

THE OPINION: IS IT TIME TO EMBRACE GENERATION ZEN?

By Livvy Houghton and Kathryn Bishop

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As we kicked off 2019, writer Carla Seipp questioned whether, as Generation Z enter the era of cautious hedonism, the notion of 'live fast, die young' is being laid to rest.

'Amid the increase in educational and performance pressures placed on young people, a collective shift towards health and wellness, and far greater online visibility of their generation, there's little room left for adolescent debauchery,' she writes. Signalling this, some 60% of 16-22 year olds feel the need to succeed and make money, according to [Ipsos](#), while in the US illicit drug use by US high school students [fell](#) from 22.6% to 14% between 2007 and 2017.

In turn, Generation Z are driving a surge in spiritual practices, simultaneously becoming a generation consumed with the concept that health equals happiness. 'But what about brands selling health-impacting products such as alcohol, tobacco or confectionary?,' Carla asks. 'They may have been able to coast through thanks to older generations' tendency to give into temptation, but for Generation Zen, it means overhauling their offers and finding new product pathways to non-damaging decadence.'

To understand what's motivating Generation Zen, read Carla's full [Opinion piece](#).