

International Social Researcher Tours United States About Generation Alpha

Mark McCrindle is an Australian social researcher and author internationally recognized as a leader in tracking emerging issues and researching social trends. He is responsible for naming the next generation, 'Generation Alpha'.

Spokane, Washington Jul 13, 2022 ([Issuewire.com](https://www.issuewire.com)) - Mark McCrindle is an Australian social researcher and futurist internationally recognized as a leader in tracking emerging issues and researching social trends. He is responsible for naming the next generation, 'Generation Alpha', and is the author of the book, [Generation Alpha](#).

Mark McCrindle will be visiting Spokane, Washington to speak about the new generation of global consumers, Generation Alpha, at the [NACUFS](#) National Conference. Mark's keynote will equip business leaders with the skills to understand, engage, and prepare for this post-literate, multimodal and tech-savvy generation.

Generation Alpha is set to be the largest generation in history

"Generation Alpha is the most globally connected generation of children ever. Covering those born between 2010 and 2024, these kids are living through an era of rapid change and a barrage of information - good, bad, and fake." – Mark McCrindle

Alphas have been born into an era of record birth numbers. There are more than 2.8 million Gen Alpha's born globally every week and by the end of 2024, their births will total almost two billion globally, the largest generation in history.

Gen Alpha have brand influence and purchasing power beyond their years

Over the last few years, there has been a spike in interest in this new generation. To many, they are a bit of a mystery, and the world is starting to sit up and take note that this new generation is not only coming, but they are already here.

The oldest of this unique generation will become teenagers next year, in their final year of middle school. While they may be young, Alpha's have brand influence and purchasing power beyond their years, engaging with brands, toys, and products that speak to the future needs of this generation.

Alpha's are tech-driven consumers, influenced by entertainment media, social media, and their peers. The platforms they have grown up using – like TikTok, Minecraft and Roblox – have defined them as active co-creators rather than passive consumers. As they grow up, they will increasingly integrate technology into their consumer behavior, and it will influence how they shop and interact with brands.

"It is self-evident that every brand, product, or company is just one generation away from irrelevancy. Yet such is the demographic size and economic influence of Generation Alpha, any organization that fails to understand and engage with this global generation will edge towards extinction." – Mark McCrindle

Mark McCrindle looks forward to sharing these valuable insights with organizations with influence across the United States and the world.

Media

For any media commentary or further information, contact Kimberley Linco via kim@mccrindle.com.au or +61 2 8824 3422.

About

[Generation Alpha](#) is an initiative of [McCrindle](#) to bring together a collection of resources, research, and information on the newest generation.

McCrindle is a research-based advisory firm, headquartered in Sydney, Australia. We help organizations see a clearer picture by understanding the trends that inform strategic thinking. With specialist skills in collecting and analyzing data, and bringing research to life through infographics, visualized reports, and keynote presentations, the McCrindle team regularly work with leading brands and organizations to develop strategies for an uncertain future.

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