

**DataEarn: Gen-Z  
Marketing Reports  
And Insights ----  
Premium Package**



# DataEarn, Inc. License Agreement

Welcome to your DataEarn, Inc. report license! This document outlines the terms and conditions under which DataEarn, Inc. (“DataEarn”) grants you, the original purchaser (“you”), access to this report. Unless there’s a separate written agreement between DataEarn and you, these terms govern your use of the report.

**License Grant:** DataEarn gives you a personal, revocable, non-exclusive, non-sublicensable, and non-transferable right to access and use this report for your internal business needs, subject to the limitations set out in point 2.

## **Usage Restrictions:**

- A. You cannot share, sell, or distribute this report or its contents to third parties, including affiliates, without DataEarn’s prior written consent. Fair Use principles do not apply.
- B. Usage or purchase of Infoscan data by Non-Participating Retailers (or their agents/advisors) as listed on DataEarn’s website is prohibited. You agree not to share Infoscan data with these entities.
- C. Without written approval from DataEarn’s corporate secretary, you must not use this report to encourage investment or financial reliance by third parties.

**Intellectual Property:** The report, including its content, design, and graphics, is the copyrighted and confidential property of DataEarn. You acknowledge that all rights not explicitly granted are reserved by DataEarn.

**No Warranty:** This report is provided “as is.” DataEarn disclaims all warranties, express or implied, including accuracy, completeness, and fitness for a particular purpose. This report is not intended as professional or investment advice.

**Indemnification:** You agree to protect DataEarn from any costs or losses arising from unauthorized use of this report. Conversely, DataEarn will protect you from losses due to third-party claims alleging infringement of intellectual property rights by the report.

**Liability Limitation:** Except for obligations under point 5, neither party will be liable for indirect or consequential damages (like lost profits), regardless of the cause. The total liability of either party is limited to the fee you paid for the report.

**Entire Agreement:** This document, along with your order details, represents the full agreement between you and DataEarn regarding the report. It can only be modified in writing by both parties. Your purchase orders do not alter these terms, even if signed by DataEarn.

# Executive Summary

This comprehensive report presents an in-depth analysis of Generation Z's activity on Instagram, highlighting significant market opportunities for businesses and advertisers. Our findings are based on extensive data gathering, analysis, and user opt-ed-in data from our platform, offering a detailed overview of Gen Z's behavioral patterns and preferences on the platform.

## Instagram Gen-Z Marketing Reports and Insights - Premium Package

**Advertisements Viewed Analysis:** Dive into a detailed study of the advertisements that captivate Gen Z. This report provides a deep dive into the genres, timings, and styles of ads that are most effective in engaging this dynamic demographic.

**Focused Advertising Campaigns Report:** Explore which advertising campaigns are hitting the mark with Gen Z. This section includes case studies and actionable insights from successful campaigns, offering a roadmap to capture this audience's attention.

**Engagement & Interaction Trends:** A thorough analysis of the content that resonates with Gen Z. Understand the nuances of their engagement, including the optimal timing for interactions, to refine your engagement strategies.

**Content Preferences Breakdown:** Identify the content themes and categories that are most appealing to Gen Z. This tailored report provides strategic direction for advertisers aiming to align their content with Gen Z interests.

**Product & Merchant Preferences:** Elevate your e-commerce strategy with insights into the products and merchants that Gen Z users are most interested in. This analysis offers valuable data on their viewing and interaction patterns on Instagram, crucial for informed marketing decisions.

## About DataEarn

**Who we are:** DataEarn is disrupting the \$600B data brokerage industry by delivering the highest-quality, zero-party data to deliver true, actionable insights. We enable companies to legally leverage *every single data point* from the world's largest consumer platforms.

**Our Methodology:** DataEarn enables consumers to consent and monetize their data from platforms such as Instagram, Facebook, Snapchat and more with patent-pending algorithms to generate meaningful and actionable insights while protecting PII user data.

**Our Solutions:** DataEarn provides companies direct access to data and insights unavailable from any provider and more actionable than any survey. From in-depth insight reports (like this) to completely customized market research on your ICP, we can help.

**Want a custom insight report on your audience? [Contact us.](#)**

## Ads Served to Gen Z on Instagram Are Missing Out on Peak Engagement Hours

[Our report](#) analyzing Gen Z's 750k+ liked posts on Instagram reveals that the highest engagement on the platform occurs between 6 PM and 9 PM - suggesting these younger users are more likely to be active during evening hours.

Advertisers on Instagram have mostly understood this group's behavior and are showing ads during those hours - for the most part. The chart below shows that the % of posts liked (red dotted line) follows the % of ads viewed (light blue bars) until later in the evening. Between 10 PM and 2 AM, there are **5 hours** of continued engagement on Instagram where ads are not being viewed.

Even towards the morning hours (4 - 7 AM) and afternoon (12 - 1 PM), the level of engagement is higher relative to the ads viewed.

## How Do I Leverage These Insights?

### 3 Stats to Know

849.3

is the average # of ads viewed per Gen Z user

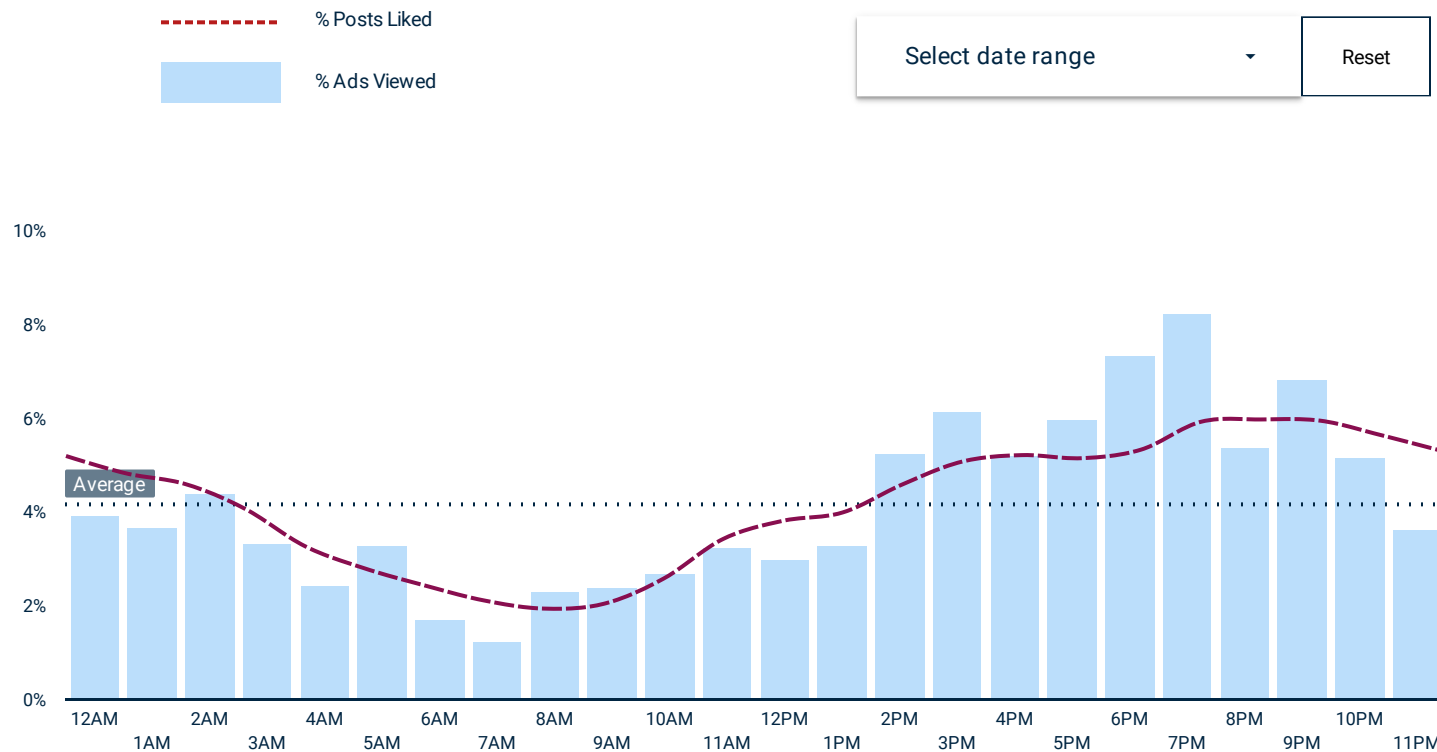
>50%

of ads viewed by Gen Z are between 2 PM and 10 PM

7PM

is the most common time ads are viewed by Gen Z

### Gen Z Instagram Ads Viewed x Liked Posts by Hour



Source: DataEam Gen Z users who've consented their Instagram data (761,140 liked posts and 17,000 Ads Viewed)

### From Chart to Action

- 1. Maximizing Ad Visibility:** Schedule your ads targeting Gen Z on Instagram between 2 PM and 10 PM for optimal visibility.
- 2. Leveraging Organic Engagement:** Post your content in the early afternoon to evening to improve your organic engagement from Gen Z.
- 3. Considering Late Night Content:** Since Gen Z activity remains relatively high even late at night, tailored content to these night owls may tap into an unactivated audience.
- 4. Testing Less Competitive Hours:** Most of these "optimal" hours are generally known, which makes the attention for content & ads overly competitive. A/B test your posts and campaign timing where engagement is higher than ads viewed.
- 5. Utilizing Interactive Features:** The chart shows Gen Z's behavior throughout the life of their Instagram account. Use the "select date range" filter to analyze how these trends may vary with different timeframes and periods.

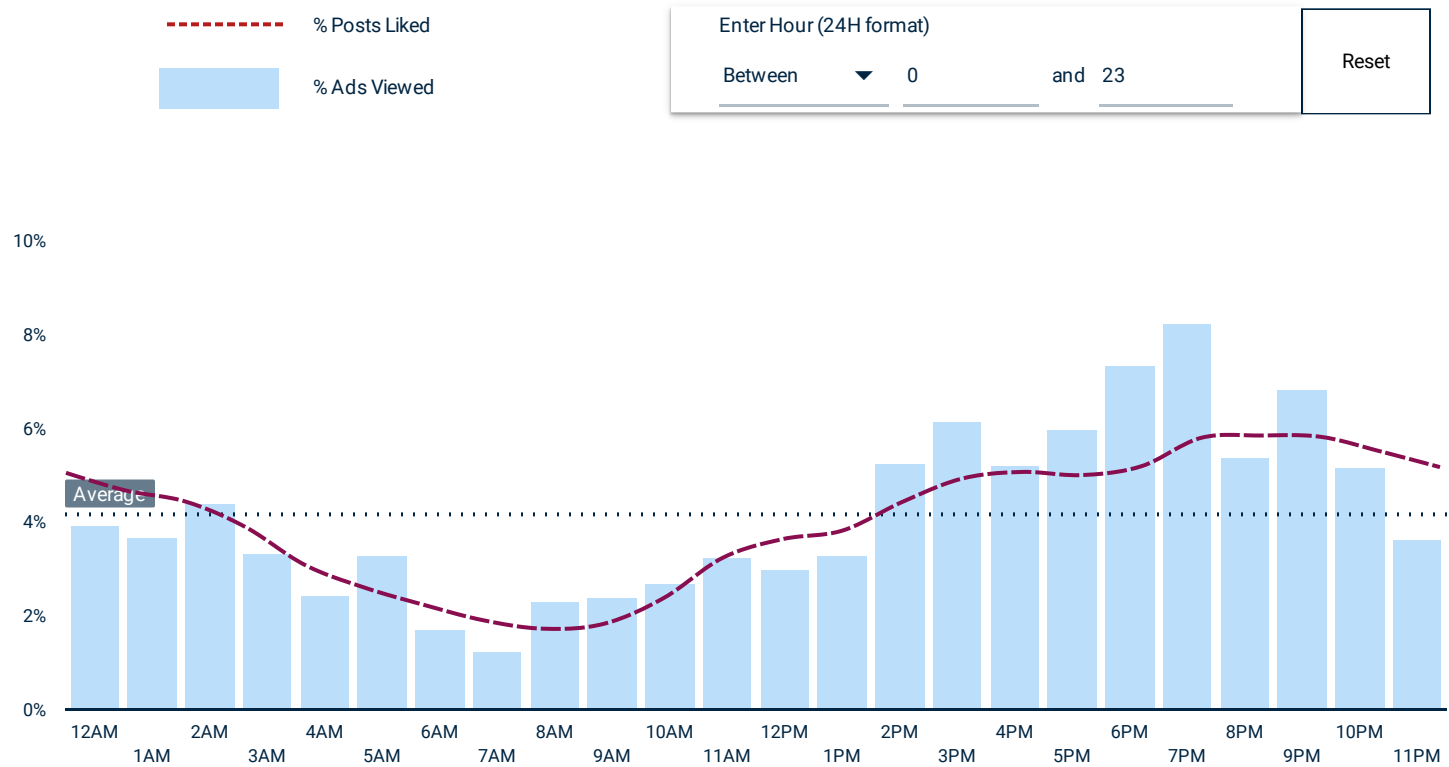
# Ads Served to Gen Z on Instagram Are Missing Out on Peak Engagement Hours

This chart shows the Top 500 Instagram Advertisers (of 4,500+) and the 17,000+ ads viewed by Gen Z on Instagram. It is an in-depth drilldown from the [previous report](#) highlighting ads viewed to platform engagement trends.

Software, Entertainment & IT Services are the top 3 industries - accounting for almost 40% of ads Gen Z views **on Instagram**. Top Gen Z Software advertisers include *hubspot (CRM)*, *rocketmoney (consumer financial)* and *photoshop (photography/design)*.

**Interactive Chart Features:** to best tailor this chart to your needs, you can enter the hours where you typically post on Instagram to understand who you're competing for Gen Z's attention during that time. Clicking on your specific industry will reveal your competitors' share of Gen Z's ad views and easily research specific accounts to draw inspiration and optimize your content/ads.

## Gen Z Instagram Ads Viewed x Liked Posts by Hour



Source: DataEam Gen Z users who've consented their Instagram data (761,140 liked posts and 17,000 Ads Viewed)

# The Drilldown

Top 500 (of 4,500) Gen Z Instagram Industries, Advertising Accounts and % of ads viewed (17k+)

Industry	% of Ads Viewed
Software	16.0%
Entertainment	11.2%
IT Services	9.2%
Hotels, Restaurants & Leisure	8.3%
Apparel, Accessories & Luxury Goods	7.4%
Media	4.8%
Internet & Direct Marketing Retail	3.2%
Capital Markets	3.1%
Food Products	2.9%

1 - 55 / 55 < >

Select an Industry to drilldown by advertising accounts

Advertising Account	% of Ads Viewed
hulu	2.0%
bloombergbusiness	1.1%
heyjasperai	1.1%
getir_us	0.8%
hubspot	0.8%
cvspharmacy	0.8%
nextdoor	0.7%
paramountplus	0.7%
nissanusa	0.7%
rocketmoney	0.7%

1 - 100 / 500 < >

# How Do I Leverage These Insights?

## 3 Stats to Know

732

is the average # of companies linked per Gen Z user

95.3%

of ads uploaded use a custom audience for targeting Gen Z

4.8%

is the avg. % of remarketing ads with a custom audience

## From Chart to Action

**1. Leverage Industry Data:** Harness existing or prioritize gathering Gen Z data from *Media & Entertainment, Software & Services and Retail* advertisers to improve your ad effectiveness.

**2. Analyze Competitive Landscape:** Observe strategies of top advertisers (like [Universal McCann](#)) for targeting Gen Z on Instagram and implement/test similar tactics.

**3. Invest/Test Ad Remarketing:** Only a small portion of remarketing ads use custom audiences, giving opportunity to improve engagement and conversions.

**4. Research Political Ads Library:** Meta provides a wealth of campaign data for political advertisers in their ad library including information about spend, impressions and audience. You can use these details to benchmark your campaign efficiency as well as draw inspiration from the ads' format, messaging and design.

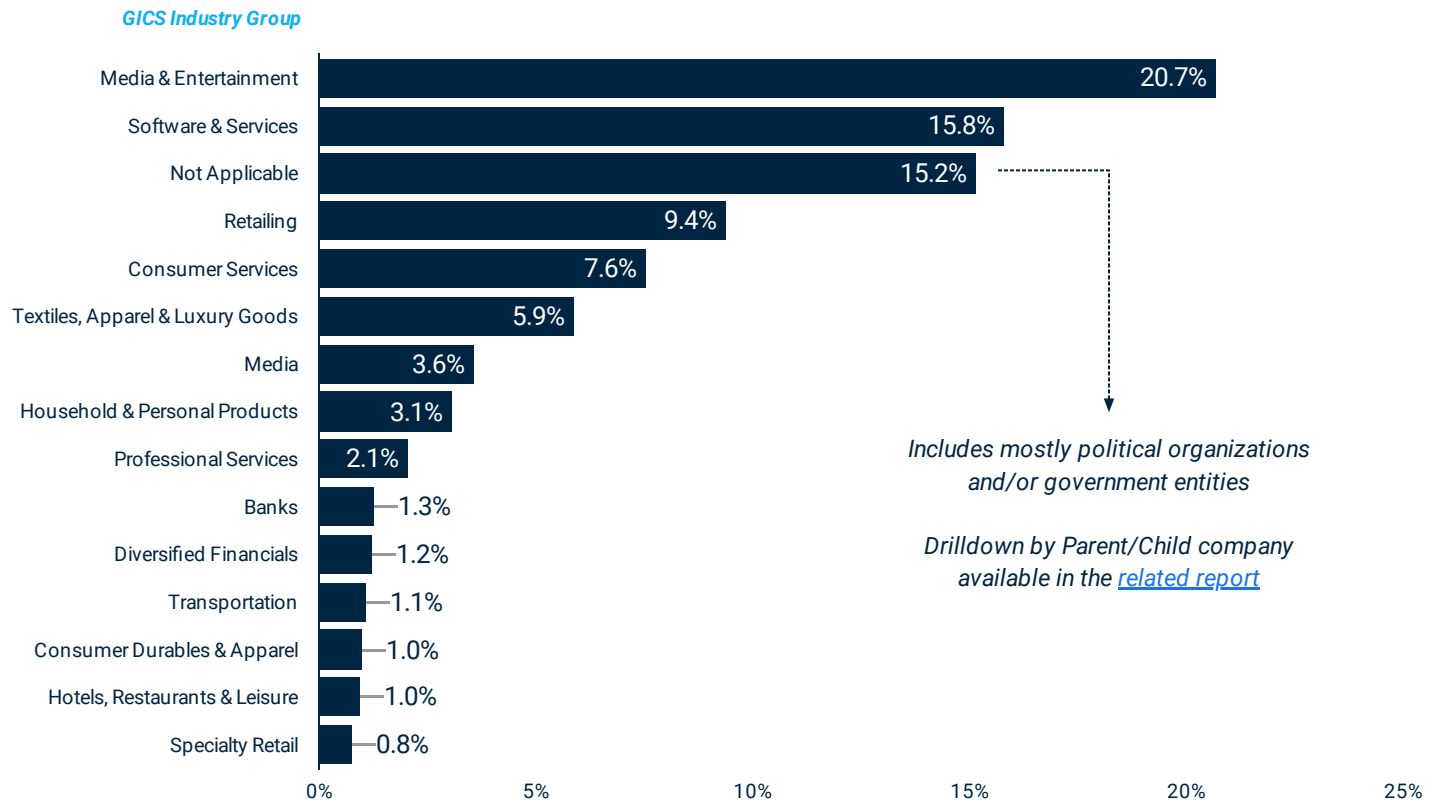
## Companies Leverage Custom Audiences to Target Gen Z on Instagram

95% of advertisers on Instagram target Gen Z using custom audiences available on Meta's advertising platform. However, only ~5% of remarketing ads targeting Gen Z use a custom audience.

Of the 17,000+ ads viewed by 2.3k+ advertisers to target Gen Z users on Instagram, *Media & Entertainment, Software & Services and Retailing* industries account for ~45% of all custom audience ads uploaded. The *Not Applicable* category includes mostly political and government accounts.

The dominant presence of those three industries with custom audiences to leverage shows that companies in these industries likely have a wealth of Gen Z data they can leverage to create highly targeted and likely successful campaigns.

## Percent of Advertisers Linked to User by GISC Industry Group



Source: DataEarn Gen Z users who've consented their Instagram data (2,300 Advertising Companies)

# Companies Leverage Custom Audiences to Target Gen Z on Instagram

This chart shows the Top 500 Parent (holding) Companies that upload custom audience ads to target Gen Z users on Instagram. It is an in-depth drilldown from the [previous report](#) highlighting industry trends in leveraging custom audiences to better target and remarketed to Gen Z.

The top 3 (excluding Not Applicable) industries account for ~45% of all custom audience ads. The Not Applicable category are mostly political and government accounts. Top Gen Z *Media & Entertainment* advertisers include Universal McCann (multiple), IPG Mediabrands, and Live Nation.

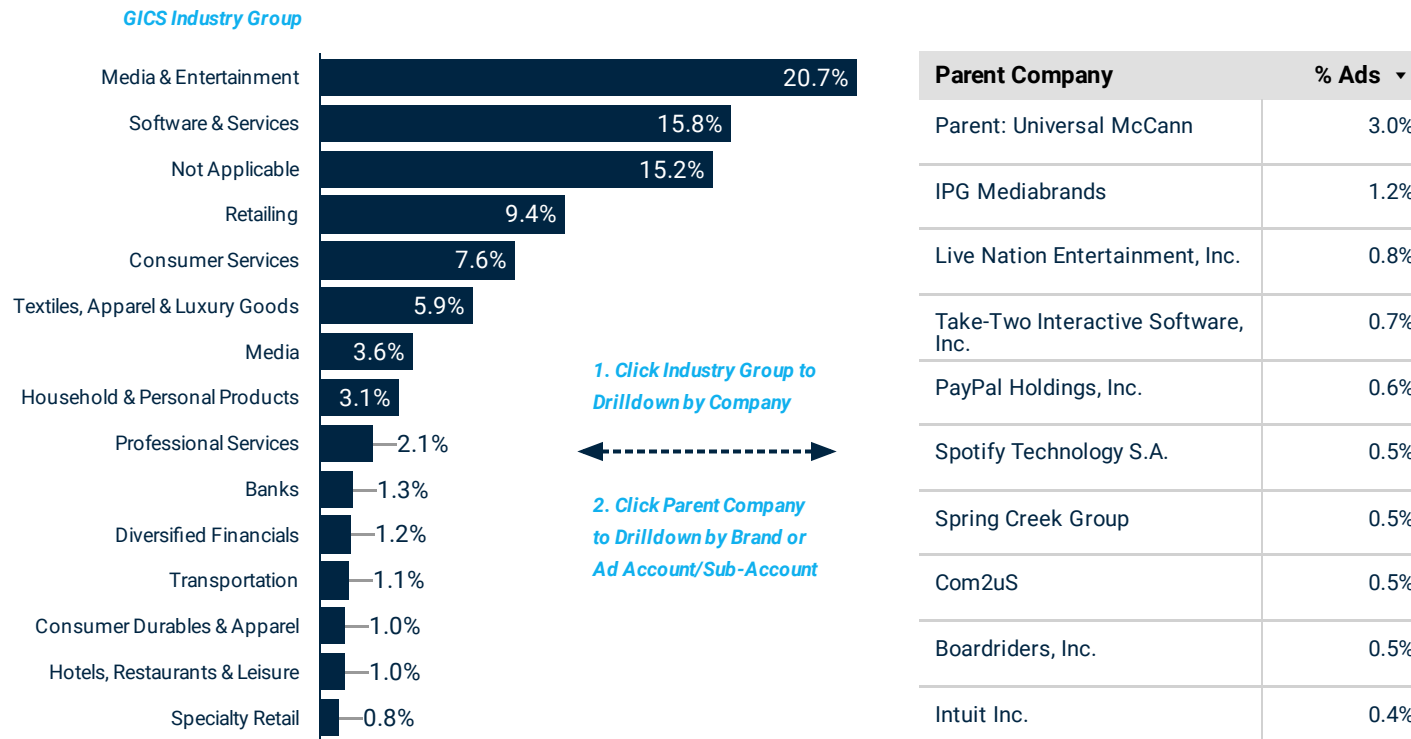
**Interactive Chart Features:** to best tailor this chart to your needs, you can click on the specific industry relevant to you to see which parent (holding) company uploaded a custom audience. You can drill even further by clicking on the parent company and see how their Ad Accounts or related brands/child company's are leveraging custom audiences for Gen Z ads.

## The Drilldown

All 2,300+ advertising accounts (brands) that upload custom audience ads to target Gen Z on Instagram

Ad Account/Sub-Account (Brand/Child)	% Ads
UM NY	0.3%
Performance Marketing - USD - Spotify AB	0.3%
EMEA	0.3%
UM APAC	0.3%
Spring Creek Group	0.3%
UM Australia	0.3%
UM Canada	0.3%
Nielsen Marketing Cloud	0.2%
Mediabrand Sweden	0.2%
Instagram	0.2%
Meetsocial HK Digital Marketing Co., Ltd-1	0.2%
IPG Mediabrands Argentina	0.2%
PayPal	0.2%
Microsoft Customer Insights Center	0.2%
Pinterest Inc	0.2%
Reprise Media MÃ©xico	0.2%
Mediabrand France	0.2%
Hong Kong Zoom Interactive Network Marketing Technology Limited	0.2%
EA - Electronic Arts	0.2%

### % of Ads Uploaded by Industry Group & Parent Company (Top 500)



1. Click Industry Group to Drilldown by Company

2. Click Parent Company to Drilldown by Brand or Ad Account/Sub-Account

1 - 100 / 417 < >

Source: DataEam Gen Z users who've consented their Instagram data (2,300 Advertising Companies)

1 - 100 / 2351 < >

# When is Gen Z Most Likely to Like a Post on Instagram

**Prime Engagement Hours:** The data shows that the highest engagement occurs between 6 PM and 9 PM, with a peak at 7 PM. This trend suggests that Gen Z users are most active on Instagram during evening hours.

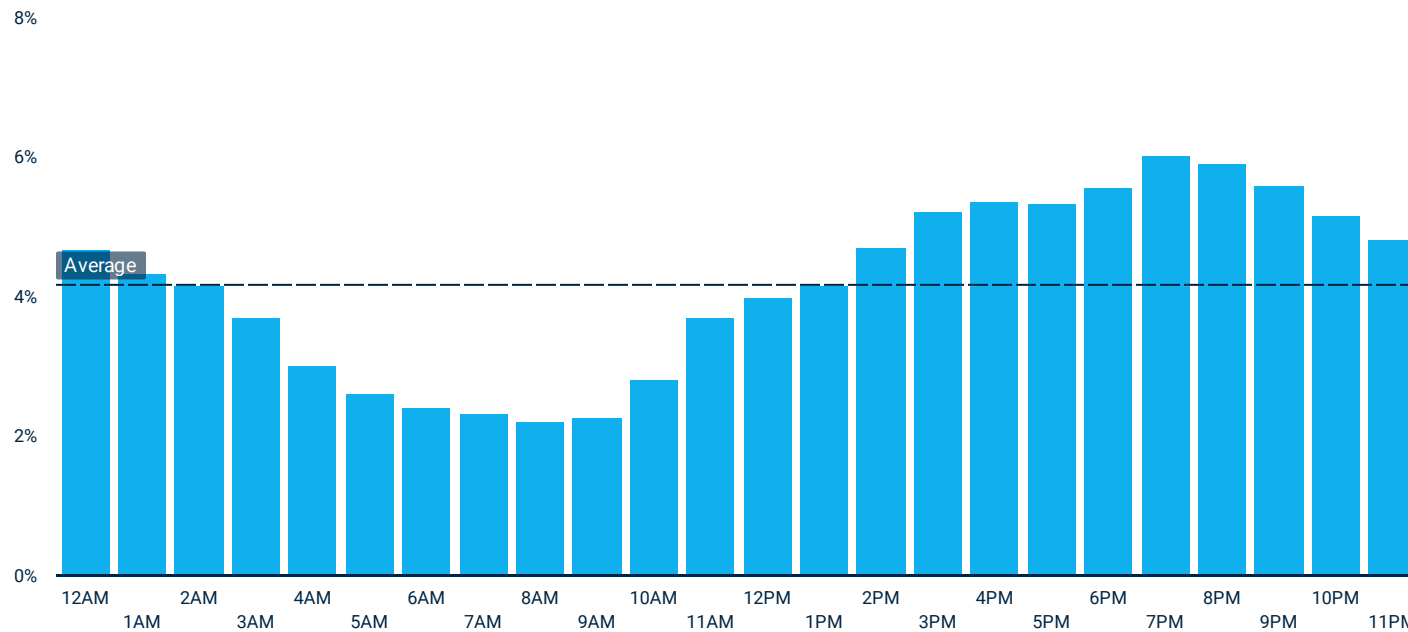
**Evening Preference:** There is a consistent high engagement in the evening hours, indicating a clear preference for Instagram use during this time.

**Late Night Activity:** Notable engagement persists until 1 AM, highlighting the extended hours of activity among Gen Z users.

**Afternoon Engagement:** A gradual increase in activity begins at 3 PM, this trend continues into the night.

**Morning Hours:** Engagement is lowest in the early morning, from 5 AM to 8 AM, suggesting minimal activity during these hours.

Instagram Liked Post Hourly



Source: DataEarn Gen Z users who've consented their Instagram data (761,140 liked posts)

## How Do I Leverage These Insights?

### 3 Stats to Know

**761,140** *Captured Liked Posts in this report*

**7PM** *Peak Engagement*

**5 - 8AM** *When you are least likely to have high engagement*

### From Chart to Action

#### Strategic Implications for Brands

- 1. Timing for Content Posting:** To capitalize on the highest engagement levels, brands should consider scheduling their most important posts between 6 PM and 9 PM.
- 2. Leveraging Evening Hours:** Given the consistent engagement in the evening, brands can benefit from maintaining a steady stream of content during these hours.
- 3. Targeting Late Night Users:** For brands catering to night owls, extending the content schedule until 1 AM can be advantageous.
- 4. Afternoon Posts:** Early afternoon posts around 3 PM to 4 PM can also capture significant engagement.
- 5. Understanding Morning Quiet Hours:** Brands might consider less frequent posting or different content strategies for morning hours when engagement is lower.



## The Drilldown

Click through to see which pages are liked the most. Here are the most liked accounts out of the 94,916 Accounts liked by Gen Z on Instagram

	Instagram Account	Record Count ▾
1.	sportscenter	2.01%
2.	houseofhighlights	1.37%
3.	bleacherreport	1.28%
4.	espn	0.8%
5.	nfl	0.64%
6.	gazzettadellosport	0.62%
7.	nba	0.41%
8.	grapejuiceboys	0.37%
9.	sneakernews	0.37%
10.	penguins	0.37%
11.	kyliejenner	0.37%
12.	f1	0.33%
13.	sarcasm_only	0.31%
14.	mclarry_joke_emporium	0.3%
15.	solecollector	0.29%
16.	nicekicks	0.29%
17.	kimkardashian	0.28%
18.	formulaitalian	0.27%
19.	okcthunder	0.27%
20.	barstoolsports	0.25%

1 - 100 / 94916 < >

## What Does Gen Z Like The Most on Instagram

**Leverage Influencers:** Partnering with influencers and celebrities who have a strong following among Gen Z could be a powerful strategy.

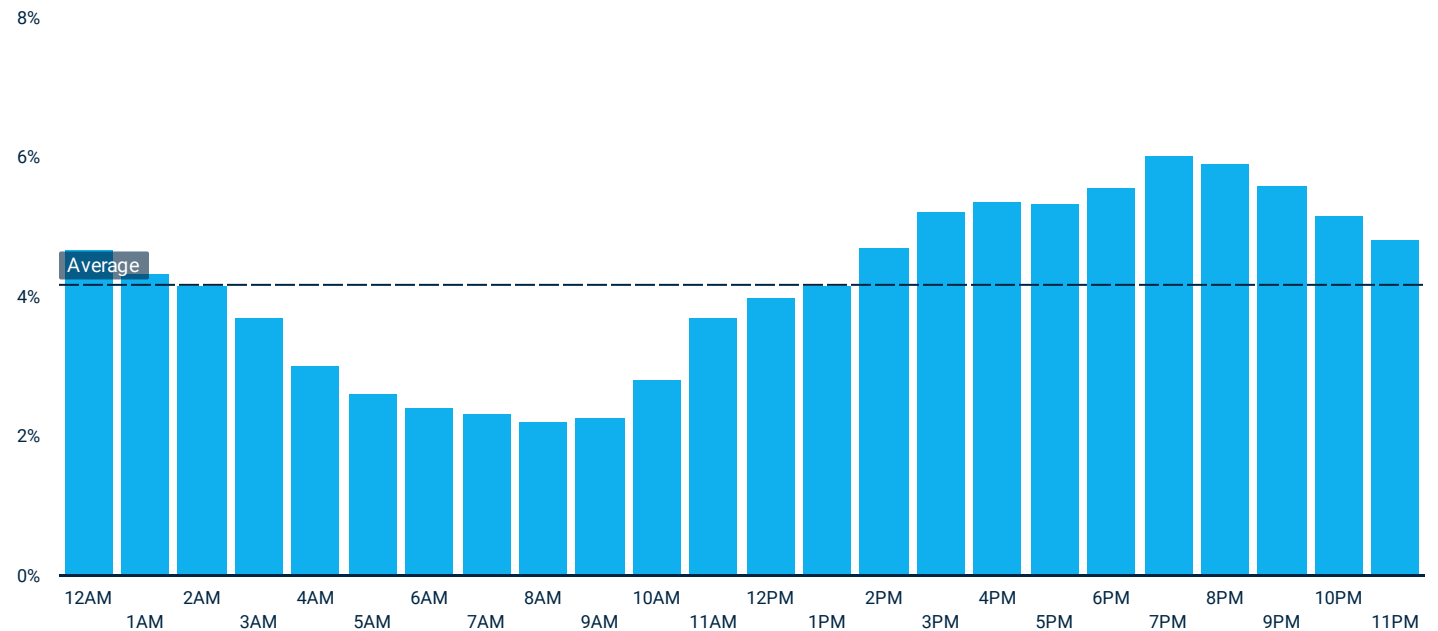
**Create Relatable Content:** Emphasizing humor, memes, and relatable content can help brands connect with this demographic.

**Engage with Sports Content:** Given the high engagement with sports-related accounts, brands might consider sponsorships or collaborations in the sports domain to attract Gen Z's attention.

**Diversify Content Strategy:** The diverse interests reflected in the top liked posts suggest that brands should not limit themselves to a single niche but rather explore a variety of content to engage with Gen Z users

**Key Takeaways:** Humor and Memes, Athletes and Sports, Celebrities and Entertainment are top most interacted with and best way to engage with Gen Z.

### Instagram Gen Z Liked Posts Hourly



Source: DataEarn Gen Z users who've consented their Instagram data since account creation (N=761,140)

# Companies on Instagram Have Massive Opportunities to Strengthen Their Brand

The data from 2,581 unique targeted topics on Instagram reveals Gen Z's preference for entertainment and content that aligns with their interests and lifestyles. Notably, there is a strong inclination towards non-commercial content, as seen in the **84.6% preference for non-branded content** on Instagram. This suggests that Gen Z users favor authentic storytelling and organic interactions over traditional advertisements, indicating the effectiveness of subtle brand integrations and influencer partnerships that do not disrupt their online experience.

The significant interest in Media & Entertainment and Lifestyles & Hobbies categories indicates that Gen Z users are not just passive consumers but actively seek content that reflects their identities and aspirations. This opens avenues for brands to create immersive and interactive marketing campaigns, such as virtual events or user-generated content initiatives, that cater to these interests while fostering a sense of community.

## How do I leverage these insights?

### 3 Stats to Know

215

is the average # of targeted topics on Insta per Gen Z user

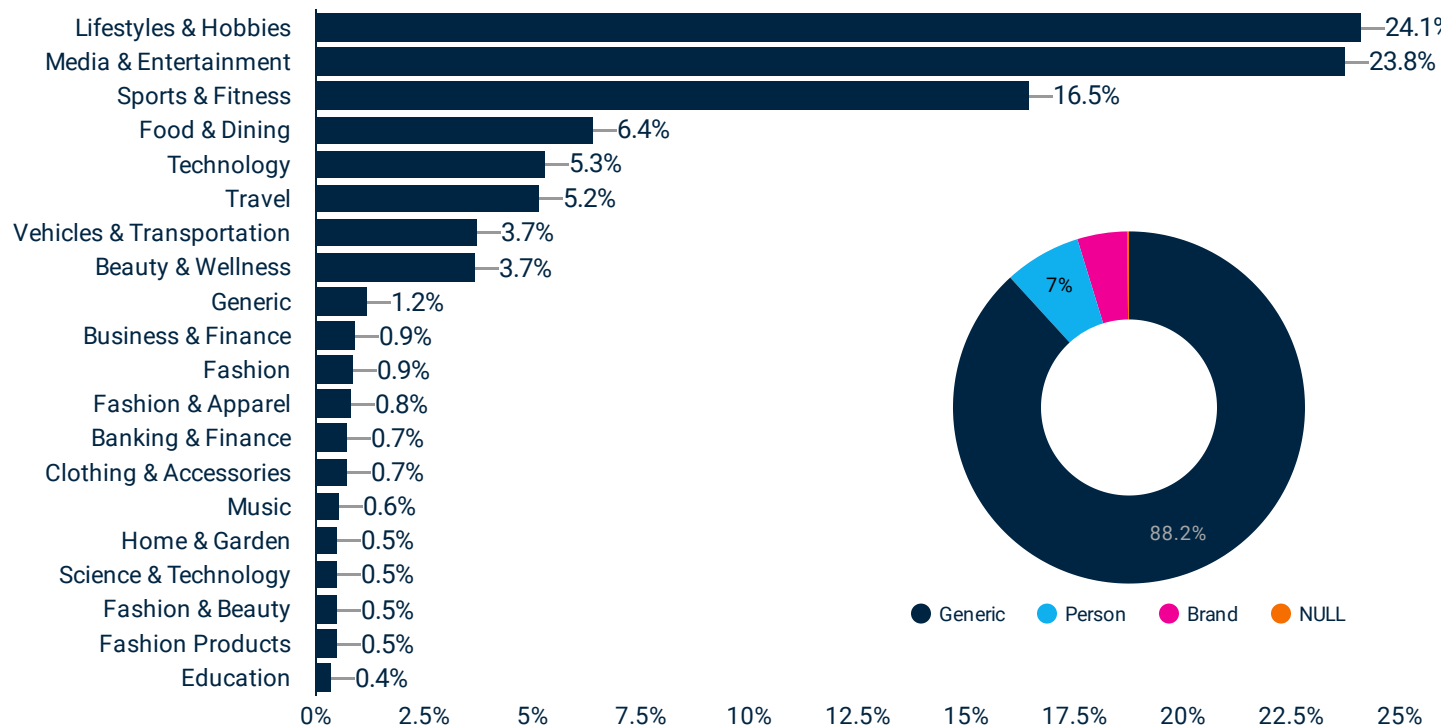
<15%

of targeted topics are a brand or person (group) on Instagram

>60%

of the targeted topics are in the top 3 Affinity Categories

### Gen Z Instagram Targeted Content by Affinity Category & Type



Source: DataEam Gen Z users who've consented to upload and sell their full Instagram data (2,581 Topics Targeted)

### From Chart to Action

- 1. Invest in Authentic Content Strategies:** Create a content calendar that emphasizes storytelling and aligns with the Media & Entertainment and Lifestyles & Hobbies interests. Avoid overtly promotional content, focusing instead on narratives that resonate with their experiences and aspirations.
- 2. Leverage Influencer Partnerships:** Identify and partner with influencers who have a strong foothold in the Gen Z community, particularly those who create content in the areas of sports, fitness, media, and hobbies. Ensure these influencers share the brand's values and can integrate products/services naturally into their content + actively monitor and improve.
- 3. Cultivate Community Engagement:** Test community-driven initiatives such as contests, user-generated content campaigns, or forums to build a sense of belonging and encourage Gen Z users to interact with the brand and each other around relevant topics of interest.

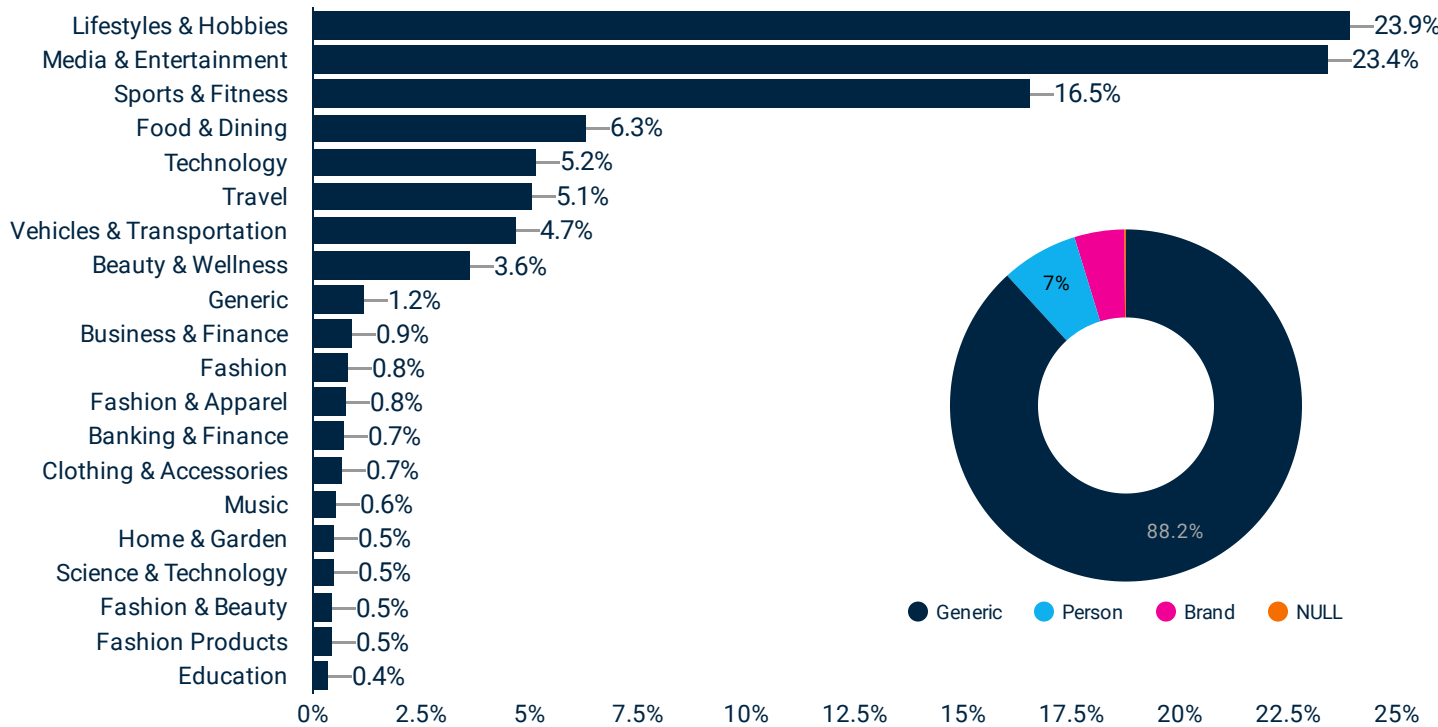
# Companies on Instagram Have Massive Opportunities to Strengthen Their Brand

This chart shows the 2,581 unique topics that Gen Z are targeted with on Instagram. It is an in-depth drilldown from the [previous report](#) highlighting they key topic categories and drilldowns for understanding what type of topics Gen Z are interested in.

The top 3 topic categories account for ~65% of all topics targeted to Gen Z. Top Gen Z topic categories include *Media & Entertainment, Lifestyle & Hobbies, Sports & Fitness*. If you are running an ad campaign try using these key words to target users.

**Interactive Chart Features:** to best tailor this chart to your needs, you can click on the specific topic category relevant to your business to see what topics belong to the category. You can drill even further by clicking on the "drilldown" list to see what actual topic (names) are being targeted towards Gen Z for example: *iPhones (brand), Drake (person) or Fashion (generic)*.

Gen Z Instagram Targeted Content by Affinity Category & Type



Source: DataEam Gen Z users who've consented to upload and sell their full Instagram data (2,581 Topics Targeted)

## The Drilldown

Top 500 (of 2,581) Gen Z Instagram Topics and % of Users Targeted

Affinity Category Drilldown	% of Users
General	27.0%
Sports Fans	9.0%
Music Lovers	5.3%
Pet Lovers	3.8%
Sports & Fitness: Sports Fans	3.6%
Outdoor Enthusiasts	3.3%
Media & Entertainment: General	2.9%
Technology: General	2.4%

1 - 100 / 125

Select an Affinity Category to drilldown by Topic Name

Instagram Topic Name	Type	% of Users
iPhones	Generic	0.1%
iCarly	Generic	+0.0%
adidas	Brand	+0.0%
Zumba	Generic	+0.0%
Zoos	Generic	+0.0%
Zoolander	Generic	+0.0%
Zion Williamson	Person	+0.0%
Zendaya	Person	+0.0%
Zapateado	Generic	+0.0%
Zack Greinke	Person	+0.0%
ZAYN	Person	+0.0%
Yves Saint Laurent (brand) [beta]	Brand	+0.0%

1 - 100 / 2577

# How Do I Leverage These Insights?

## 3 Stats to Know

**11.6** is the avg. # of times a Gen Z user views a brand's products

**25.1%** of Gen Z will view a brand's account more than once

**27.2%** of Gen Z Shoppers are actively shopping for fashion products

## From Chart to Action

**1. Stand Out, Remind:** Ensure that the way you feature and display your products are visually appealing and find a way to remind Gen Z users of your brand with retargeting and consistency in content publication.

**2. Evaluate Your Competition:** Analyze existing products and merchants on this report to see how they have captured Gen Z attention and gotten them to come back, view, and even buy their products on Instagram.

**3. Analyze Other Categories:** Research the products and Instagram presence of *Beauty & Wellness + Vehicles & Transportation* brands for inspiration on posting schedule, content type and tone and campaigns to ensure you're capturing and maintaining Gen Z's attention on your products and services.

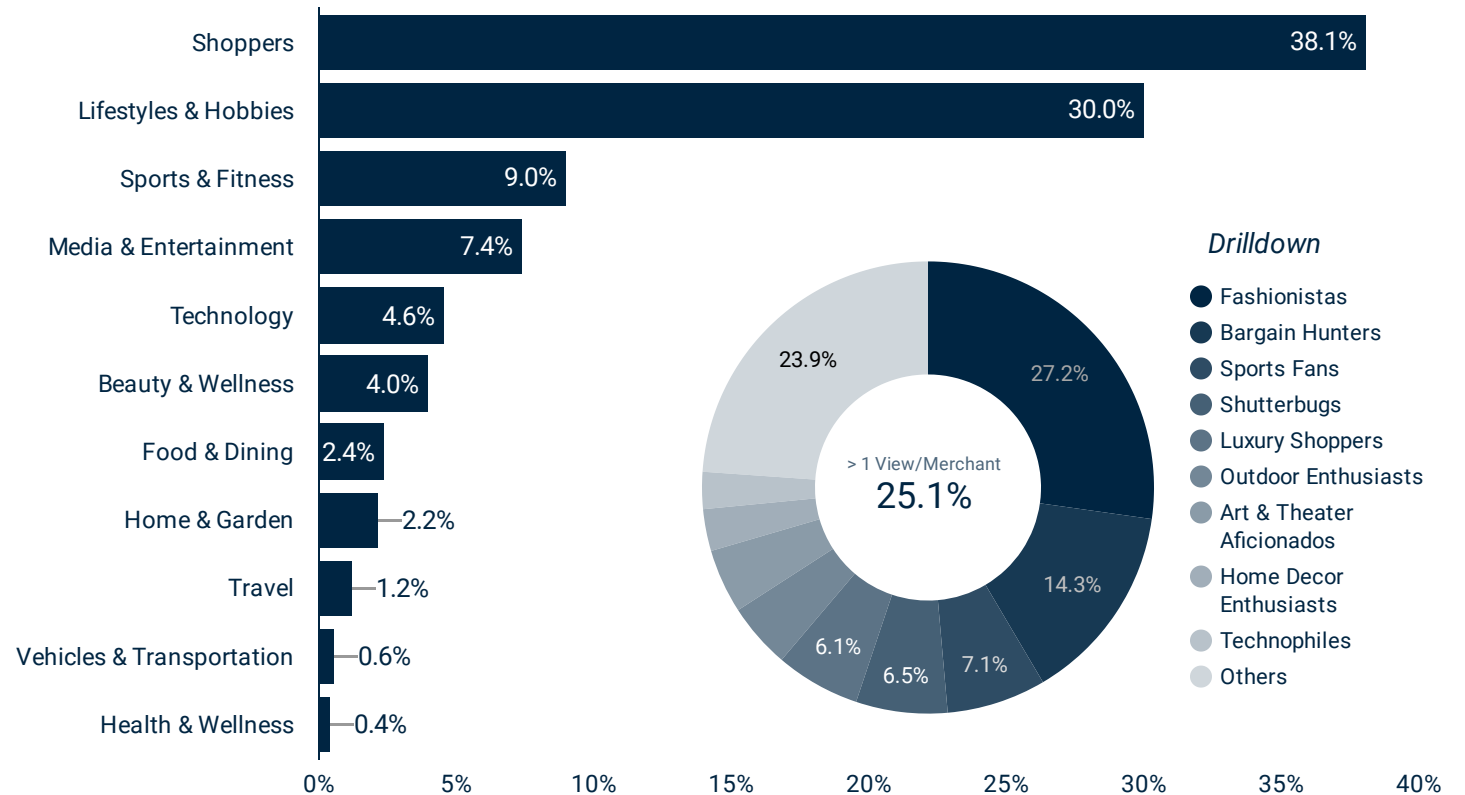
## Gen Z is Overwhelmingly Interested in Fashion and a Good Deal on Instagram

Our research from 398 unique brands on Instagram indicates that Gen Z are interested in a mostly diverse category of products. Brands with products that appeal to their shopping habits, lifestyles and hobbies command almost 70% of all potential commerce on Instagram.

Specifically, brands with products geared towards fashion that is priced more attractively (*bargain hunters*) and sports make up ~50% of all Gen Z's views. While these are more retail-centric, there is room for other brands in other industries to push their products to Gen Z on Instagram.

However, the competition is high. Only a quarter of brands' Instagram accounts will be viewed more than once. This is particularly true for most of the categories on the list. Some brand categories are succeeding in capturing Gen Z's attention with their products and account. For example, even though brands in the *Beauty & Wellness* and *Vehicles & Transportation* are less than 5% of all views, ~40-50% view the brand's account more than once.

% of Instagram Merchants Viewed by Affinity Category



Source: DataEarn Gen Z users who've consented their Instagram data (398 Merchants Selling on Instagram)

# Companies Leverage Custom Audiences to Target Gen Z on Instagram

This chart shows the 398 unique brands that have their stores and products viewed by Gen Z on Instagram. It is an in-depth drilldown from the [previous report](#) highlighting they key affinity categories and drilldowns for understanding what type of brands' products are interesting Gen Z.

The top 3 categories account for ~75% of all brands' products viewed by Gen Z. Top Gen Z brands include *ivscreenprinting*, *oldschoolshirts*, and *islandviewoutfitters*.

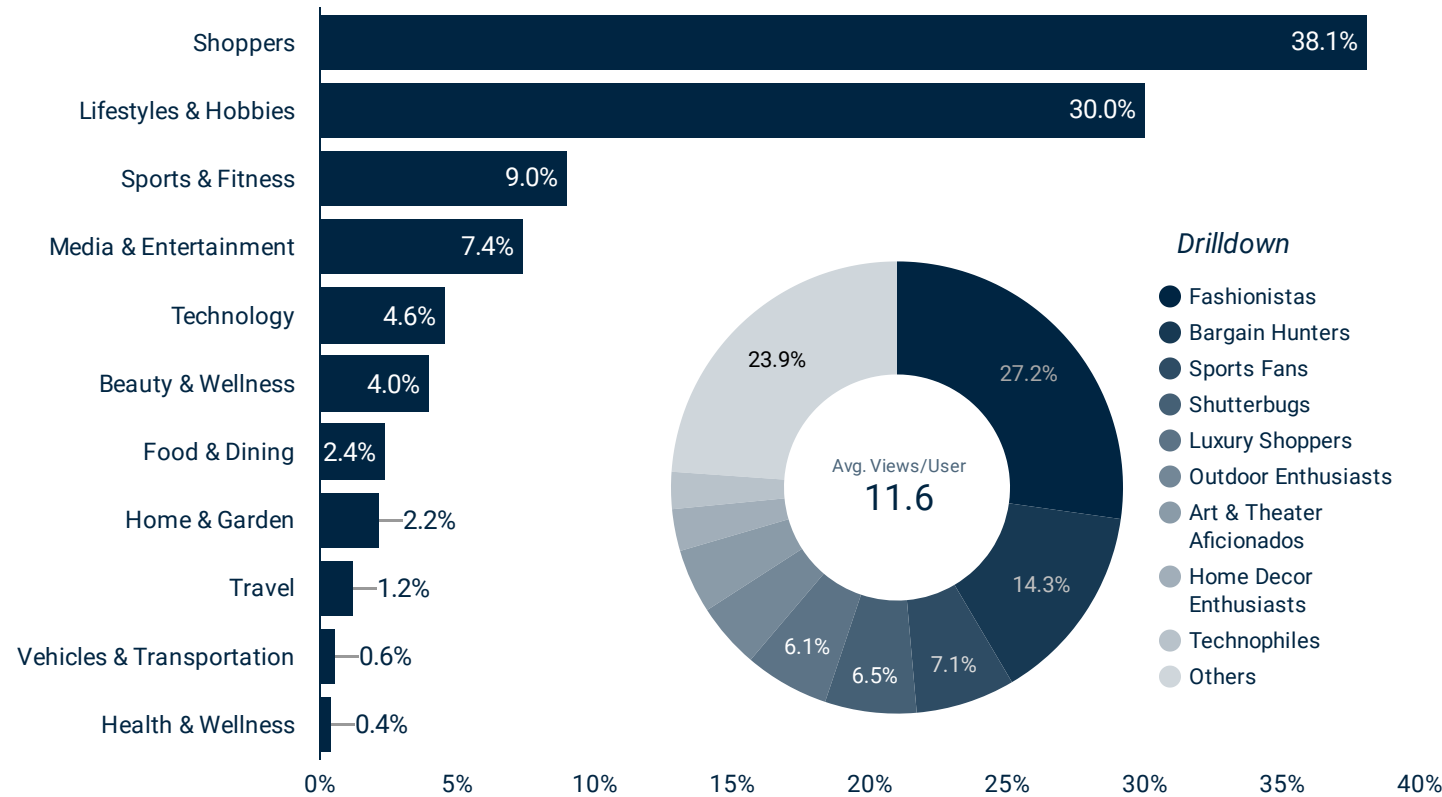
**Interactive Chart Features:** to best tailor this chart to your needs, you can click on the specific category relevant to you to see which Instagram accounts belong to the category. You can drill even further by clicking on the "drilldown" list to see which brands have products winning Gen Z's attention such as *Fashionistas*, *Bargain Hunters* or *Sports Fans*.

## The Drilldown

All 398 brands accounts (brands) that have their store and products viewed by Gen Z & avg. views/user

Account Name	% of views	Avg. Views/User
ivscreenprinting	4.5%	72.0
oldschoolshirts	2.1%	34.0
islandviewoutfitters	1.7%	27.0
bleacherreport	1.5%	24.0
thriftvintagefashion	1.4%	22.0
paradeworld	1.4%	22.0
midhighmarket	1.3%	21.0
grndhaussupply	1.2%	19.0
stockx	1.1%	9.1
dailyoverview	1.1%	18.0
tombogo	0.9%	15.0
tissot.us	0.9%	15.0
bajallama	0.9%	15.0
olacanvas	0.9%	14.0
rowingblazers	0.9%	14.0
hangtn	0.9%	14.0
sunglass.la	0.7%	12.0
evanrosenman	0.7%	12.0
sepolshoes	0.7%	10.2
profchoice	0.7%	11.0
shirtsby_soph	0.7%	11.0
tees4togo	0.7%	11.0

### % of Instagram Merchants Viewed by Affinity Category



Source: DataEam Gen Z users who've consented their Instagram data (398 Unique Instagram Merchants)

# Companies on Instagram Have Massive Opportunities to Strengthen Their Brand

**74.6% of all products viewed by Gen Z are fashion-related.** This is almost 10x the next largest product category: *Specialty*. Our research from 586 unique products viewed on Instagram clearly show that Gen Z are interested in fashion products.

Even within fashion, *Clothing* accounts for almost 70% of all fashion products viewed and almost 3.5x the next largest category: *Accessories*. While there is an overwhelming interest in Fashion & Apparel, there is some room for other categories like *Specialty* and *Sports & Outdoors*. In the Specialty category, *Collectibles*, *Hobbies* and *Vintage* items seem to resonate.

While this dominating presence of fashion products may deter brands with products and services in other categories from leveraging Instagram as a channel, there are opportunities for more niche products and interests among Gen Z.

## How do I leverage these insights?

### 3 Stats to Know

**74.6%**

of all products viewed by Gen Z on Instagram are in Fashion

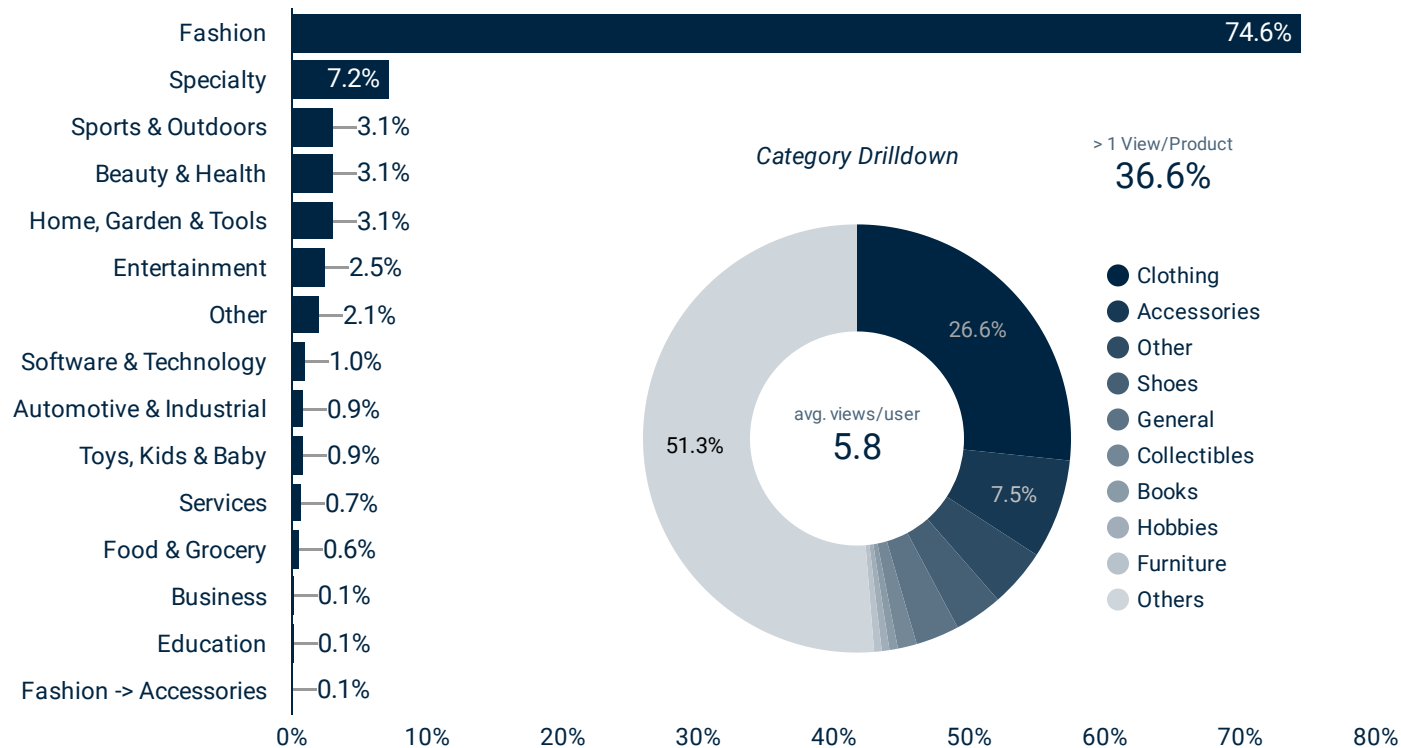
**36.6%**

of Gen Z users will view a product more than one time

**5.8**

is the avg. # of times a Gen Z user views a Instagram product

### % of Instagram Products Viewed by Category



Source: DataEarn Gen Z users who've consented their Instagram data (586 Unique Instagram Products)

### From Chart to Action

**1. Prioritize Fashion Content:** Your marketing strategy particularly on Instagram should heavily focus on fashion-related content, especially clothing. If your company does not sell fashion products, look into collaborating with fashion influencers that may have some overlapping interests and audiences.

**2. Leveraging Special Interests:** While fashion dominates, there is notable interest in the Specialty category, especially in Collectibles, Hobbies, and Vintage items - make sure to niche and deeply understand how to authentically resonate with them.

**3. Strategize Repeat Engagement:** Leverage Instagram's Stories, Reels, and Shopping features to create engaging content, encouraging Gen Z users to repeatedly view your products. Implement re-engagement strategies like retargeting ads, product-focused post series, and special deals for maximizing repeat views.

# Companies on Instagram Have Massive Opportunities to Strengthen Their Brand

This chart shows the 586 unique brands that have their products viewed by Gen Z on Instagram. It is an in-depth drilldown from the [previous report](#) highlighting their key product categories and drilldowns for understanding what type of products Gen Z are interested in.

The top 3 (excluding other) generic product types account for ~40% of all products viewed by Gen Z. Top Gen Z products include *Shirts, Hoodies and Hats*

**Interactive Chart Features:** to best tailor this chart to your needs, you can click on the specific product category relevant to your business to see what type of products belong to the category. You can drill even further by clicking on the "drilldown" list to see what actual products (names) are winning Gen Z's attention such as *Homegrown Hoops Club T-Shirt*.

## The Drilldown

Generic Product Type	% of views
Shirt	30.5%
Hoodie	6.9%
Other	5.0%
Hat	3.2%
Shoes	3.1%
Sneakers	3.1%
Shorts	3.1%
Sunglasses	2.7%

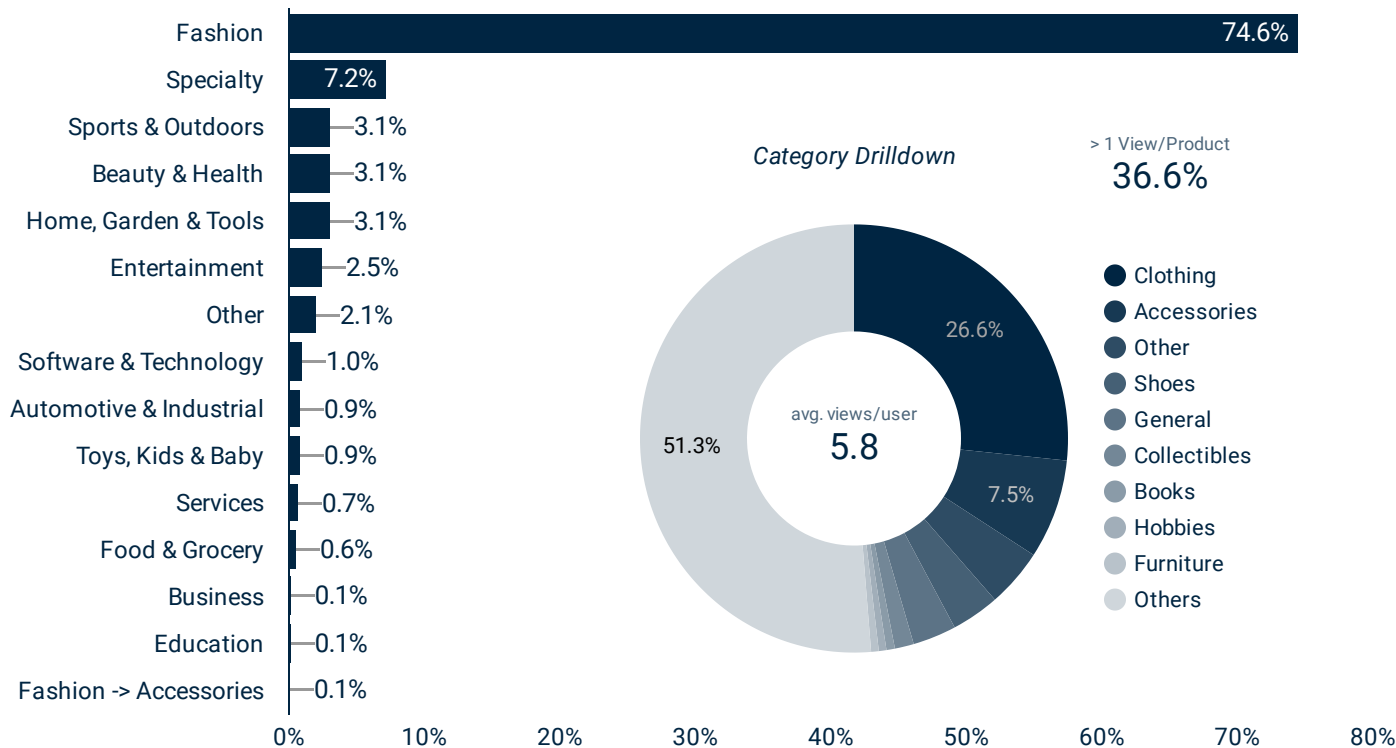
1 - 100 / 204 < >

Select an Generic Entity  
to drilldown by Product Name

Product Name	# of Views
Homegrown Hoops Club T-Shirt	13
UCSB Sun Rays and Good Days Tee	12
Estrella Sneaker White Blue	12
New York World's Fair 1964-1965	11
Nothing Really Mattress Tee	11
UCSB Devereux Tee	11
Still Here White T-Shirt	11
1891 Map of Midtown, Grand Central Depot, Bryant Park Times Square	11
The Bed	11
Tesla Model 3 (2017-Present) Front blinker and rear reflector overlay kit	11
14K GOLD MOTHER OF PEARL SMALL MEGAN CLOVER BRACELET	11
Chrystie Nyc Nyc Workers Long Sleeve T-shirt - Natural	11

1 - 100 / 586 < >

### % of Instagram Products Viewed by Category



Source: DataEarm Gen Z users who've consented their Instagram data (586 Unique Instagram Products)

# How Data Earn

