



Euromonitor
International

Decoding Gen Alpha as Asia's Next Growth Engine

March 2026

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Parents in Asia are more likely to spend than others in the immediate term

Rising affluence per child unlocks long-term spending potential

Families with Gen Alpha in APAC are predicted to spend over USD10 trillion by 2030

DECODING GEN ALPHA

Understanding and engaging the community around Gen Alpha is critical

The home is core in habit formation and creating long-term consumption stickiness

Gen Alpha's characteristics shaped by their "village" will affect consumption

HYPER-AWARENESS IN HEALTH, NUTRITION AND BEAUTY

Hyper-segmented solutions are critical to a child's growing-up years

Asia's diverse nutrition sources unlock cross-industry opportunities

CJ Cheiljedang's Pookie Rookie emphasises clean label and quality to assure parents

Deliver predictive, locally attuned preventive health through functionality

Growing mindfulness of inner and outer wellness opens new healthcare frontiers

Fancl actively promotes skin care knowledge to Gen Alpha

ULTRA-CONVENIENCE POWERED BY TECHNOLOGY

Smart devices and AI supercharge ultra-convenience for Gen Alpha families

Evolving ecosystems influenced by families and schools spark new digital openings

Gen Alpha's digital nativity boosts the penetration of children-centric electronics

GenAI influences how Gen Alpha and their families live, learn, buy, travel and pay

Grab for Family/Teens redefines safe mobility

ENGAGING GEN ALPHA AND THEIR FAMILIES

Leverage social media as a strategic engine, not just a hype machine

Short-form content speeds family purchases and shapes future independent decisions

Drive dual-audience loyalty through immediacy, reassurance, and impact

Spriggy Australia: Winning Gen Alpha loyalty through family missions

Gamification opens new paths to purchase and channels for brand engagement

McDonald's appeals to Gen Alpha families with digital gaming

CONCLUSION

Children's products worth USD145.6 billion by 2029, more than a third of global sales

Brands must consider potential safety risks and set appropriate safeguards

Bringing the human touch and real world connection to the "iPad Generation"

Pertinent to address the needs of an ageing society as Gen Alpha enters the workforce

How Gen Alpha's predicted unique characteristics will shape industries

Expert opinions on how Gen Alpha will uproot behaviour across industries and markets

Opportunities to grow Gen Alpha-targeted solutions in Asia Pacific

How Gen Alpha's evolving consumption habits will impact business strategies

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/decoding-gen-alpha-as-asias-next-growth-engine/report.