

# The alpha generation at a glance

## Characteristics

### Mobile

Generation alpha lives **connected**, where every moment is just a tap away.

### Global

In a **borderless** world, every idea and opportunity is global, and we are all part of it.

### Visual

We see the world through **images**, where visuals communicate more than a thousand words.

### Digital

Going digital is how we grow, learn, and **connect**.

### Social

Social connection is **instant** and **digital**, transforming how we interact on a global scale.

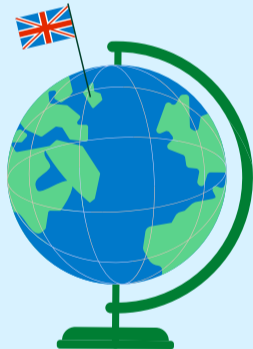
## Categories

### Birth



From 2010

### Social markers



Trump / Brexit (2026)

### Iconic cars



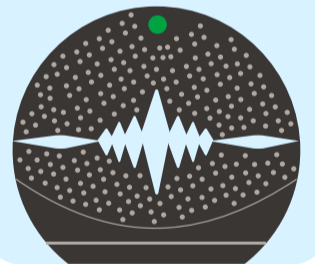
Autonomous vehicles

### Iconic toys



Fidget spinner

### Musical devices



Smart speakers

### Leadership style



Inspirational

### Ideal lider



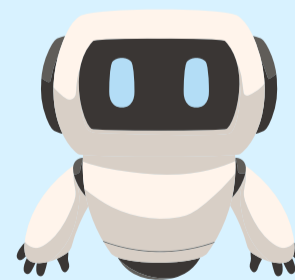
Co-creator

### Learning style



Virtual

### Influence / Advice



Chatbots

### Marketing



In situ (in real time)

Source: McCrindle.