
With all the flap about Millennials, Gen Z quietly enjoyed staying out of the limelight. Now, with the oldest reaching 21 this year, they've snuck up on us as a full fledged consumer group with spending power. Let's not let that happen with Gen A.

First, to refresh your memory on the brackets and breakdowns.

Millennials
(22-36)
80 million

Gen Z
(7-21)
62 million

Gen A
(6 and under)
21 million and counting

Millennials are aging into more serious expenditures like houses, cars and kids, having already made their mark on the travel and hospitality industries.

Nothing to sneeze at numbers-wise, **Gen Z** is already in their teens and young adulthood and seemingly better savers, with 60% of 15-19 year olds already socking it away in savings accounts.

Already 6, the world spins faster for **Gen A**. Made saavy by technology, and with electronic money in the offing, their spending process will likely be more fluid, with no money changing hands and price comparisons second nature.