization.

The New York Times

Children's Screen Time Has Soared in the Pandemic, Alarming Parents and Researchers

"There will be a period of epic withdrawal," warned one addiction specialist, once schools, activities and social life return to normal.

Survey: 66% of School-Age Kids Anxious About Going Back to School After COVID-19



GUN VIOLENCE

Children are acutely aware of gun violence, practicing active shooter drills in school.

CLIMATE CHANGE

They're experiencing effects of climate change: wildfires, hurricanes, heat waves, and more have caused school closures.



The heat wave is shutting schools down just as kids return to class

September 6, 2023



Sources: [nytimes.com/](https://www.nytimes.com/), [scarymommy.com](https://www.scarymommy.com/),
[edsurge.com/](https://www.edsurge.com/), [csmonitor.com/](https://www.csmonitor.com/)

And they absorb even more with instant access to media and information at their fingertips

75%

of Gen Alpha say **they can find the answers to any questions they have on the internet.**

▲ 10-12

93%

of Gen Alpha **watch videos online a few times a week or more.**

▲ Black



Where do you get most of your information about what's happening in the world? ³

“From the **TV news**,
notifications from Apple News, friends.

Like last time they told me about the war in Ukraine and I didn't know that.

Oh and **ads like on YouTube** that if you click on it, it shows you about what is happening in the world.”

— ALEXANDER, 9



Source: ¹ Collage Gen Alpha Survey April 2025 (Parents of Kids 6-12), weighted data % agree, strongly agree ² Single select, only respondents who watch online videos

▲ ▼ Significantly over/under Total Kids 6-12. Confidence level 95%

³ <https://www.scholarsandstorytellers.com/blog/alexander-9>

Their ultra-connected upbringing leaves Gen Alpha hyper-conscious—both of the world around them and their place within it

They're “growing up faster,” worried about the future and meeting expectations

What lessons have you learned from the COVID-19 pandemic and other challenging times? ³

“How to interact with technology like FaceTime with your friends so that you don't feel lonely and so that you can be social.

How to not get sick by wearing a mask all the time, wash your hands for 23 seconds because of the virus because you don't want to get sick.

People die, it affected lives, we don't talk about that.”

—ALEXANDER, 9

GEN ALPHA:

69%

are aware of current events and issues ²

57%

compare how they look to other kids¹

45%

worry about the future ²

52%

feel like they can't do everything people expect of them ²



Source: Collage Gen Alpha Survey April 2025 (Parents of Kids 6-12), weighted data

¹ % a lot, sometimes ² % agree, strongly agree

³ <https://www.scholarsandstorytellers.com/blog/alexander-9>

When overwhelmed, Gen Alpha turns to media as a coping mechanism

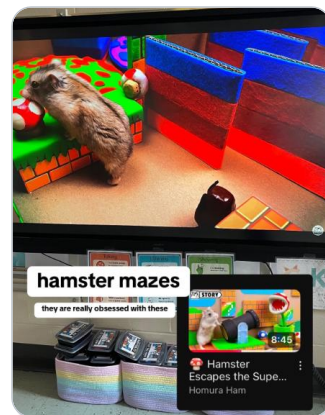
They lean into absurdist “brain rot” humor to make sense of the world and as an escape

What types of videos do you like to watch online?

Funny videos or memes	60%
Cartoons or animated shows	49%
Animal and pet videos	42%
People playing video games	38%
Movie or TV show clips	37%
Music videos or dance performances	34%
DIY, arts, and craft videos	28%
Educational or science videos	28%
Challenges and competition videos	25%
Magic tricks or illusion videos	23%

“YouTube has been helping me to stay calm during challenging times. I love watching YouTube because it makes me laugh and forget about challenging things going on around me.” ²

— BRIAN, 12



Source: Collage Gen Alpha Survey April 2025 (Kids 6-12), weighted data Multiselect, Top 10 answer choices of 16

² <https://www.scholarsandstorytellers.com/blog/brian-12> ³ images: YouTube @tokemon; TikTok @ccourtney31

Learning from Gen Z's mental struggles and their own early digital experiences, Gen Alpha's parents feel a responsibility to prepare their kids differently

71%

of Parents worry about their child's future mental health and well-being.

80%

of Parents worry about the world their child will inherit in the future.



Source: Collage Gen Alpha Survey April 2025 (Parents of Kids 6-12), weighted data
% agree, strongly agree
[Instagram Reel @my_friends_friend](#)

And so, parents of Gen Alpha are having real-world conversations with their kids at younger ages in hopes of preparing them for the world today

% of Parents began conversations by age 10 or younger on the following

	Parents of Gen Alpha 6-12	Parents of Gen Z 13-17
Internet safety	69%▲	56%
Discrimination	60%▲	52%
Money skills	54%▲	42%
Body image	52%▲	42%
Mental health	50%▲	38%
Current events	47%▲	34%
Politics	25%▲	15%



Source: Collage Parents & Kids Cultural Education Survey, July 2024 (18-78 parents with kids under 18); weighted data
10 or younger: % 3 or under, 4-6, 7-10; Q: As a parent, when did conversations on each of the following topics begin taking place with your child(ren)?
▲ ▼ Significantly over/under Total Parents of Kids under 18 and Parents of Kids 13-17. Confidence level 95%
[TikTok @m.carter15](#)

Inspire Gen Alpha to use their voice from a young age to turn concern into constructive action

LEGO's "Build the Change" initiative empowers kids to use creativity as a response to the real-world challenges they're exposed to.

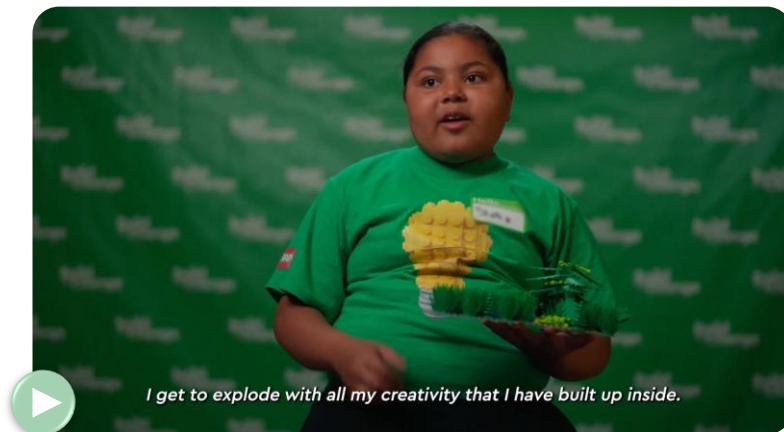
LEGO invites children to reimagine a better future using educational toolkits and open-ended prompts. By providing a safe, playful, and constructive outlet, LEGO helps kids channel their concerns into creativity and purpose.



Brand Actionability:
Cultural Co-Creation

Don't shy away from serious topics. Instead, find age-appropriate ways to acknowledge kids' emotional awareness while giving them tools to process, explore, and even shape the world around them.

LEGO "Build the Change"



89

B-CFQ Score for
Parents of Kids

vs. 79 for Non-Parents



LEGO's most
powerful B-CFQ
component is
Trust

2

Tailored Tech Natives

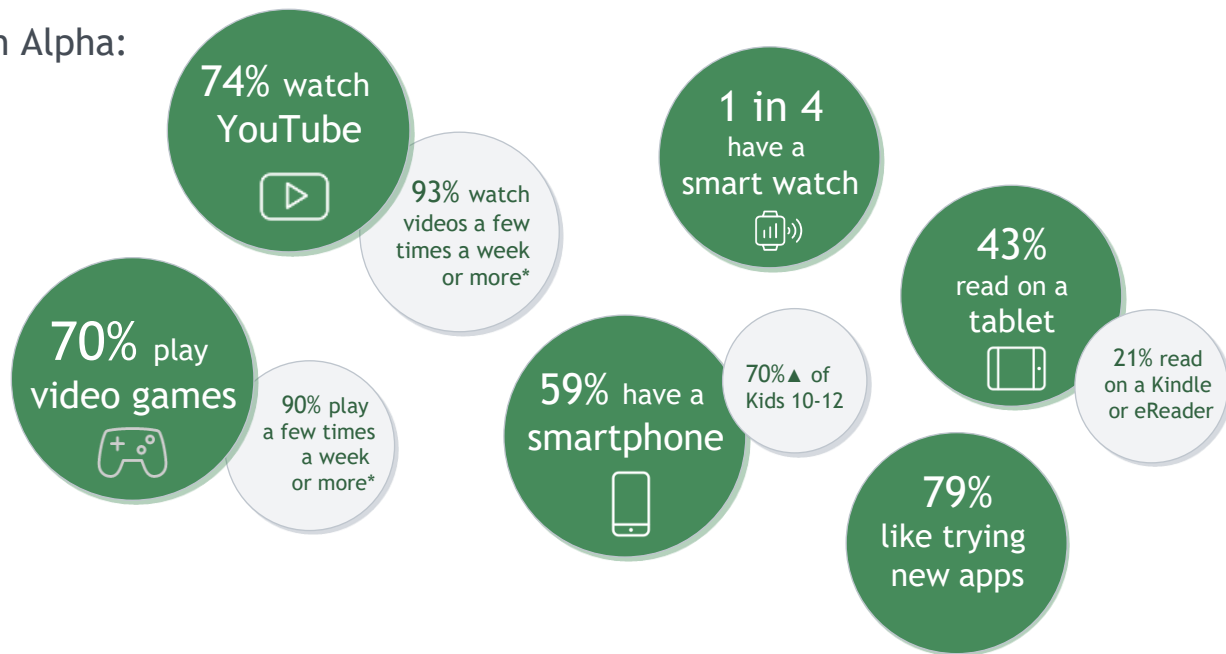
Gen Alpha expects
personalized, interactive
experiences.



Gen Alpha, the 'original iPad kids', is the first generation born into a fully personalized tech ecosystem in the era of algorithms, AI, and the metaverse

They're masters of a wide range of advanced technology for both fun and utility

Gen Alpha:



Source: Collage Gen Alpha Survey April 2025 (Parents of Kids 6-12), weighted data
Multiselect answer options * Frequency only asked to respondents that partake in each activity
▲ ▼ Significantly over/under Total Parents of Kids 6-12. Confidence level 95%
[TikTok @shayescott](#)

Gen Alpha are curious yet self-directed explorers who expect media to be interactive and meaningful

Many kids use technology as a tool to navigate their daily life

61%

of Gen Alpha **talk to a smart assistant** like Alexa, Siri, or Google at least a few times a week.

▲ Kids 10-12

	Gen Alpha*
Play music	61%
Answer questions	59%
Tell me a joke or story	41%
Set timers, reminders, or alarms	34%
Play games and quizzes	31%
Send a text or call someone	31%
Control smart lights or devices	26%



Source: Collage Gen Alpha Survey April 2025 (Kids 6-12), weighted data

* Only respondents who use a smart assistant, Multiselect

▲ ▼ Significantly over/under Kids 6-9. Confidence level 95%

Gen Alphas are autonomous tech users, largely driving their own screen time and entertainment

72% 

of Gen Alpha **choose what video games they play.**

68% 

of Gen Alpha **choose what online videos they watch.**

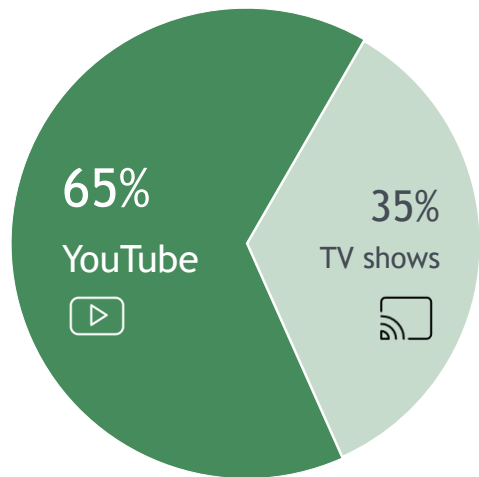
▲ Asian



Source: Collage Gen Alpha Survey April 2025 (Parents of Kids 6-12), weighted data
Single-select grid, % "I offer my child suggestions but let them make their own decisions" or "My child usually makes decisions completely without my input" (Q: "What role do you play in your child's decision making in the following areas?"; Other answer options: "I usually make decisions for my child", "My child does not use this product or service")
▲ ▼ Significantly over/under Total Parents of Kids 6-12. Confidence level 95%

They expect personalization, preferring platforms like YouTube for its algorithm-driven experience that adapts to their niche interests

I would rather watch...¹



What is your favorite character, show, or channel, and why?²

“I like to watch families do **pranks at home** and **ASMR**. The prince family is my favorite and [Hunnibee ASMR]. Both shows are on YouTube.”

— HISPANIC GIRL, 8

“I like watching **YouTube shorts**. I learn a lot of different things.”

— WHITE GIRL, 6

“My favorite channel is Gracie’s corner because it **has great music and teaches me things**.”

— BLACK BOY, 6

“Ryan’s world. He **rates and reviews different and new toys**.”

— ASIAN GIRL, 9



YouTube features like live chat also create a more dynamic, interactive experience.



Source: Collage Gen Alpha Survey April 2025 (Parents of Kids 6-12), weighted data

¹ Forced choice ² Open-ended responses

▲ ▼ Significantly over/under Total Kids 6-12. Confidence level 95%

Even more than YouTube, video games' interactive nature meet kids' desire to shape outcomes and drive the story

They seek out games that let them play, build, and explore to their liking

3 in 5 Gen Alphas would rather
play video games than watch videos.¹



▲ Boys: 71% | ▲ Black: 68%

Gen Alpha likes games where they can...²



Play with & talk to friends or other players	45%	▲ 10-12
Create & build things	44%	
Explore new worlds & go on adventures	44%	
Complete challenges & competitions	42%	
Create & customize their character	41%	
Solve puzzles & figure things out	39%	
Learn new things	34%	▲ Black



Source: Collage Gen Alpha Survey April 2025 (Parents of Kids 6-12), weighted data

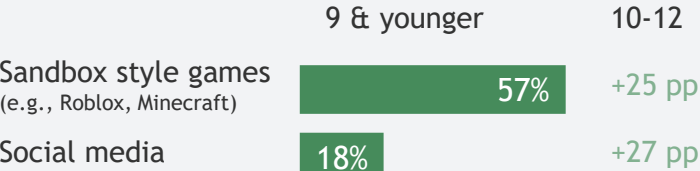
¹ Forced choice: "I would rather play video games" "I would rather watch videos;" Q: Which of the following statements do you most agree with, even if neither are entirely correct?

² Multiselect

▲ ▼ Significantly over/under Total Kids 6-12. Confidence level 95%

Sandbox style games are Gen Alpha’s virtual playground, offering parent-approved agency and freedom within boundaries

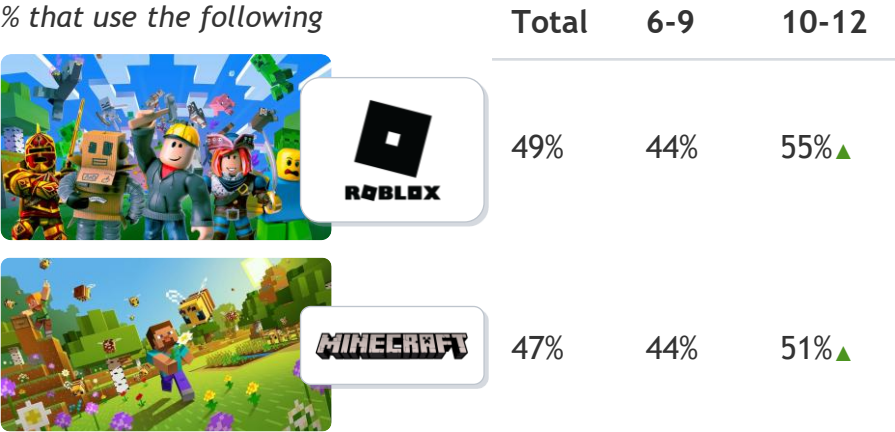
At what age did you or do you plan to give your child access to the following?¹



Sandbox style video games are free of predetermined storylines or goals, offering open-ended play where nearly anything can be created.

“I love Roblox for the variety. You can have horror, Obbys [obstacle courses], mystery or relaxing games. You can connect with people online without showing your face and it has a flexible format so you can customize your character a lot.”³

— ABBY, 12



Source: Collage Gen Alpha Survey April 2025 (Kids 6-12), weighted data

¹ Single select answer options, % 9 & younger: Younger than 6, 6-7, 8-9

² Multiselect answer options

▲ ▼ Significantly over/under Kids 6-9. Confidence level 95%

³ Beano Brain “Why Open-World Games Are Key to Understanding Gen Alpha”, March 28, 2025.



Parents see creativity as a protective factor: a way for kids to build confidence and independence in the information age



Bluey is celebrated for showing free play, imagination, and emotional intelligence. Episodes often feature kids making up their own games, rules, and stories.

Parents of Gen Alpha seek out media content that:

-  Inspires creativity and imagination 51%
-  Encourages problem-solving and critical thinking 45%
-  Sparks curiosity and exploration 42%



Source: Collage Gen Alpha Survey April 2025 (Parents of Kids 6-12), weighted data
Multiselect answer options (Q: "When selecting media for your child, which of the following content features do you actively look for?")

Gen Alpha's love of immersive, interactive tech has begun to blur the line between their online and offline worlds

Gen Alpha especially assigns real value to virtual goods and social experiences

Gen Alpha use two devices on average to play video games, with 2 in 3 using a mobile device (smartphone or tablet)¹, making digital play a fluid, always-available activity.

Interactive and multi-device play have created a world where virtual and physical experiences blend seamlessly, shaping how they socialize, play, and express themselves.



43%▲ of Kids 10-12 would rather have something in a game (like skins, powerups, pets) than a toy in real life. ²



30%▲ of Kids 10-12 say: "Hanging out with my friends online is just as much fun as seeing them in person." ²



Source: Collage Gen Alpha Survey April 2025 (Kids 6-12), weighted data

¹ Multiselect ² Forced choice

▲ ▼ Significantly over/under Total Kids 6-12. Confidence level 95%

Digital personalization has super-charged Gen Alpha's desire to customize or co-create with brands, too

93%

of Gen Alpha are **interested in designing their own toy, clothes, or snack.**

If a store or game let you design your own toy, clothes, or snack, would you want to?

	Total
Yes, that sounds really fun!	67%
Maybe, if I like the choices	26%
No, I'd rather buy something already made	7%



A young girl shares how she custom decorated her limited edition Starbucks Stanley cup.

Source: Collage Gen Alpha Survey April 2025 (Kids 6-12), weighted data

Single select % Yes, that sounds really fun!, Maybe, if I like the choices

Q: If a store or game let you design your own toy, clothes, or snack, would you want to?, other answer option: "No, I'd rather buy something already made"

▲ ▼ Significantly over/under Total Kids 6-12. Confidence level 95%

[tiktok.com](https://www.tiktok.com)



Explore how immersive technology can empower Gen Alpha's interactions with your brand

Siemens Healthineers transforms loud MRI sounds into children's audiobooks.

The brand turns what could be a nerve-wracking medical experience for kids into an immersive story. They weave in the loud noises of an MRI machine into the story as trains, spaceships, and more. The medical technology company taps into Gen Alpha's interest in immersive experiences to escape and push one's imagination.



Source: <https://www.youtube.com/watch?v=PJGgMzJb8qc>

3

Kidfluencers

Gen Alphas use their digital savvy to drive family purchase decisions.



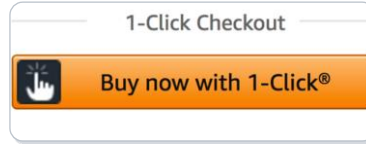
Gen Alpha is growing up in a consumer culture on hyper speed: Quickly passing micro-trends, instant gratification, and frequent consumption



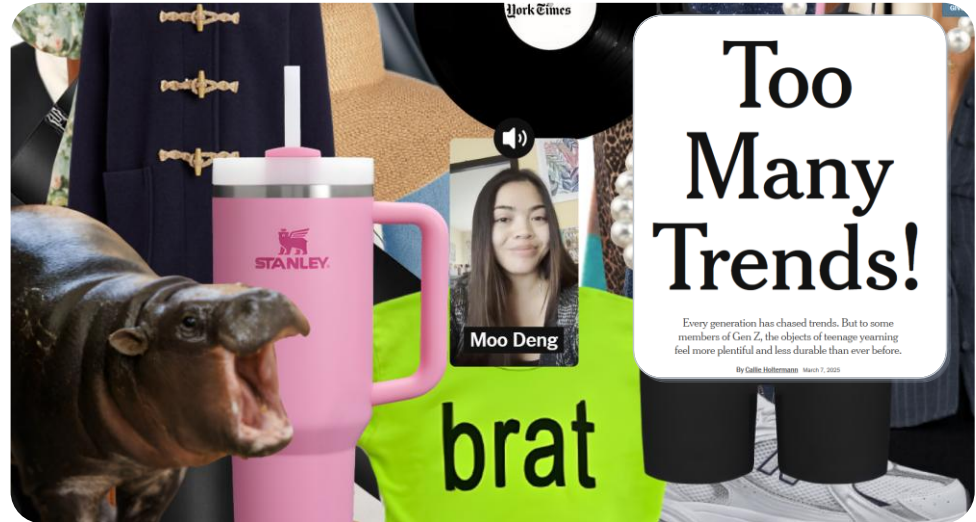
Halloween costume needs today?
Last-minute delivery is available near you in 2 hours

 **Cheryl V. Jackson**
Louisville Courier Journal

Oct. 31, 2024, 9:29 a.m. ET



Young Kids' YouTube Viewing Dominated by Consumerism, Ads



Earlier exposure and participation in consumer culture is changing the trajectory of Gen Alpha's values and aspirations

84% of Gen Alpha have **bought or asked for something they saw in a video game or online.**¹

67% of Gen Alpha think that **how someone looks is important.**¹

69% of Gen Alpha **want to fit in with other kids.**²

Girls: 72% | Boys: 66%

"Overconsumption has become almost synonymous with Gen Z and Gen Alpha, as social media glamorizes and normalizes excessive buying behaviors. This generation is **overwhelmed by their access to others' lives and consumption habits**, which shape their spending patterns and perceptions of normality."³

Tween taste is expensive these days. Blame social media.

Buttressed by influencer marketing and the "bandwagon effect," Gen Alpha and younger members of Gen Z have a more prolific catalogue for what's "in" than ever before.

January 14, 2024

Source: Collage Gen Alpha Survey April 2025 (Kids 6-12), weighted data

¹ Single-select grid % "Yes, a lot", "Sometimes" (Q: "For each statement, choose the answer that best matches how you feel." Other answer options: "Not really", "No, never")

² % agree, strongly agree

³ girlsunited.essence.com, [washingtonpost.com](https://www.washingtonpost.com)

▲ ▼ Significantly over/under Total Kids 6-12. Confidence level 95%



Heightened brand awareness has shaped Gen Alpha into discerning and brand-loyal consumers who know what they want

The distinction between entertainment and advertising is increasingly blurred for Gen Alpha



Gen Alpha's **#1 source** of finding out about new interests (60%) (even more than friends).¹

Gaming

Exposes Gen Alpha to brands.
72% say they like when brands create games, activities, or events in video games.²

Online Shopping

56% of Gen Alpha like shopping online more than going to stores (especially 10-12-year-olds).³

Product Research

61% of Gen Alpha look up reviews, prices, or info about products before buying or asking for something.³



Source: Collage Gen Alpha Survey April 2025 (Kids 6-12), weighted data

¹ Multiselect answer option

² % agree, strongly agree

³ % agree

And it's propelling Gen Alpha's interests and product preferences beyond expectations for their age

"Get ready with me," "shelfies," and haul video trends have made Gen Alpha more aware of mature brands and products.



Gen Alpha boys are dropping hundreds on designer cologne for back-to-school: 'He's obsessed with smelling good'



Barbie who? Gen Alpha kids 'obsessed' with skin care could fuel holiday spending

PUBLISHED THU, NOV 9 2023-11:26 AM EST | UPDATED THU, NOV 9 2023-10:08 PM EST



43% of Girls 6-12, and 21% of Boys 6-12, follow beauty influencers on social media.²



21% of Kids 6-12 like to watch videos unboxing or reviewing products.³



Sources: Collage Gen Alpha Survey April 2025 (Kids 6-12), weighted data

² % Yes ³ Multiselect

¹ [bbc.com/](https://www.bbc.com/), [cnbc.com/](https://www.cnbc.com/), [nypost.com/](https://www.nypost.com/), [TikTok @kcstauffer](https://www.tiktok.com/@kcstauffer)

Today's parents want to encourage Gen Alpha's self-expression, yet they also have concerns about their consumerism going too far

I encourage ____ in my child(ren):¹

Parents of Gen Alpha aged 6-12

Self-expression 87%

Individuality 84%



1 in 4 parents of kids 6-12

& 1 in 3 parents of girls 6-12

say **unrealistic beauty standards** are a primary concern of their child's exposure to social media.²

57% of Gen Alpha often compares how they look to other kids, especially girls (61%).³

71% of Parents of Kids 6-12 worry about their child's future mental health and wellbeing.⁴



I'm trying to decide which one I wanna buy in LA



Source: ¹ Collage Group Parents & Kids Cultural Education Survey, July 2024 (18-78 Parents with kids 6-12); weighted data, % agree, strongly agree
Collage Gen Alpha Survey April 2025 (Kids 6-12), weighted data, ² Multiselect answer option (Q: "What are your primary concerns about your child's exposure to social media?")
³ Single-select grid % "Yes, a lot", "Sometimes" (Q: "For each statement, choose the answer that best matches how you feel." Other answer options: "Not really", "No, never")
⁴ % agree, strongly agree

Gen Alpha's Millennial parents seek to impart analytical values and empower their kids with agency to grow into conscious consumers



75% of Parents of Kids 6-12 think **it's important for their kid(s) to have their own spending money.**¹

*54% of Parents of Kids 6-12 begin conversations on money skills with their child(ren) by age 10 or younger.*⁴

% of Gen Alpha's Parents who let their child choose...³

 Books: 78% ▲ Asian

 Video games: 72%

 Food/drink: 68% ▲ Asian

 Shows/movies: 76% ▲ Boys, ▲ Asian

 Online videos: 68% ▲ Asian

 Personal care products: 48% ▲ 10-12

Source: Collage Gen Alpha Survey April 2025 (Parents of Kids 6-12), weighted data

¹ % agree, strongly agree

² Single select % 3 or under, 4-6, 7-10

³ Single-select grid, % "I offer my child suggestions but let them make their own decisions" or "My child usually makes decisions completely without my input" (Q: "What role do you play in your child's decision making in the following areas?"; Other answer options: "I usually make decisions for my child", "My child does not use this product or service")

⁴ Collage Parents & Kids Cultural Education Survey, July 2024 (18-78 parents with kids under 18); weighted data

▲ Significantly over/under Total Parents of Kids 6-12. Confidence level 95%



All the while, Gen Alpha are powerful household influencers

Most Parents say their kids are their personal trend forecasters

Parents agree:

My kid(s) are the first ones to tell me about new or popular things

73%

▲ Gen X, ▲ Dads

My kid(s) and I have the same favorite brands

61%

▲ Dads

I often buy the same things for myself as I do for my kid(s)

58%

▲ Dads

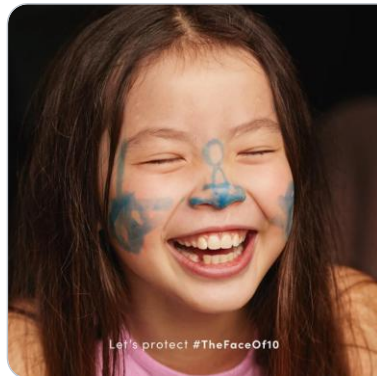


Source: Collage Gen Alpha Survey April 2025 (Parents of Kids 6-12), weighted data
% agree, strongly agree
▲ ▼ Significantly over/under Total Parents of Kids 6-12. Confidence level 95%

Push back on premature consumerism to earn trust among Parents, tapping into collective concern over how fast kids are growing up

Personal care brands are addressing rising pressures kids face to overconsume.

Dove confronts the rise of kids using anti-aging skincare, and more importantly, the harms to their self-esteem. Dove, with help from dermatologists and actress & mom Drew Barrymore, calls for kids to embrace care-free fun instead.



Is it even possible to look 10 years younger at 10?

Girls as young as 10 are being influenced by anti-ageing skin care content, which can harm their self-esteem.

Watch the Anti-Ageing Skin Care Talk on TikTok

Dove
Let's Change Beauty

Kiehl's raises awareness of children using excessive (or even harmful) skincare products by “reminding everyone of what a child’s routine should truly entail.” L’Oréal (which owns Kiehl’s) has further committed to “put kids before sales” by not marketing to kids under 16 and not partnering with influencers under legal contract-signing age.





Closing Summary

Marketing to Gen Alpha:
Grow with them—but
don't rush them



Gen Alpha may be “sophisticated”—but they are still kids



The brands that grow with Gen Alpha, by respecting both their agency and their age, will be the ones they grow up with.



Key Takeaways & Action Steps

KNOW THIS

Emotionally Accelerated

Exposure to the world's heavy realities means Gen Alphas have had to “grow up faster.” They're jaded from an early age.

Tailored Tech Natives

Gen Alpha is accustomed to hyper-personalized, interactive digital experiences.

Kidfluencers

Digital channels supercharge Gen Alpha's participation in consumerism, making them ultra brand-aware. But they're also *influential* and are shaping family purchasing decisions.

DO THIS

- **Offer safe, constructive spaces for emotional exploration.** Brands should act as allies in building resilience, not as purely escapist distractions.
- **Design for agency and interactivity.** Think beyond one-size-fits-all content. Offer choice-driven formats and interfaces that let kids co-create their brand experience.
- **Market to the household, not just the child.** Highlight shared brand love between parent and child and design cross-generational messaging that both can get behind.





Appendix



Gen Alpha is the newest generation, made up of Americans born in or after 2013, making them 12 and under in 2025

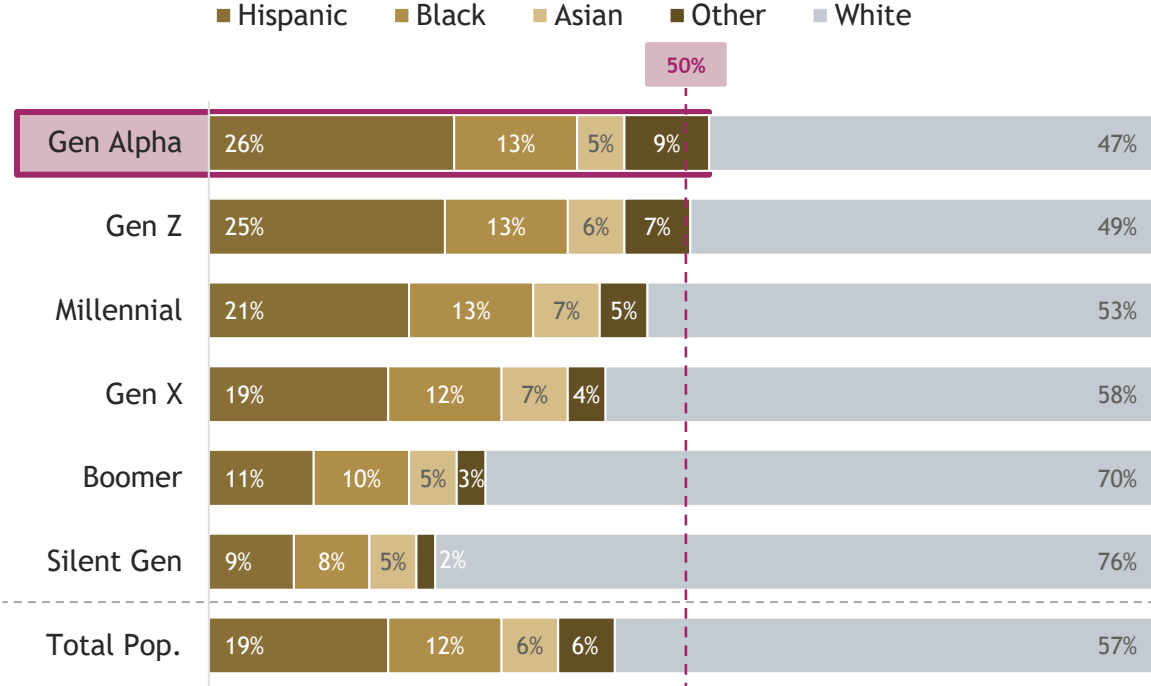
Generations defined by birth year

Age turning in 2025:	2013-	1997-2012	1980-1996	1965-1979	1946-1964	1928-1945
	Gen Alpha	Gen Z	Millennial	Gen X	Boomer	<i>Silent Generation</i>
	(12yrs & under)	(13-28yrs)	(29-45yrs)	(46-60yrs)	(61-79yrs)	



Gen Alpha is the most racially and ethnically diverse American generation to date

Race and ethnicity by generation (2023)



53%
of Gen Alpha is Multicultural
(Non-White)



Source: Collage Group Custom Market Profiler; American Community Survey; 2023 1-Year Data

Parents are most concerned about kids' exposure to unsafe or inappropriate content and the impact on their mental health

What are your concerns about your child's screen time?

	Total Parents	
Online safety (e.g., strangers, cyberbullying, privacy risks)	43%	
Exposure to inappropriate content (e.g., violence, language, mature themes)	42%	
Becoming too attached to screens	40%	▲ Asian
Impact on their mood and mental health	34%	
Being influenced by ads, influencers, or in-game purchases	32%	▲ Asian
Missing out on other activities due to too much screen time	31%	
Physical health concerns (e.g., eye strain, sleep, posture)	30%	▲ Asian
Not getting enough outdoor play or exercise	30%	▲ Asian
Trouble sleeping due to too much screen time before bed	27%	
Short-term behavior changes (e.g., frustration, restlessness)	26%	
Difficulty focusing or paying attention	26%	▲ Asian
Long-term effects on learning and development	25%	
Struggles with social skills and face-to-face interactions	23%	▲ Dads



Source: Collage Gen Alpha Survey April 2025 (Parents of Kids 6-12), weighted data Multiselect

▲ ▼ Significantly over/under Total Parent of Kids 6-12. Confidence level 95%

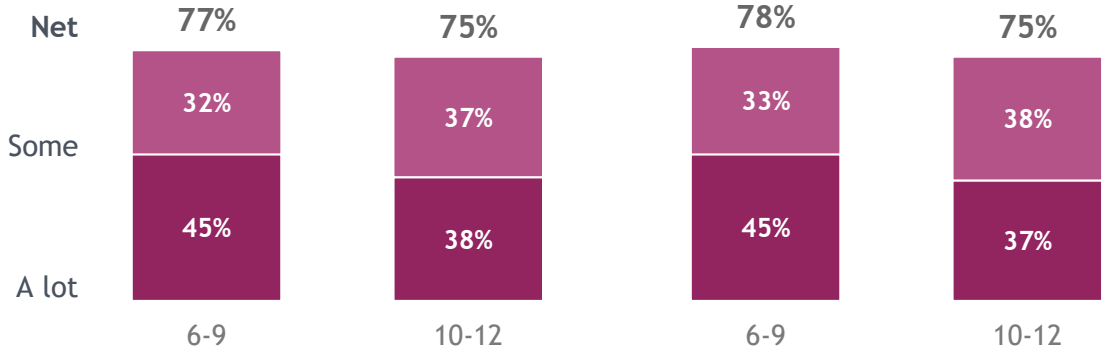
Parents strive to take an active role in overseeing their kid’s screen time, but it gets harder as they age

*How much oversight do you feel like you have over your 6-12-year-old child’s screentime consumption?
(This includes recreational use of devices such as phones, tablets, TVs, video games, etc.)*

“Some or “a lot” of
oversight over...

How much
Gen Alpha consumes:

What
Gen Alpha consumes:



49%▲ of Black Parents feel they have a lot of oversight over the content and volume of their child’s screentime.



Source: Collage Gen Alpha Survey April 2025 (Parents of Kids 6-12), weighted data
Single select grid
▲ ▼ Significantly over/under Total Parent of Kids 6-12. Confidence level 95%

Gen Alpha's Parents are teaching them about important aspects of diversity and identity, with race and culture most prevalent

Have you or do you plan to teach your child(ren) about any of the following topics:

Parents of Kids 6-12

Racism	60%	Black: 68%* Moms: 65%*
Their own cultural background (e.g., being southern, being Mexican, being of German descent, being of Kenyan descent)	53%	Asian: 66%* Hispanic: 63% *
Their own racial identity	48%▲	Black: 59%* Asian: 62%*
Gender	46%	
Disabilities and ableism, including neurodiversity	44%▲	Moms: 51%* White: 48%*
Other cultures	43%	Asian: 51% *
LGBTQ+ identities (e.g., being gay, lesbian, or bisexual; being transgender or non-binary)	36%	Moms: 41%*
Sexism	36%	
Other racial groups	34%	



Source: Collage Group Parents & Kids Cultural Education Survey, July 2024 (18-78 Parents with kids 6-12); weighted data

Multiselect

Significance test: Confidence level 95%. ▲ ▼ over/under Parents of 13-17, * over Total Parents of 6-12

[TikTok @pinkcloyd](#)

Gen Alpha hones creative and exploratory skills to thrive in today's world

In the age of automation, imagination is rebellion

A photograph of four children, two girls and two boys, walking away from the camera through a field of tall, dry grass. They are wearing hats and backpacks, suggesting a scout or outdoor activity. The background shows a line of trees under a blue sky with some clouds.

80% of Gen Alpha age 6-12 are proud of the things that make them different from their friends

78% like to show their personality through their clothes, art, & creativity

Gen Alpha is growing up in an age of algorithmic suggestions and AI-generated everything.

In a world saturated with content, noise, and pre-packaged information, Gen Alpha and their parents see **creativity, curiosity, and exploration** not just as fun, but as *essential* tools for learning, identity-building, and making sense of a chaotic world.



Source: Collage Gen Alpha Survey April 2025 (Kids 6-12), weighted data
% agree, strongly agree