

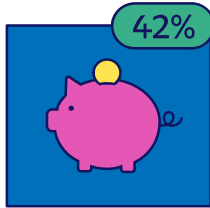
# Keep or delete?

To navigate the current cost-of-living crisis, Gen Z will be making changes to their spending habits. But what will they cut back on and what aren't they prepared to give up?

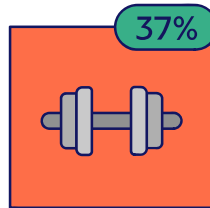


## Shopping basket overview

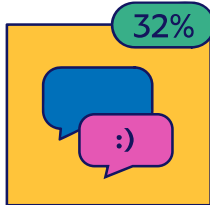
The top four priorities Gen Z can't live without



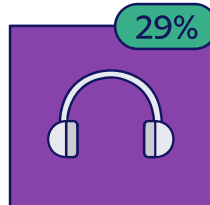
Setting money aside for savings



Maintaining a healthy lifestyle



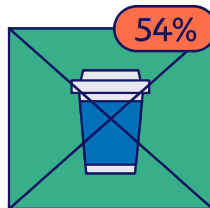
Socialising



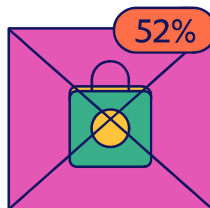
Monthly streaming

## Items removed from basket

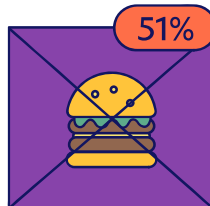
Top cutbacks Gen Z will be making to navigate financial crisis



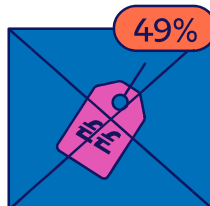
Going and eating out less



Shopping less



Reducing food deliveries



Limiting buying expensive brands

