

THE : FUTURE : LABORATORY

مكتب التطوير الحكومي والمستقبل
GOVERNMENT DEVELOPMENT & THE FUTURE OFFICE



FUTURE REPORT
2025

**GENERATION ALPHA:
TRENDS AND INSIGHTS**

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Introduction

The leadership of the United Arab Emirates believes that the future is the result of the reality we shape today, and that every decision we make now is a step on the path to tomorrow and a key factor in shaping its features and charting its course.

Looking back at history, we find that every major leap forward for humanity has relied on a new generation empowered by the latest advancements of human civilization. Today, no generation is expected to have a greater impact on shaping the future than Generation Alpha. Estimates suggest that by the end of 2025, this generation will include more than 2 billion people, making it the largest generation in human history. They are growing up in a rapidly transforming digital world, full of opportunities and challenges, where data is the sovereign asset, sustainability is the standard, and technology is the living environment.

This generation will inherit our societies, economies, and institutions, and will redefine them entirely according to its own vision and ambitions. Building the leaders and future-makers of tomorrow requires us to start understanding Generation Alpha today, to optimally empower them for the future. Focusing on understanding the nature and mindset of this generation—how they think, communicate, interact with the world around them, and the abilities and potential they possess—is a strategic and forward-looking necessity for any government seeking to create a better future.



Ohood bint Khalfan Al Roumi

Minister of State for Government Development and Future

Gen Alpha

Global economy

\$5.46

Trillion

Born between 2010 and 2025, Generation Alpha are only just getting started. Yet with their number now exceeding 2bn globally they are the largest generational group ever and their global economic footprint is expected to reach \$5.46 trillion by 2029 – almost as much as the spending power of Millennials and Gen Z combined.

Source: McCrindle



Who Is Gen Alpha?

01

Born Between:
2010–2025

02

Tech-Native: Grew up with social media, AI, and spatial computing.

03

Approach to Change:
Not just challenging,
but resetting the status quo

04

Future-oriented, open to change, and keeps pace with technology.

Gen Alpha: The Quantum Leap Generation

Armed with a tech native understanding of the world, for them life without social media, smartphones and streaming services is hard to picture. Growing up in the era of spatial computing, Gen Alpha might be referred to as the quantum leap generation and the technology, jobs and family structures that will shape their lives seem light years from the world we know now.



In September 2024, the UN's Declaration on Future Generations called on all governments to act with the needs and interests of future generations in mind. The first step in this process is making a commitment to reimagine education, healthcare systems, sustainability, community and more to make them more fit for purpose for Generation Alpha.

Thus, it is essential for governments around the world to develop an in-depth understanding of the mindset and values of this generation, and the challenges they will face in the years ahead. We have created this report to give international governments and policymakers insight into Gen Alpha so they can make informed decisions about the key areas that will affect the future lives of these youngest citizens.

In the Global Trends section of this report, we highlight the fundamental global shifts and external forces that have combined to make this generation unique. We build on this in the Insights section, which is a detailed examination of the behaviors, attitudes, motivations and aspirations of Gen Alpha today, looking specifically through the lens of Education, Technology, Health and Social Values.

In the Future Scenarios section, we forecast a range of relevant potential developments in the next five years that governments and policymakers can anticipate and address. And, finally, through our Strategic Implications, we provide steps that governments and policymakers can take right now to better engage with and futureproof their countries for Gen Alpha.

This proactive generation have the tools and parental role models to feel empowered to navigate the modern world. They won't plant trees or wear tote bags to try and save the planet, but will take a methodological approach, exercising technology for good and creating curriculums and careers to help form transformational societal structures.

If Gen Z challenged the status quo, Gen Alpha are here to reset it completely, and governments and policymakers can work with them to achieve this.





Global Trends

The fundamental shifts and external forces that have shaped the unique trajectory and experience of Generation Alpha

Global Trends

Tech-Tonic Shifts

With the oldest members of Generation Alpha born three years after the launch of the first iPhone, they are the first true digital native generation. 'Gen Alpha are the first generation to grow up entirely in the digital age,' confirms Shahab Elmi, the EY Entrepreneur of the Year 2023. 'They are true digital natives.'

Technology Companions

Technology has always played a central role in their lives; UK research from YouGov found that they speak to smart devices, such as Alexa, more than they speak to their grandparents. Omnipresent digital solutions have primed the generation to view cutting-edge technology as an essential companion. **Nearly two thirds (63%) of global Gen Alpha insist on owning the latest products, technology and upgrades, compared to just 31% of Gen Z.** In the US, 43% had a tablet before turning six and 58% had a smartphone before they were 10, while **40% of the generation in the UK think AI, virtual reality and smart assistants will be integral to their future careers.**

Trust in Technology

And the generation also inherently place their trust in technology. Nearly three quarters (**70%**) of **global Gen Alpha kids say they trust AI**, while nearly half (**41%**) **believe that technology is making the world a better place.**

In this way, Gen Alpha see technology as their superpower. '**Their sense is that as long as they have the technology, they can figure anything out,**' reveals Kathy Sheehan, former global managing director of cultural strategy and insights organization Cassandra. 'If they don't understand something, they can watch a YouTube video. They can always find the answer if they have the tools.'



of Generation Alpha children around the world say they trust artificial intelligence.

Source: WE Worldwide



of Generation Alpha children around the world say that technology makes the world a better place to live.

Source: Beano Brain

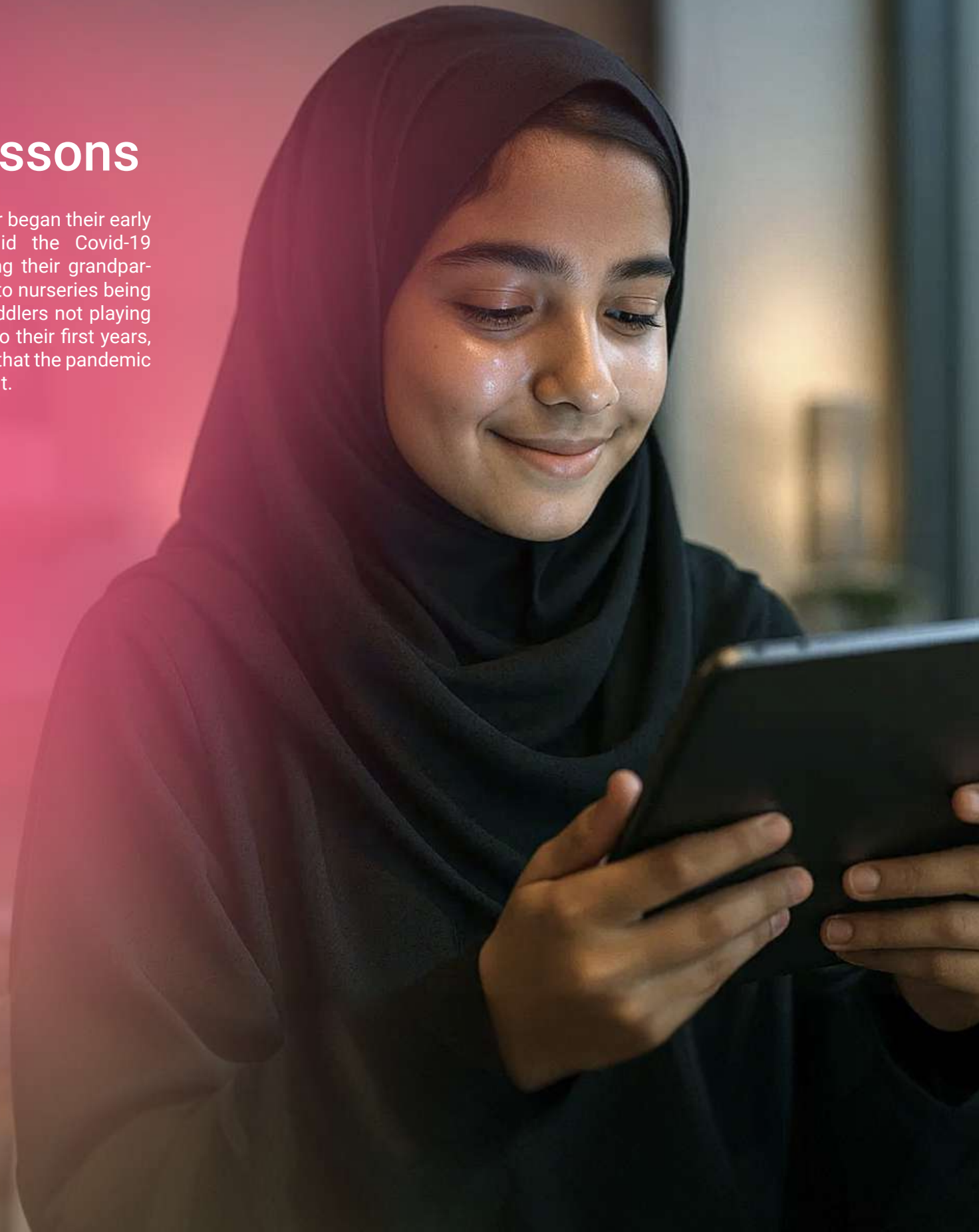
“Their sense is that as long as they have the technology, they can figure anything out, If they don’t understand something, they can watch a YouTube video. They can always find the answer if they have the tools”

Kathy Sheehan

Former global managing director of Cassandra

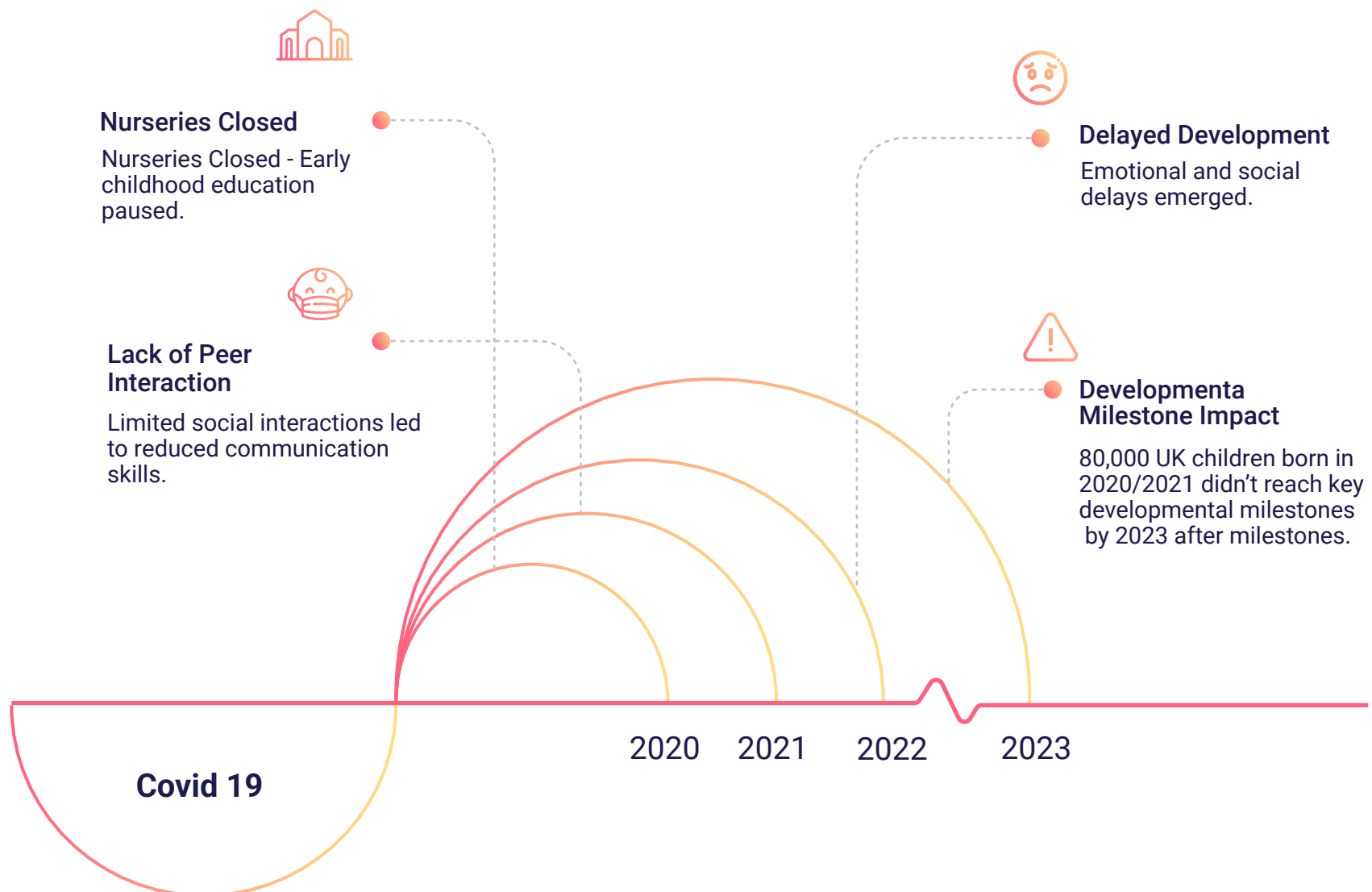
Resilient Lessons

Many of Gen Alpha were born or began their early school or nursery years amid the Covid-19 pandemic. From babies meeting their grandparents for the first time on Zoom to nurseries being shut for months on end and toddlers not playing with other children until well into their first years, there is no escaping the impact that the pandemic had on Gen Alpha's development.



Pandemic's Impact on Gen Alpha's Early Development

Data from the UK found that more than 80,000 children born in 2020 or 2021 did not reach one or more of the key measures of progress for their age group in 2023, while another report based on childcare provider inspections in 2022 found that some babies even 'struggled to respond to basic facial expressions' partly due to interacting with people wearing face masks.




Of course, the long-term result of Gen Alpha's Covid experience will not be entirely negative. While 84% of Australian adults believe Covid-19 will significantly shape Gen Alpha, nearly four fifths (78%) think that these experiences will make the children of today more resilient in future. Thus, hardened by their Covid struggles and armed with early experience of the power of virtual sociability and connection tools, Gen Alpha will forever be shaped by this unexpectedly interrupted developmental moment.

78%

of Australians believe that the Covid experiences of Gen Alpha will make them more resilient in future
Source: McCrindle





“Gen Alpha are the first generation to grow up entirely in the digital age. They are true digital natives”

Shahab Elmi

EY Entrepreneur of the Year 2023

Empathetic Parenting

Generation Alpha are the beneficiaries of a significant shift toward a more empathetic style of parenting. Their mothers and fathers, who are largely Millennials, are investing more in their interpersonal relationships with their kids, and are prioritizing their happiness and development over traditional demands of success.

Government Support for Parents

In the US, 87% of Millennial mothers and fathers say parenting is their most important job, and that they are taking the role as seriously as, and sometimes instead of, their next big career move. Recognizing this mindset, **the UAE government has introduced flexible working hours for public sector employees during the back to school season to help parents balance their jobs with their desire to spend time with their Gen Alpha kids.** Millennials are parenting differently than their predecessors too. A global study found that **three quarters of Gen Alpha (75%) say that their parents praise their effort rather than their results.** This is in stark contrast to the experience of the next oldest generation, Gen Z, just one fifth (20%) of whom enjoyed the same parenting approach.



Parenting Prioritization

87%

Of Millennial parents in the US say parenting is their most important job

Source: Beano Brain



Comparison of Millennial parenting vs. older generations

75%

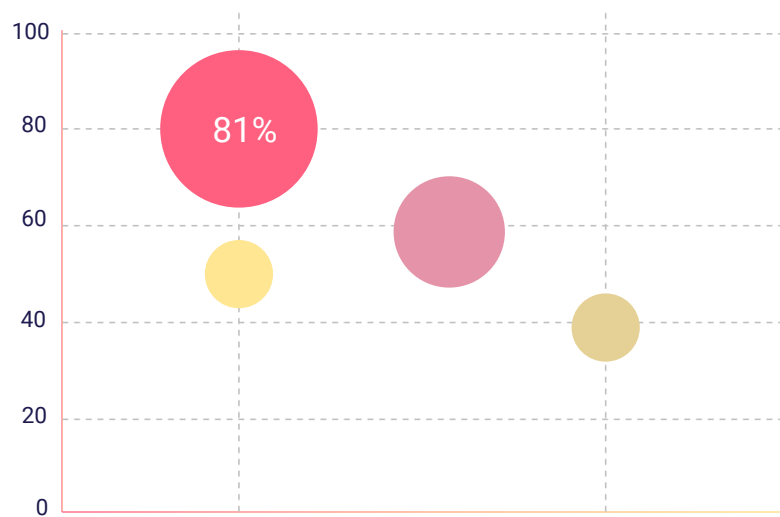
of Gen Alpha say parents praise effort over results success.

Source: Razorfish and GWI

20%

of Gen Z had a similar experience.

Percentage of Children Praised for Effort



Happiness over success (81% – largest bubble)

Freedom, choice, agency, independence

Elephant parenting

Permissive parenting

Positive behaviors

A key driver of this change is highlighted by the fact that **81% of Millennial parents in the US now think it is more important for their children to be happy than successful.** While more traditional and demanding parenting styles, such as authoritative, tiger and helicopter parenting, do still exist, this signifies a notable departure toward more relaxed and gentle parenting styles. Chinese anthropologist Jing Xu reports this same shift has also been seen in China during the past decade. ‘Strict disciplinary solutions – known in academic circles as ‘authoritarian parenting’ – have fallen out of favor in the country,’ she reveals. ‘Instead, since the early 2010s, Chinese parents have sought to instil positive social behaviors and a sense of independence in their kids.’

The move toward empathetic parenting, sometimes referred to as elephant parenting or permissive parenting, gives Gen Alpha more freedom to make their own choices about things like screen time, diet, lifestyle and education. This early independence is priming the generation to demand more agency and control in their future lives.

“Strict disciplinary solutions – known in academic circles as ‘authoritarian parenting’ have fallen out of favor in the country. Instead, since the early 2010s, Chinese parents have sought to instill positive social behaviors and a sense of independence in their kids.”

Jing Xu
Anthropologist

Globalized Change-Makers

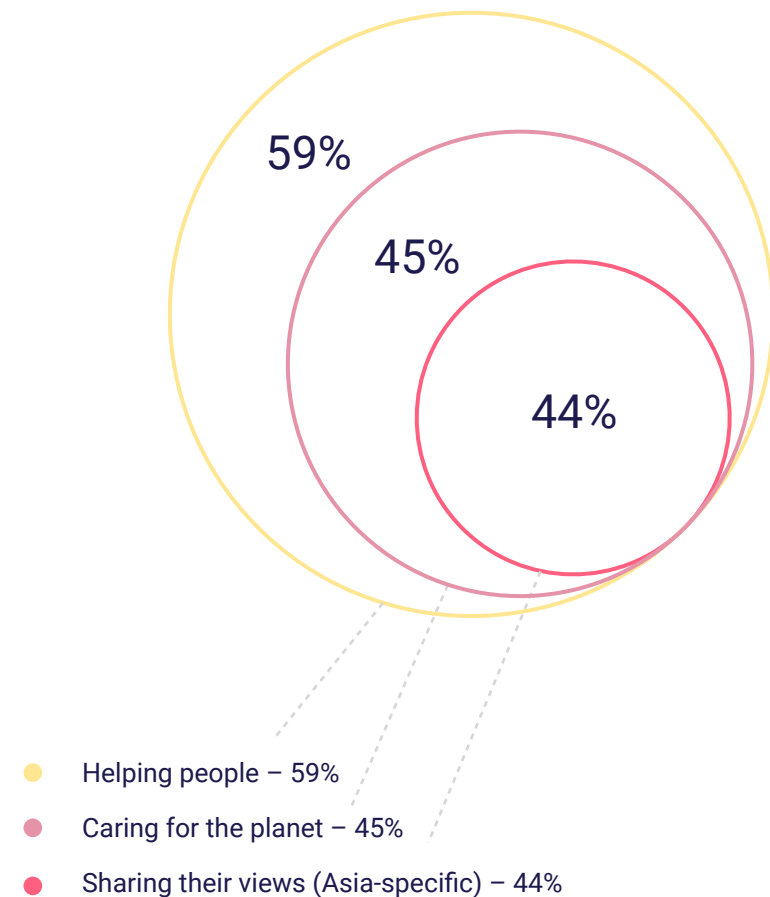
Gen Alpha are much more globally conscious and aware of the challenges of the world than previous generations. **'Social media and tv bring the realities of conflict and natural disasters directly into children's homes,'** explains Melanie Pilcher, quality and standards manager at pre-school educational charity the Early Years Alliance. **'Even very young children are much more aware of the wider world around them.'**



This awareness has translated into a heightened sense of desire to have their say and to help drive positive change in the world. **Globally, the most important thing in life for Gen Alpha is helping people, with 59% of the generation agreeing this is important.** Caring for the planet also came in the top five most important things in life, with 45% of Gen Alpha prioritizing this.

Interestingly, nearly half (44%) of Asian Gen Alpha state that being able to share their views is one of the most important things in life, highlighting the generation's desire to play a part in shaping a better world.

Most Important Things in Life for Gen Alpha



Source: GWI

Insights

A detailed look at the current behaviors, attitudes, motivations and aspirations of Gen Alpha based around the four core areas of Education, Technology, Health and Societal Values

Skills

The background features a teal-to-green gradient. On the right side, there is a faint graphic with the word "SUSTAINABILITY" in white, uppercase letters. Below the text are several stylized, semi-transparent globes and abstract lines, suggesting a global or technological theme.



ROBOTICS

201

Virtual Learners

Technology has become a fundamental element of education for Gen Alpha, both in the classroom and at home, where the generation's knowledge is largely self-taught. Globally, **nearly three quarters (72%) of children now use some form of technology while in school**, while more than half (54%) of Asian Gen Alpha use digital devices for their homework. While the generation are starting to have a significant influence over household spending within their families, when it comes to technology, **the most common Gen Alpha purchase is online educational resources**.

Nearly half (47%) of parents globally say they have bought these for their children, while Chinese Alphas are benefiting the most from this technology. **A significant 59% of Millennial parents in China are buying monthly digital educational resources** for their children under the age of 12, while more than a fifth (22%) are also purchasing news media subscriptions for their kids to keep them informed about current events. As technology becomes central to the education of Gen Alpha and future generations, it is essential to understand their preferred approach to learning via digital resources.

Gen Alpha's Digital Learning Landscape

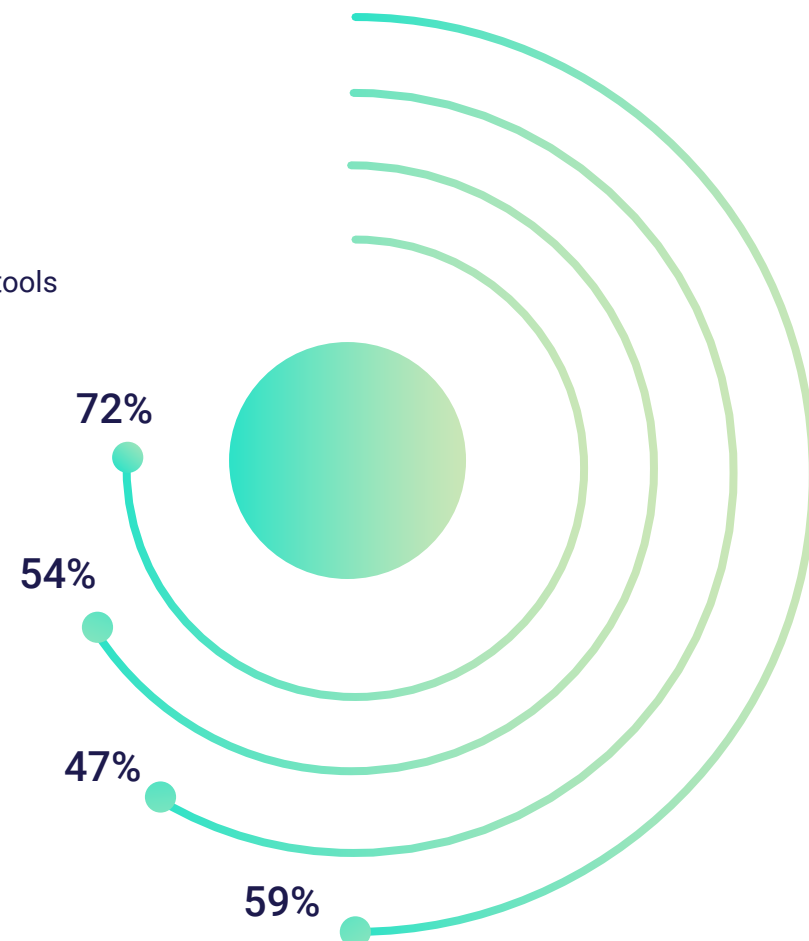
72% Gen Alpha use technology in schools

54% Asian Gen Alpha use digital devices for homework

47% Parents globally purchase online educational resources

59% Millennial parents in China buy monthly digital learning tools

Sources: Qustodio, GWI, Checkout.com



Learning styles

When Razorfish and GWI asked global Gen Alpha respondents (from the US, France, Malaysia, the UAE, Saudi Arabia, Australia, Brazil, Argentina and the UK) about their favorite brand experiences, **more than half (53%) said they prioritize games and apps that teach useful skills**. The study also highlighted the generation's desire for digital educational resources to be quick and easily digestible. **Nearly two thirds of the generation said that they prefer edutainment resources that are efficient with time (62%) and driven by simplicity (63%).**

Self-improvement

Interestingly, **Gen Alpha's core motivation for learning is personal development rather than being competitive**. According to Razorfish and GWI, just 15% of the generation like to learn because they want to be the smartest in the group, with their most common motivation, picked by 35%, being that 'It's exciting to discover things I didn't know before'.

Reading skills

In this way, Gen Alpha see technology as a powerful short cut to enhance their broad generalist knowledge rather than a way to delve more deeply into a limited number of specialist subjects. **One worrying global trend, attributed to Gen Alpha's increased use of digital, is the decline in reading ability**. In the US, where reading levels for fourth graders (aged 9–10) are the lowest they've been in 20 years, the Senate education committee is promoting the 'science of reading' approach, which focuses on giving children the tools to decode words, rather than focusing on immersion or grammar. This has already led to promising results, highlighting how governments, policymakers and educators must robustly audit any new digital learning initiatives to ensure they are not prioritizing tech skills at the expense of reading and writing development.

53%

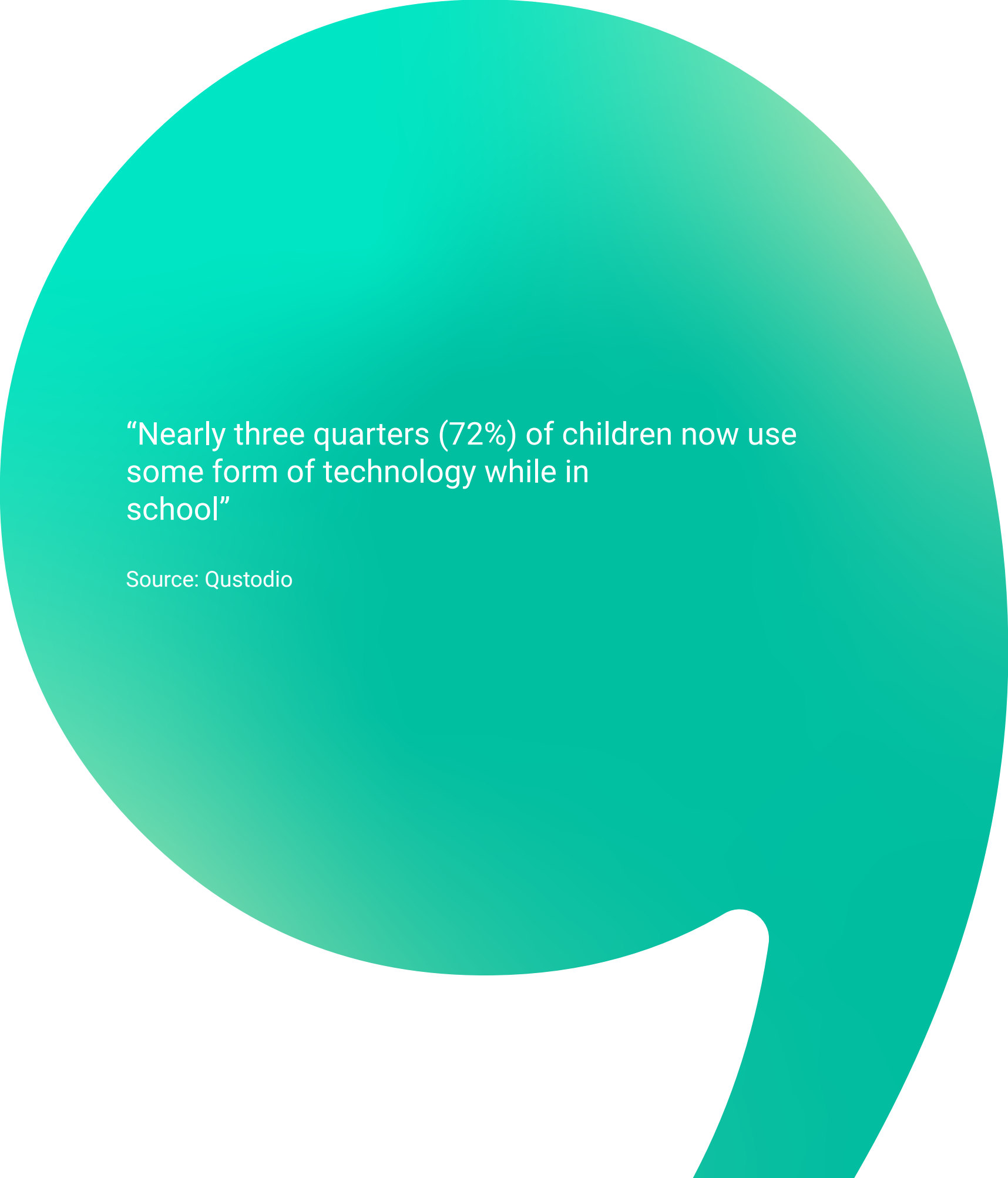
of Gen Alpha said they prioritize games and apps that teach useful skills

62%

of Gen Alpha prefer edutainment resources that are efficient with time

22%

of parents of Gen Alpha purchase news media subscriptions for their children



“Nearly three quarters (72%) of children now use
some form of technology while in
school”

Source: Qustodio

Case Studies

Penguin Living Stories

In response to research from the OECD that found that youth reading scores have dropped globally, Penguin Random House in Canada has launched a Digital Learning app that uses immersive technology to re-engage youngsters with the act of reading. The Living Stories app connects with smart home systems to provide sound and lighting effects that correspond to cues in each book, thus helping digital native kids to discover a love of reading at an early age.



Math Magic by Inteligen

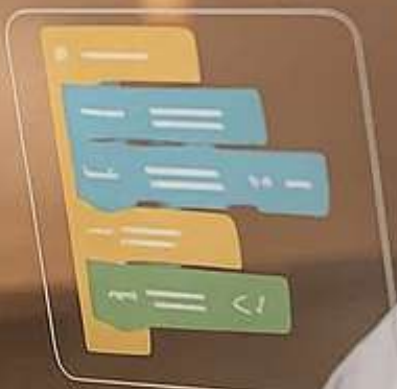
Award-winning children's learning company Inteligen Games & Robotics from India has launched a suite of metaverse-style math games offering gamified education solutions using the design language and gaming principles that Gen Alpha are familiar and comfortable with. Exemplifying the Digital Learning approach, the company says its aim is 'to nurture the same curiosity and imagination in learners no matter their access point' by empowering 'students to traverse rich narrative gaming universes wherever learning takes them.'

Case Studies

UAE's AI Teaching

The Digital Learning space, the government of the UAE has begun introducing AI to young students in elementary and high schools nationwide. As part of its National AI Strategy 2031 blueprint introduced to transform its AI capabilities, education officials in the country are following the roadmap provided by the UN Educational, Scientific and Cultural Organization (UNESCO) regarding AI use in classrooms.





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Practical applications



My First AI

Amsterdam-based agency Modem collaborated with first-time parents and Danish art and design duo Wang & Söderström to imagine a future in which children will learn from intelligent and personalized tutors. Its My First AI project envisions AI-powered stuffed animal GPTeachers that create bespoke education journeys for each student.

Xueersi xPad

Chinese smart learning company TAL Education Group showcased its Personal-AI-zed education solution Xueersi xPad at CES 2024. The adaptive learning tool is powered by a proprietary large language model (LLM) to teach students using Intelligent Guided Learning (IGL). The tool can adapt to every child's unique learning ability and provides a tailored education experience alongside reporting and controls for parents.

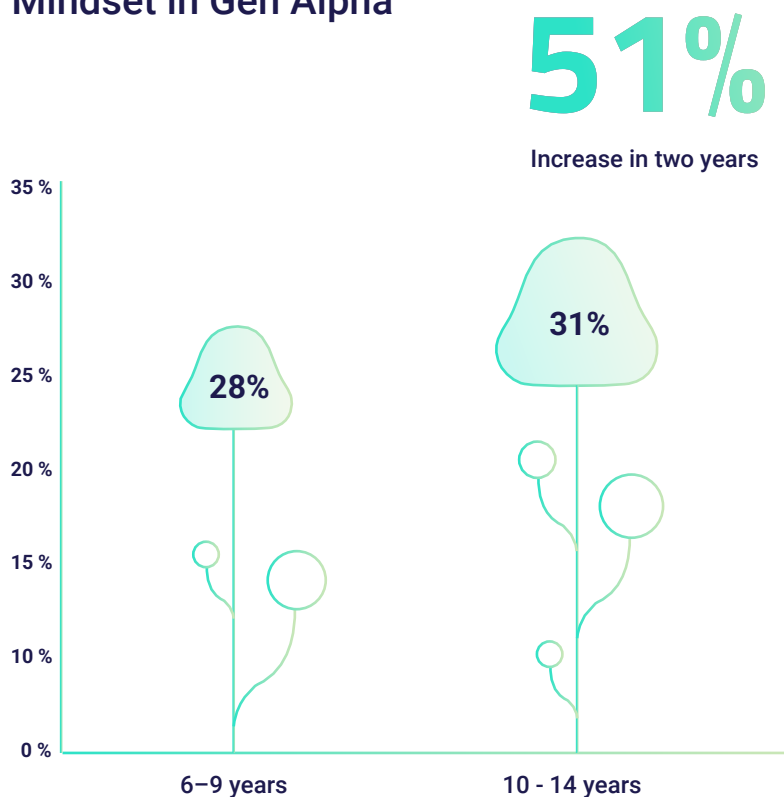


Entrepreneurial mindset

Across the EMEA region, a significant **31% of 10–14-year-olds report earning their own money**, which is a huge 51% increase compared to just two years ago. This entrepreneurial mindset even extends to younger members of Gen Alpha, with a similar number (28%) of 6–9-year-olds also saying they earn their own money.

The parents of Gen Alpha are also becoming less prescriptive in controlling their children’s career paths, which will be essential in enabling this entrepreneurial streak. **More than half (55%) of Indian parents now say they give their children full autonomy over their career choices**, a notable departure from previous generations where career paths were often heavily influenced by parents, who insisted their children went into medicine or law.

Rising Entrepreneurial Mindset in Gen Alpha



AIDhabi AlMheiri

Founder of Rainbow Chimney Educational Aids, an online bookshop and publishing house.

Meet The Kidpreneurs

The World Economic Forum’s Future of Jobs Report finds that **40% of nursery-age children in schools around the world today will need to be self-employed to have any form of income** in a future when mass employment will be affected by changing company structures and the impact of AI. Generation Alpha will thus need to be more self-sufficient and entrepreneurial to survive in the workforce of the future, and the good news is that, even at their young age, they are showing an aptitude for this approach. More than three quarters (76%) of UK Gen Alpha told Visa that they **aspire to be their own boss** or to make income from a side hustle. And, indeed, there are strong signs that the generation are already engaging in entrepreneurial activities.

A significant **31%** of
10–14-year-olds in the EMEA
region are already earning
their own money

Source: WARC

Case Studies

The Teenage Market

The Teenage Market in the UK county of Warwickshire gives young people a platform to be entrepreneurial with their talents. The organization holds events every year where youngsters can sell their products at market stalls or perform their musical or artistic talents on stage.



Elf Up!

Elf Cosmetics launched the Elf Up! tycoon-style Roblox experience designed to foster entrepreneurial skills and financial literacy among young consumers. Inside the game, users can play at being entrepreneurs and earn Robux, Roblox's virtual currency. The virtual landscape is also a play on the brand's product offerings, with a Big Mood recording studio, Holy Hydration! marine life charity hub and Halo Glow jewelry and art gallery



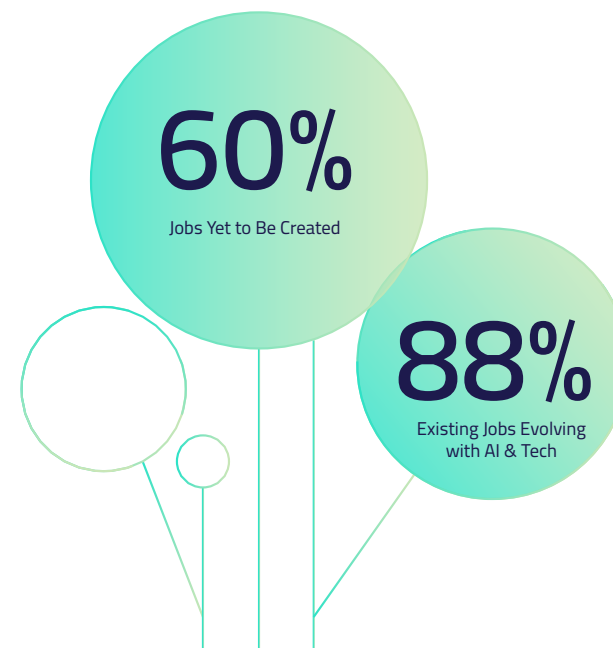
Career Skill Redefiners

Gen Alpha are preparing for a very different workforce than their predecessors as they will probably **grow up to work in jobs and study for degrees that don't yet exist**. According to data from the World Economic Forum's Future of Jobs Report, **60% of future jobs haven't even been developed**. This will necessitate the generation developing a new range of technology skills, while remaining well versed in traditional competencies like reading and writing, and softer interpersonal skills.

A survey of business leaders found that **85% believe it will be important for businesses to have a chief metaverse officer by 2030** when older Alphas are entering the work market, and **88% believe their companies will hire for a head of betterment by the same year**. McCrindle research, meanwhile, points to cybersecurity, app development and cryptocurrency as key fields for future careers. Artificial intelligence will also alter and change many careers significantly over the next decade, meaning the job market will look very different by the time Gen Alpha enter it. And AI will provide great employment opportunities for those conversant with how best to use the potential of the technology and work alongside it. South Korean technology giant Samsung found that the overwhelming majority of US parents (**88%**) **believe that knowledge of AI will be crucial in their child's future education and career**.

All of these careers highlight the need for **Gen Alpha students to be given early access to, and training in, key emerging digital technologies**. But it is equally important that they don't become over-reliant on technology at the expense of their reading, writing, critical thinking and communication skills. These will also be crucial in the Gen Alpha job market of the future. In April 2023, Bloomberg interviewed 678 investors on the future of work. Almost 40% recommended that, in order to AI-proof their careers, **children who are currently in primary school should, when they reach adulthood, seek jobs in healthcare that require human-to-human interaction**.

Gen Alpha will also want, and need, green careers to help countries achieve and maintain net-zero targets. By 2030, as the oldest of Gen Alpha leave secondary education and begin to consider their career prospects, the International Labour Organization projects the net **creation of 18m green jobs, including 4m in manufacturing and 9m in renewables and construction**.



Future Job Landscape The Changing Workforce

Sources: World Economic Forum, Samsung

Thus, Gen Alpha will require a broadening skillset to thrive in the future. Their thinking and creativity will need to be empowered, although not controlled, by technology as they are driven by empathy for their fellow humans and concern for the planet.



“The overwhelming majority of US parents (88%) believe that knowledge of AI will be crucial in their child’s future education and career”

Source: Samsung



Visa Junior Inventors' Day

Digital payment network Visa launched Junior Inventors' Day in 2024 to help prime Gen Alpha for their future professions. Visa was looking to hire a junior innovation officer, which was open to children aged eight to 14. The successful applicant was promised the chance to pitch an invention to the Visa team, interview an employee about working in tech, join a board meeting with one of the companies revolutionizing payment systems and share ideas on how companies should prepare for when Gen Alpha become adults.

Roblox Career Center

The ways in which Gen Alpha will apply for and be interviewed for jobs is likely to be different, so Roblox introduced a virtual company career center on the metaverse platform where prospective job candidates could participate in events, listen to podcasts and hold conversations with current employees. Tailored for junior role applicants, the center aims to attract job hunters who grew up playing Roblox.

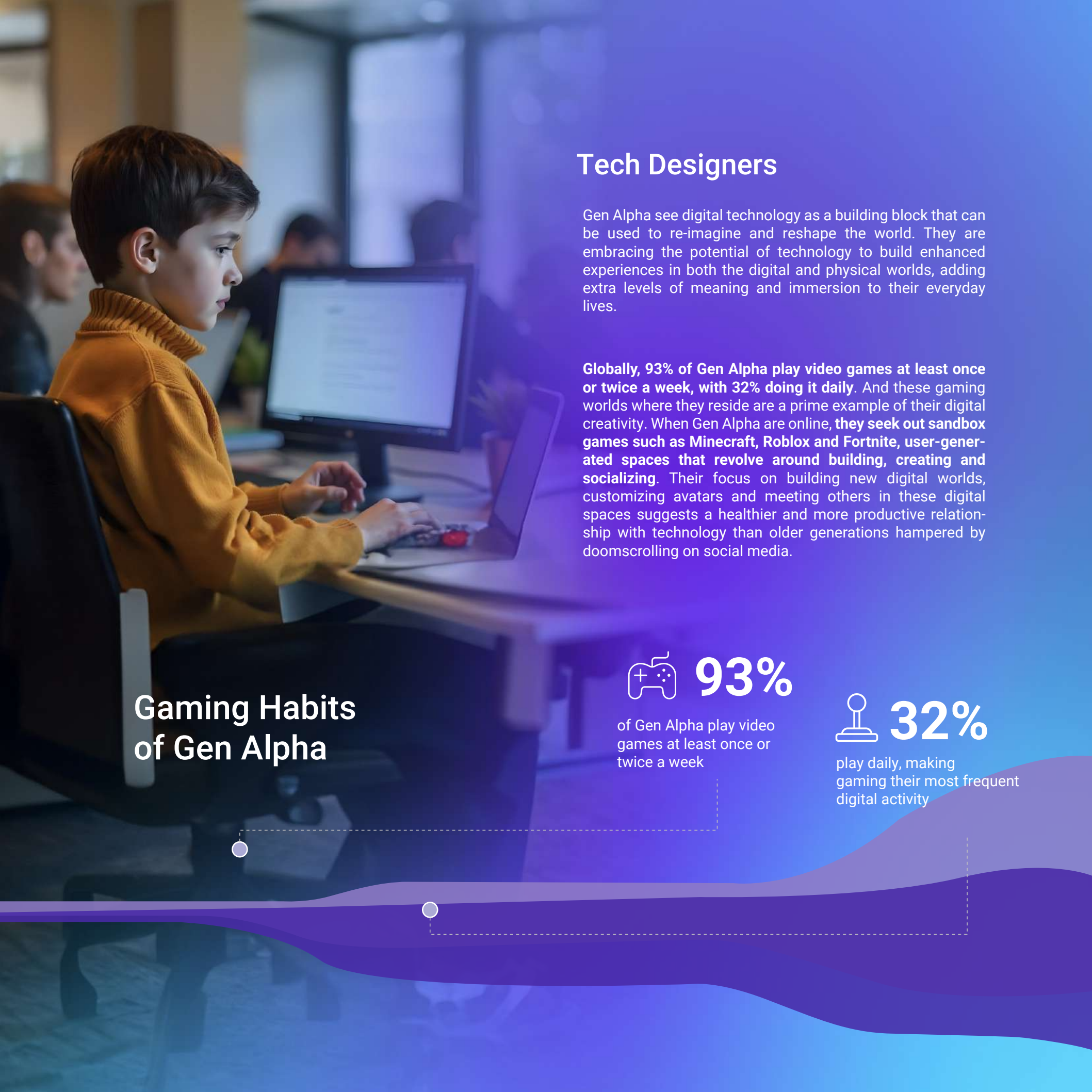


Ikea's The Co-Worker Game

To prepare the workforce of tomorrow for the possibilities of working in its organization, Swedish furniture retailer Ikea is offering work experience on Roblox. The Co-Worker Game is said to illustrate the company's 'unique approach to careers where non-linear career journeys are the norm and lateral moves across departments are commonplace'. Applications were opened for 10 paid positions in June 2024.



Technology



Gaming Habits of Gen Alpha

Tech Designers

Gen Alpha see digital technology as a building block that can be used to re-imagine and reshape the world. They are embracing the potential of technology to build enhanced experiences in both the digital and physical worlds, adding extra levels of meaning and immersion to their everyday lives.

Globally, 93% of Gen Alpha play video games at least once or twice a week, with 32% doing it daily. And these gaming worlds where they reside are a prime example of their digital creativity. When Gen Alpha are online, **they seek out sandbox games such as Minecraft, Roblox and Fortnite, user-generated spaces that revolve around building, creating and socializing.** Their focus on building new digital worlds, customizing avatars and meeting others in these digital spaces suggests a healthier and more productive relationship with technology than older generations hampered by doomscrolling on social media.



93%

of Gen Alpha play video games at least once or twice a week



32%

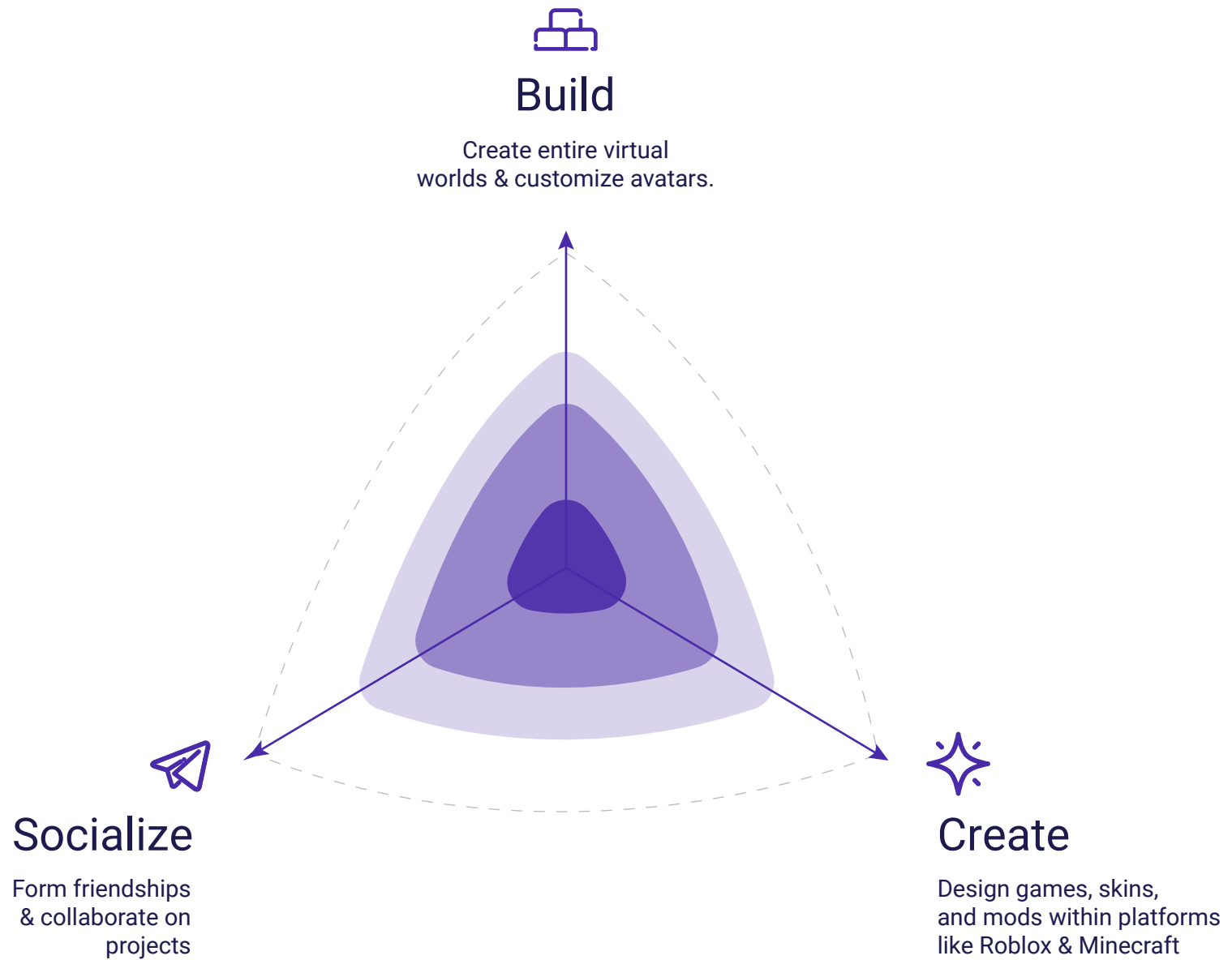
play daily, making gaming their most frequent digital activity

Sense of participation and impact

This same active mentality is helping Gen Alpha to change the way that sports are being watched, as they demand to be participants rather than merely passive spectators. **During sports viewing Alphas use second screens to satisfy their craving for interaction via online fandoms and to access real-time information and different camera angles.** They also want to feel as if they have a sense of agency over proceedings in the same way they can vote during reality tv shows and in social media polls. The burgeoning eSports category uses the power of fan polls, as does the Formula E racing championship, where fans can vote on which driver is able to use a power boost to accelerate their electric car faster during a key moment of its physical races. As wearable and mixed reality technology come of age, Gen Alpha will expect these to enhance their sports watching experiences, providing them with additional context and immersion.

Indeed, emerging innovations are already helping Gen Alpha to use digital technology as a building block to enhance the physical world around them. London-based product and venture studio F!nh has created Sedia_2, a wooden AI-powered chair that writes poetry and was inspired by Beauty & The Beast's talking furniture. **'AI can be used to create a more magical world,'** says founder Filippo Yacob. 'For centuries, we lived in a world filled with magic – magical objects, mythical swords, enchanted chairs. If you grew up with Walt Disney movies, you know talking clocks and dancing brooms. **AI might help us reconnect with that sense of child-like wonder and make those mythical things real.'**





Beyond Playing: How Gen Alpha Creates in Gaming Worlds

How Gen Alpha Watches Sports?

Old Generation (Passive)

Watching on TV

Just viewing the game

One fixed camera angle

Gen Alpha (Active)

Using 2nd screen (phone/tablet)
for live stats & social engagement

Voting & influencing events
(like reality TV polls)

Watching between multiple camera
angles & VR views

93%

of Gen Alpha play video games at least once or twice a week globally

Source: GWI



Case Studies

House of Hype

Phygital theme park House of Hype opened in The Dubai Mall, UAE, in 2024, appealing to Gen Alpha's desire to get creative with digital. Designed by Hyper-Space, the 'future-forward' theme park mixes physical and digital elements such as gaming to create a new genre of third spaces for Gen Alpha in a bid to revive footfall in shopping malls in the process.

McDonald's Singapore, My Happy Place

McDonald's Singapore recently launched My Happy Place, a metaverse experience accessible through its official app that appeals to Gen Alpha's Tech Architect mentality. The virtual world allows users to play games like Build-A-Burger, design future McDonald's restaurants, and participate in daily contests for real-life food deals and prizes. Users can also dress their avatars in McDonald's outfits.



Yogurt brand Chobani

Yogurt brand Chobani engaged younger consumers at Halloween 2024 with on-pack AR experiences that brought to life spooky brand characters. By scanning a QR code, kids were able to enjoy one of eight Halloween-themed brand experiences, which included AR games in which participants could win additional treats.



The Co-Meme-icators

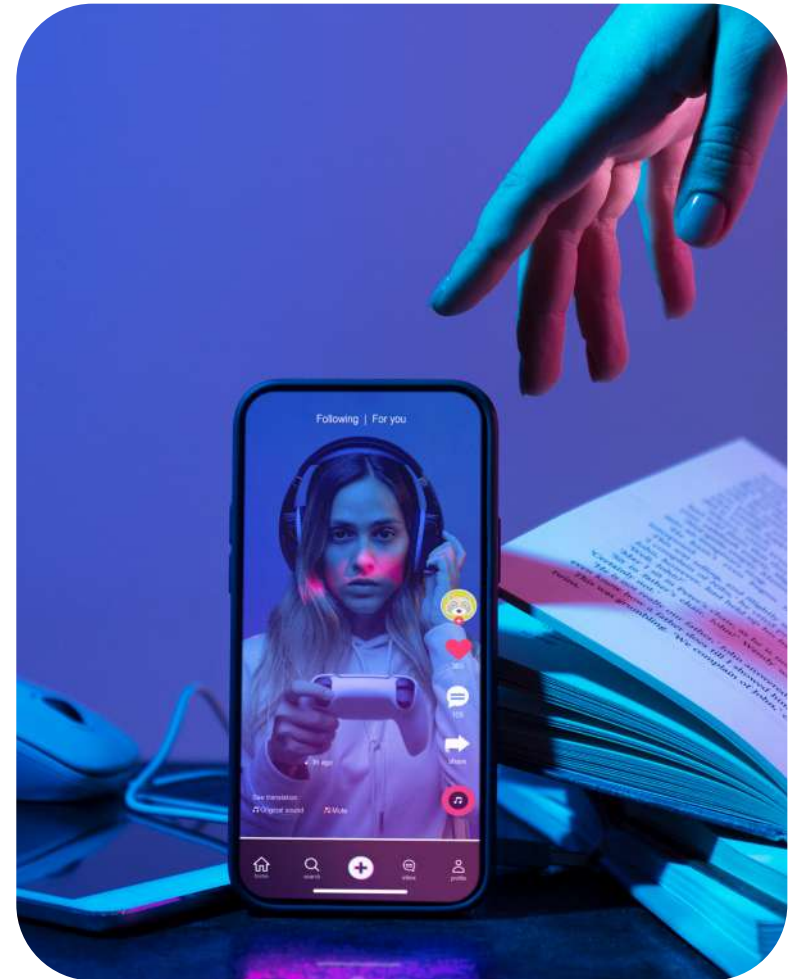
When it comes to online behaviors, **Gen Alpha are spending time on platforms that offer relatability, authenticity and connection.** They are consuming short-form video content and communicating with each other via slang words, emojis and culturally relevant memes, which are humorous images or gifs that carry symbolic meaning for those in the know. These mediums are used by the generation as emotionally loaded shortcuts to let others know what they're thinking.



The minimum age limit for apps such as TikTok and Instagram might be 13, but the oldest Alphas are already engaging with social media. **TikTok has stolen a march on competitors, with 13–15-year-olds most likely to name it their favorite platform,** while nearly half (44%) of 2–12-year-olds in the US report using TikTok, which surpasses the percentage watching linear tv (39%). Indeed, **65% of US Alphas aged 8–10 spend up to four hours a day on social media,** according to the Annie E Casey Foundation. A significant 46% of Asian Gen Alpha say they like social media because they believe it 'makes me feel closer to my friends', which highlights how the generation view online engagement as informal community-building communication between peers.

Short-form video is capturing the attention of Gen Alpha too. **Children aged 5–14 in India are now spending 60% more time watching online videos than just two years ago.** In the US, a massive 81% of kids aged 2–12 say they have recently consumed content on YouTube, with 30% watching more than two hours of YouTube and YouTube Shorts every day and two-thirds of 6–8-year-olds searching for Roblox videos on the platform every week. At the same time, Gen Alpha in the UK think YouTube is the coolest brand in the world.

Gen Alpha's Social Media Obsession: How Young Users Are Shaping Digital Trends

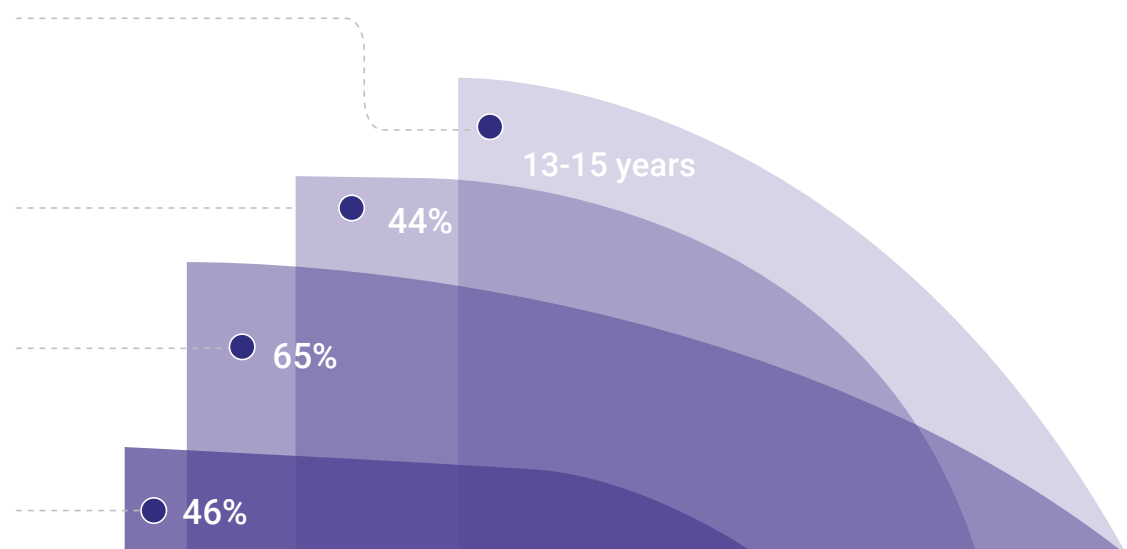


TikTok is the most popular platform for 13–15-year-olds.

44% of 2–12-year-olds in the US use TikTok (more than linear TV at 39%).

65% of US Alphas (8–10 years) spend up to 4 hours/day on social media.

46% of Asian Gen Alpha say social media makes them feel closer to friends.



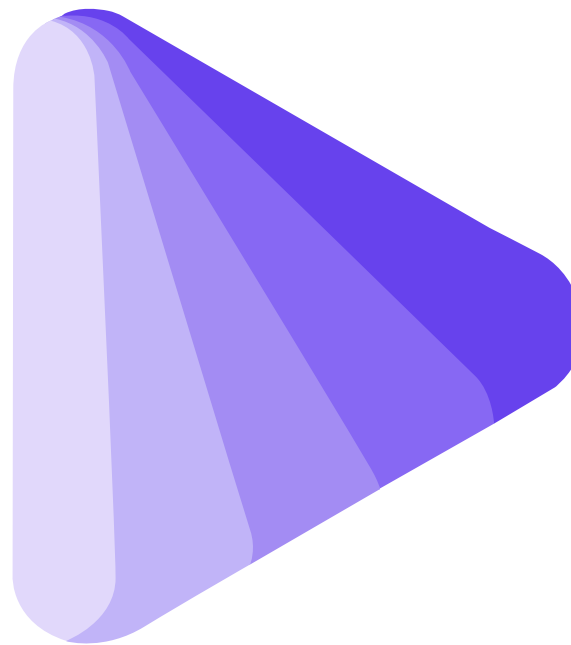
Short video and **social media platforms have accelerated the spread of Gen Alpha slang around the world in recent years, leading to fears among older generations that youngsters are suffering from 'brain rot'**. Recently named Oxford word of the year 2024, this describes the 'supposed deterioration of a person's mental or intellectual state' due to 'over-consumption of material considered to be trivial or unchallenging'.

Despite some concerns about the quality of the content Gen Alpha are consuming online, these shifts reflect the generation's preference for short, captivating, bite-sized content that feels authentic and approachable rather than being overly formal and preachy. **Any government, policymakers and organizations wishing to communicate successfully with Gen Alpha must embrace these principles and learn to speak their language.**

Gen Alpha's Growing Appetite for Short-Form Video

01

81% of US kids (2–12) watch YouTube.



02

30% of them spend over 2 hours/day on YouTube Shorts.

03

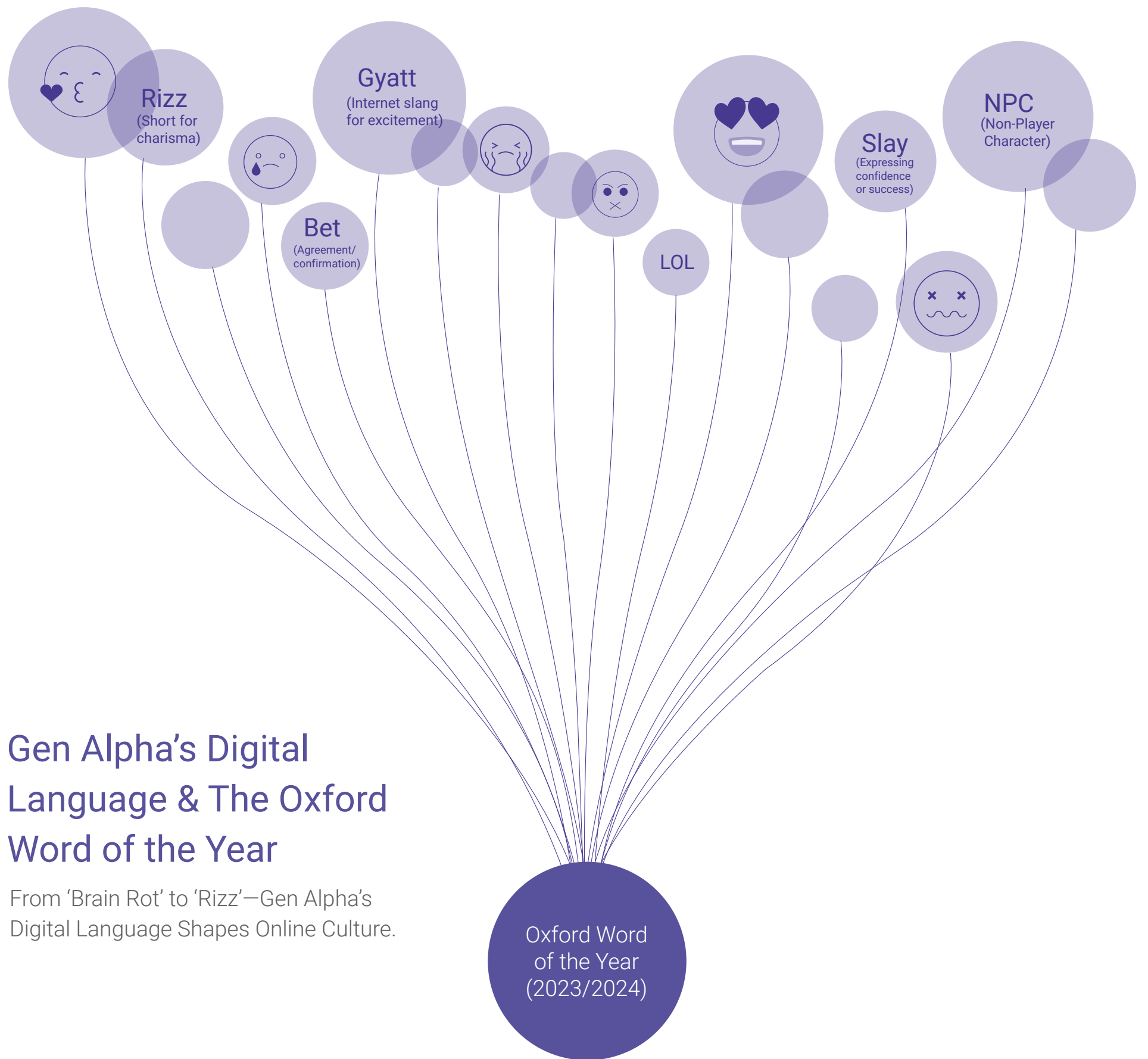
60% increase in online video watching among Indian kids (5–14) in two years

05

UK Gen Alpha ranks YouTube as the 'coolest brand'.

04


2/3 of 6–8-year-olds search for Roblox videos weekly.



Gen Alpha's Digital Language & The Oxford Word of the Year

From 'Brain Rot' to 'Rizz'—Gen Alpha's Digital Language Shapes Online Culture.

Oxford Word of the Year (2023/2024)



“Children aged 5–14 in India are now spending 60% more time watching online videos than just two years ago”

Kidscan 2024, by Kantar

Case Studies

Cosmo Middle East Gen Alpha translator

Saudi Gen Alpha influencer Rateel Alshehri teamed up with Cosmopolitan Middle East for a video that explains the meaning of Gen Alpha words like Rizz, Ohio, Skibidi and Aura, giving an insight into how the generation communicate. The ubiquity of the same slang words being used across the globe shows how connected the generation are with each other.





Mused by the V&A

The V&A Museum's Mused website is designed as an interactive space for 10–14-year-olds to discover art and explore creativity on their own terms via meme culture and Gen Alpha slang. The museum also recently opened the Young V&A space in Bethnal Green, London, which re-invents its experience for younger culture vultures.

Sega Emojam messenger

Japanese technology and gaming brand Sega has launched a new pager-style messaging device to offer a fun and safe way for children to communicate with their friends. The wifi-enabled Emojam messaging device lets Japanese Gen Alpha users chat with their registered friends exclusively through emojis.



Tech/Life Balancers

As Gen Alpha embrace the possibilities of technology and social media, there is an emerging need to regulate their online and screen time to protect their mental and physical health.

Safety on the internet is a complicated subject for parents of any age group. Big tech has recently faced scrutiny after a US study revealed that in 2022, social media platforms made nearly \$2bn in ad profits derived from users aged 12 or under. Across six major social media platforms, **the 2022 annual advertising revenue from youth users aged 0–17 was \$11bn**. A 2023 UK survey also found that almost one-fifth (**19%**) of **girls aged 7–10 reported that comments were made to them about their bodies online**, which has more than doubled from 8% in 2016. A quarter of girls aged 7–10 also reported experiencing online bullying.



Overuse & Health Risks

43% higher obesity risk (smartphone usage >5 hours/day)

80% of teens use phones when they should be sleeping

Rise in childhood myopia (excessive screen time)

Text Neck Syndrome (caused by looking down at screens)

Regulations & Solutions

TikTok: No beauty filters for under-18s (2024)

Australia: Social media ban for under-16s

China: Screen-time caps for kids

The Impact of Tech on Gen Alpha's Health



Social Media & Mental Health

\$2bn ad profits from kids aged ≤12 in 2022

19% of girls (7-10) in the UK faced body-shaming comments online (up from 8% in 2016)

25% of girls (7-10) faced bullying reported online

Health consequences

And there is growing evidence to suggest that overuse of smartphones is also having a negative impact on Gen Alpha's physical health. Strong links have emerged between smartphones and the rise in childhood myopia or shortsightedness, while pediatricians, chiropractors and physiotherapists are warning of 'text neck syndrome', which is the degrading of spinal posture caused by constantly looking down at screens. The American College of Cardiology also found that there is a 43% increase in the risk of obesity among children using smartphones for five hours per day, while 80% of teens have been found to be using their smartphones during moments when they should be sleeping.

In response to these threats to children's mental and physical health, governments and regulatory bodies are protecting Gen Alpha from the excesses of social media and extended screen time. In November 2024, TikTok announced that it was blocking beauty filters for users under the age of 18, while the Australian government has banned under-16s from social media altogether, citing 'the risks to physical and mental health of children... in particular, the risks to girls from harmful depictions of body image, and misogynist content aimed at boys'. The Chinese government has also put a cap on the amount of screen time children of different ages can enjoy every day, highlighting the need to remain vigilant about the potential negative aspects of the omnipresent role of technology in Gen Alpha's lives, and to promote physical activity and time outside.

Excessive use of smartphones may lead to physical harm in Generation Alpha



Text Neck Syndrome



Visual Impairment (Myopia)

43%



Increase in the risk of obesity

Source: American College of Cardiology

80%



of adolescents experience sleep disturbances due to smartphone usage



“Social media platforms made nearly \$2bn in ad profits derived from users aged 12 or under in the US”

Source: Harvard Medical School

UAE phone-free schools

As part of its ongoing measures to improve learning environments, the UAE Ministry of Education has issued a directive requiring all public and private schools following the national curriculum to ban mobile phones from their premises. The policy aims to reduce distractions in classrooms and prevent the potential harms associated with mobile phone usage, while promoting positive student behavior.





Xiaotiancai (XTC) Z3 smartwatch

Gen Alpha-focused devices are emerging that offer many of the same functionalities as smartphones, but without access to social media. As phone bans have come into effect in Chinese schools and the government has clamped down on screen time, smart watches like the Xiaotiancai (Little Genius) Z3 are being seen as safer alternatives. This quick-charging, waterproof watch offers some of the positives of smartphones, including calls, texts and location-tracking, free from the negative concerns about social media.

Fruittella Brasil

To encourage kids to put down their digital devices and to head outdoors, confectionery brand Fruittella launched a new book in Brazil, which could only be read outside. Titled *Lá Fora É Mais Legal* (It's Cooler Outside), the pages of the book appeared blank unless they had sunlight shining on them.



Digital For Good

While we must be aware of challenges with regard to Gen Alpha and technology, it is also essential that we recognize the potential of the digital world to do good in their lives. There is compelling evidence that Gen Alpha's tech-based habits are having a positive effect on their online and offline behaviors. In particular, they are increasing the generation's social consciousness and helping them to build new forms of community.

Governmental groups around the world are beginning to use the potential of digital for good to engage Gen Alpha on issues that affect them. And it is important to recognize the safety blanket that technology offers to AI- and digital natives via access to like-minded people in virtual communities and on-demand connection with their loved ones. **Half (50%) of UK teenagers surveyed by the BBC said they feel anxious without their smartphones**, revealing that the technology helps them to feel more connected with their friends and family, while they also feel safer when they're out, knowing that trusted contacts can track where they are.



50%

of UK adolescents report feeling anxious when not in possession of their smartphones.

Source: BBC

Emerging tech-powered healthcare solutions and digital therapeutics are also starting to resonate with Alphas and their parents. IEEE, a professional organization dedicated to advancing technology for the benefit of humanity, reports **that an average of 89% of Millennial parents of Gen Alpha children in Brazil, China, India, the US and the UK said they would strongly or somewhat prefer that their pediatrician recommend VR pain therapy instead of medication for their children.**

Interestingly, parents of Gen Alpha also report that their children's digital habits are having a positive impact on their offline lives. About two in five **(41%) of parents of Gen Alpha say online games have had a positive impact on their children's socialization**, while data suggests that Alphas are more likely to see their friends in person over the weekend than speak to them online, suggesting this generation enjoy a healthy balance between the digital and physical worlds.





41%

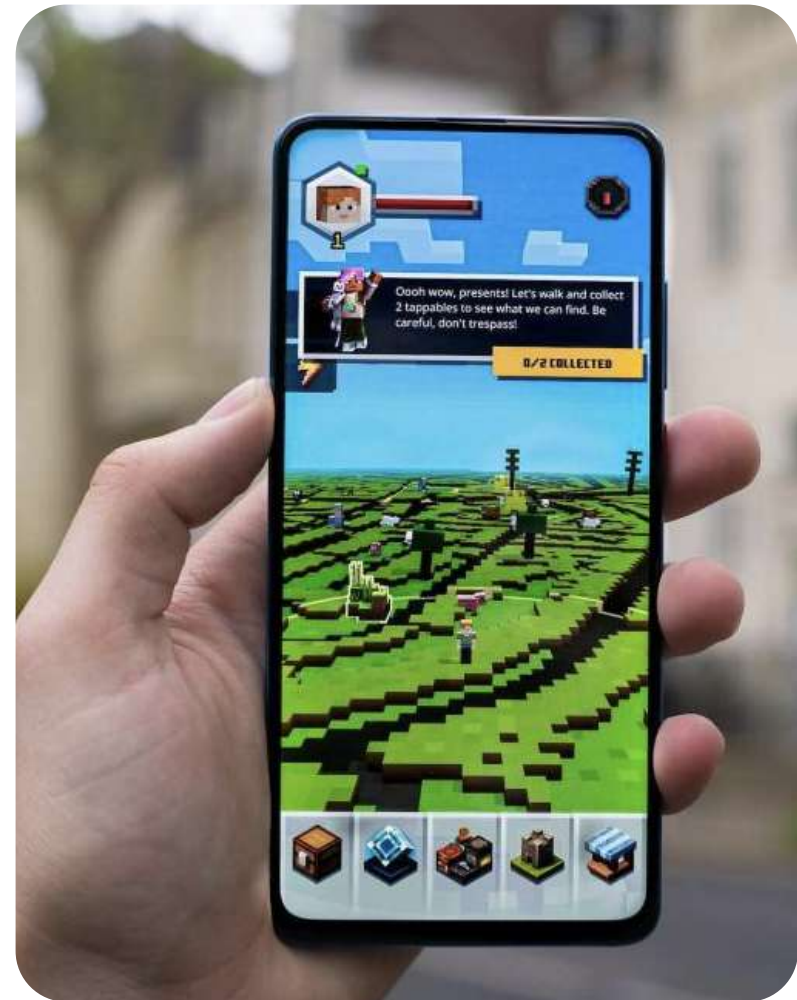
About two in five (41%) of parents of Gen Alpha say online games have had a positive impact on their children's socialization

Source: Morning Consult

Case Studies

SG Farm Tycoon

The Singapore government teamed up with Starcom Singapore to launch SG Farm Tycoon, a game developed for Roblox designed to raise awareness of food security among young Singaporeans. According to Campaign Asia, the average session time of the game was more than 11 minutes, as it proved to be a potent tool for engaging youngsters on the serious subject.

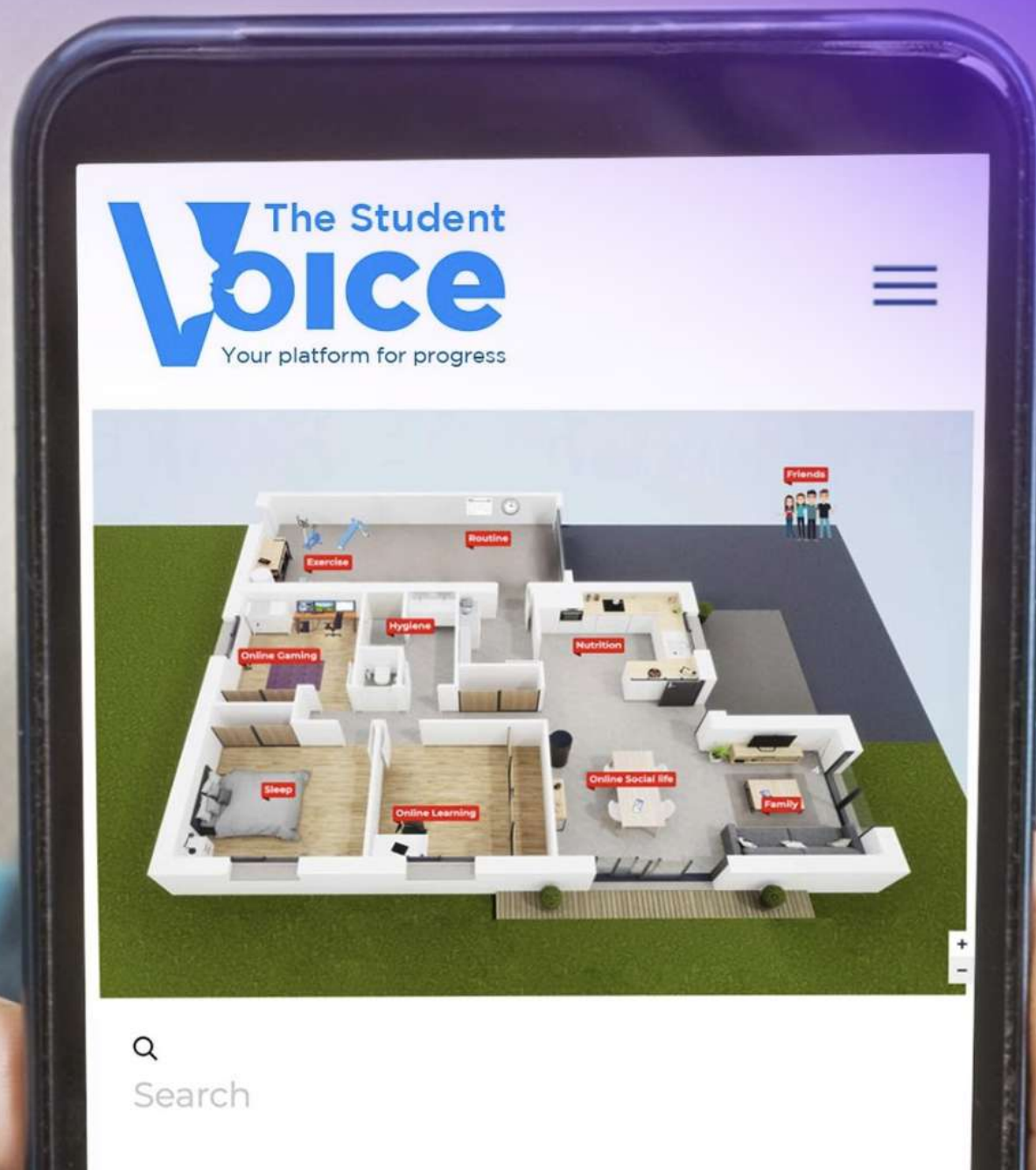


Riga Urban Planning

Educators in Riga, Latvia, turned to the virtual world of Minecraft to involve young people in urban planning. A digital version of Latvia's capital city was created through Minecraft Education Edition and made accessible to every student in Riga. The aim of the project was to help young people get to know their local neighborhood, the city's history and architecture, as well as to consider the challenges of building in urban spaces – including the demands of accessibility and effects of climate change.

The Student Voice

Schools in Norfolk and Salisbury, UK, have begun trialing the use of student support app The Student Voice. Available on school tablets, pupils can use the app to report incidents that made them feel vulnerable, such as bullying. The app helps to safeguard children by removing barriers to reporting issues by creating a virtual safe space.



Health & Quality of Life

Alpha Health Tests

In the past, parents worried about their children and the danger of substance abuse. Nowadays, **four in 10 US parents with children under 18 report being 'extremely' or 'very worried' about their children's mental health**, as new wellbeing concerns emerge that are threatening Gen Alpha's bodies and minds.

These parental concerns aren't unwarranted. An estimated **one in seven children and adolescents aged 10–19 globally are affected by mental health conditions, with anxiety, depression and behavioral disorders among the most common**, according to the World Health Organization. The most recent systematic review focusing on sub-Saharan Africa also reported that one in seven children and adolescents experiences significant psychological challenges, and almost 10% qualify for a psychiatric diagnosis.

The percentage of girls in the UK who describe themselves as 'very happy' has decreased from 40% in 2009 to just 17% in 2023, the steepest decline of which was identified in girls aged 7–10 (57% in 2009 compared to 28% in 2023). The problem is being exacerbated by the pressure that social media puts on youngsters. **More than four in 10 (41%) of UK teens say that 'when I think about my body, I have negative feelings of self-worth'.**

Interestingly, another main concern for Gen Alpha is the health of their loved ones, with family illness ranked as the generation's number one concern in three quarters of countries.






Physical health

Gen Alpha are also facing unique physical health challenges compared to previous generations. As explained in the Tech/Life Balancers section, the over-use of smartphones and digital technology is having a detrimental impact on youngsters' spinal posture and eyesight, while disrupting crucial sleep time and aiding the rise of obesity. **The long-term ramifications of these behaviors could result in Gen Alpha suffering from entirely new physical health conditions that will put extra strain on healthcare systems, and will require new procedures and classifications in the insurance industry.**

As Gen Alpha reach their tween and teen years, these emerging physical and mental health issues will continue to be a growing concern for parents, governments and brands, who must invest time and resources into helping alleviate their children's struggles. Rachele Harmuth, head of the ThinkFun division of toy manufacturer Ravensburger, and resilience expert and family physician Deborah Gilboa are looking to the toy industry for solutions. They have formed Mesh, a mental, emotional and social health taskforce to encourage the toy industry to invest in toys designed to promote emotional resilience.



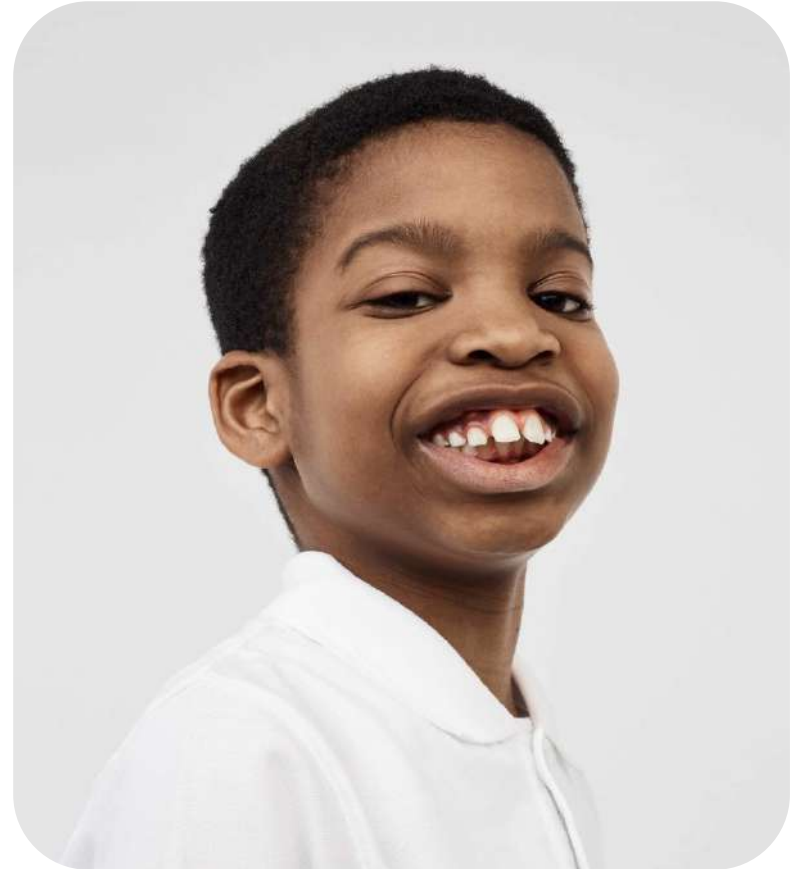
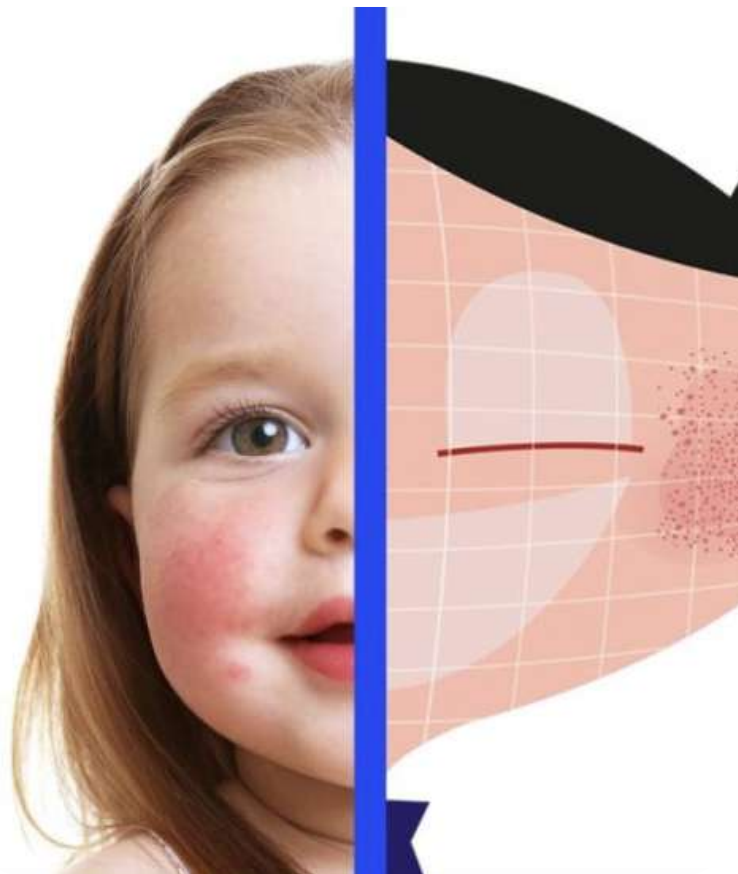
“An estimated one in seven children and adolescents aged 10–19 globally are affected by mental health conditions, with anxiety, depression and behavioral disorders among the most common”

Source: World Health Organization



Muestra Tu Marca (Skin like me)

In Mexico, Bayer-owned skin ointment brand Bepanthen has launched an AI tool for kids with skin conditions that allows them to add the same blemishes to their favorite cartoon character. Using the digital tool, kids can add various skin ailments to the eponymous character in the popular El Mundo de Luna cartoon, thus helping to remove the stigma surrounding their conditions.



Aquafresh #JustHealthyTeeth

After research by parent company Haleon found that nearly half of British children aged 4–11 have suffered from low confidence because of how their teeth look, toothpaste brand Aquafresh commissioned a series of portraits by British photographer Rankin, celebrating the gappy smiles and wonky teeth most kids flash as they transition from baby to adult teeth. The brand aims to redefine dental esthetics as #justhealthyteeth.



80% of parents say they'd like their children to develop a taste for healthier foods and eat a balanced diet

Source: Datassential

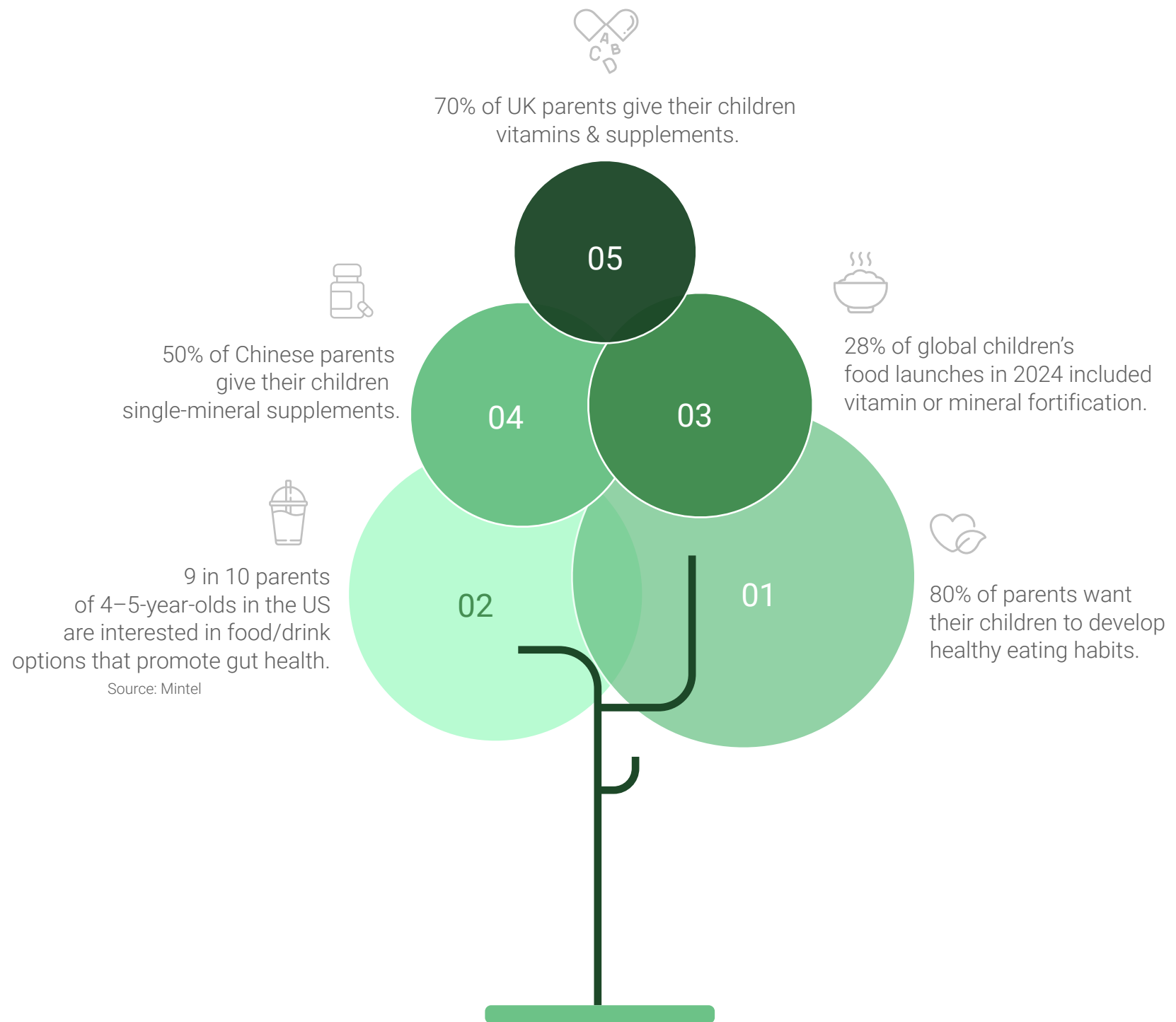


Generation Health

Heavily influenced by the desires of their parents, Gen Alpha are embracing the possibilities of optimized health and nutrition. Raised by Millennial parents with a propensity for healthy eating, Gen Alpha are being nudged toward menu options with natural and plant-based ingredients. Indeed, about **80% of parents say they'd like their children to develop a taste for healthier foods and eat a balanced diet.**

In the US, there is growing demand from Gen Alpha's parents for products that support immune function and digestive health, with nine in 10 parents of 4–5-year-olds interested in food and drink options that promote gut health. Mintel's Global New Products Database also reveals that 28% of global children's food launches in 2024 featured a vitamin or mineral fortification claim, while **almost half of Chinese parents give their children single-mineral supplements and seven in 10 UK parents are giving their children vitamins and supplements.**

Linking nutrition to future success, Indonesian supplement brand Cerebrofort has entered a strategic collaboration with sports and performing arts academy RockStar. 'Nutrients are key to children's growth and development, but they also need stimulation to support their intelligence and creativity,' says Tunghadi Indra, president director of Cerebrofort's owner Kalbe Consumer Health. 'We want to pave the way for Indonesia's Gen Alpha children to grow into individuals who are intelligent and strong physically, mentally and emotionally. The hope is that Gen Alpha will also be able to collaborate, solve problems and be ready to face the increasingly competitive challenges of the era.'



Gen Alpha's Nutrition Revolution: A Shift Toward Healthier Habits

Vaping

While Alphas are more focused on their physical health, not all of their habits are positive. Research from the UK's NHS suggests that, while alcohol use among 8–15-year-olds has dropped from 45% to 14% in the past two decades, as many as one in four young people have used an e-cigarette as vaping is seen as a cool activity that can enhance social standing. In the US, one in six high school students vape and the worrying trend has been linked with stifling adolescent brain development and incidence of anxiety and depression.

8–15-

In the UK, alcohol use among 8–15-year-olds has dropped from 45% to 14% in two decades

1 in 4 young people in the UK have tried **vaping**

In the **US**, **1 in 6** high school students vape

Vaping has been linked to brain development issues, **anxiety, and depression**



Governments and policymakers must consider what steps they can take to enhance the wellbeing potential of the Generation Health Alphas, but they must also be mindful of emerging health threats like vaping.

Case Studies

Smurfs Kids Gummies

Nutritional products company Growve LLC created The Smurfs multi-vitamin brand for kids using the iconic Belgian cartoon characters to make functional nutrition fun for Gen Alpha. The range includes Multivitamin, Immune Defense, Restful Sleep, and Digestive Probiotic products.




Tim Tam Tummy

Tim Tam Tummy is a probiotic kids drink with essential vitamins for gut support for young people. According to the brand: 'Our superpowered kids kombucha delivers the natural digestive benefits you know and love from kombucha, plus superfruit vitamin C, all in one small but mighty can.'

UK's smoke-free generation

In an attempt to make Gen Alpha the healthiest generation ever, the UK government is set to pass landmark legislation that could stop youngsters in the country ever purchasing cigarettes and other tobacco-related products. The bill prevents anyone born after 1 January 2009 from purchasing tobacco, which will, in theory, make Gen Alpha the UK's first smoke-free generation by restricting their access to the UK's biggest preventable killer.





Optimized Alphas

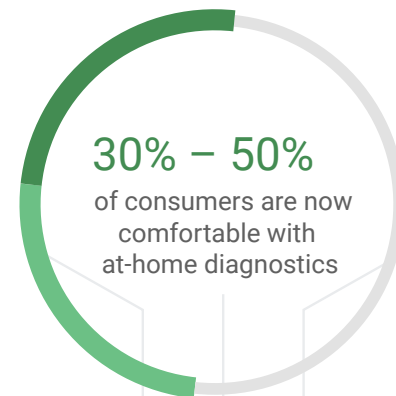
Being the first generation to use wearable devices from their infancy, Generation Alpha are comfortable with the concept of tracking their wellbeing, from their steps, heartbeat and calories to their physical activities, stress levels and sleep.

At the same time, the homes that they live in are quickly transforming into hybrid health spaces, where increasingly complicated at-home testing capabilities are becoming more and more commonplace. According to Deloitte, **between 30% and 50% of consumers are now comfortable using at-home diagnostics, and this is becoming second nature to Gen Alpha.** Armed with more specific and precise information about their personal health and wellbeing needs than any previous generations, Gen Alpha will also be more fluent in interpreting the information for themselves, and will demand bespoke healthcare solutions and products that meet their needs.

In parallel, Gen Alpha are also more trusting than any other generation when it comes to emerging technology, and their parents are helping to normalize the use of AI in healthcare. Nearly three quarters (**72%**) of **Millennial parents of Gen Alpha children in Brazil, China, India, the US and the UK said they would be extremely or very likely to use AI to diagnose their sick child.** Thus, as Gen Alpha grow up they will increasingly look to AI-backed medical companions for information and diagnosis in future.

These shifts will inherently change Gen Alpha's relationship with healthcare professionals in future, who will need to offer hyper-personalized treatment as standard. They will also need to lean into the human side of their relationship, positioning themselves as trusted and approachable advisors who can help to interpret the vast data available to Gen Alpha and provide them with the best solutions.

The Future of At-Home Health Testing: Normalized for Gen Alpha



At-home testing is becoming
second nature to Gen Alpha.



72%

Of Millennial parents in Brazil, China, India, the US, and the UK are extremely or very likely to use AI to diagnose their sick child.



Source: IEEE



Gen Alpha are the first generation to grow up using wearable devices from infancy

Case Studies

Fitbit Ace LTE

Google-owned Fitbit has launched a wearable specifically for kids that gamifies their quest to hit their movement goals. The Fitbit Ace LTE's movement algorithm recognizes an expanded range of kid-friendly activities, such as hide and seek and sibling dance-offs, and rewards wearers for reaching their targets with opportunities to outfit and accessorize their own on-watch avatar characters, or Eejies.



Withings BeamO Multiscope

Withings' hybrid at-home testing device can measure your temperature, take electrocardiograms, read blood oxygen levels, and work as a stethoscope to monitor heart and lung health. Originally launched at CES 2024, it hints at the increased seamlessness of at-home testing that is giving Gen Alpha and their parents access to large amounts of precise health data.



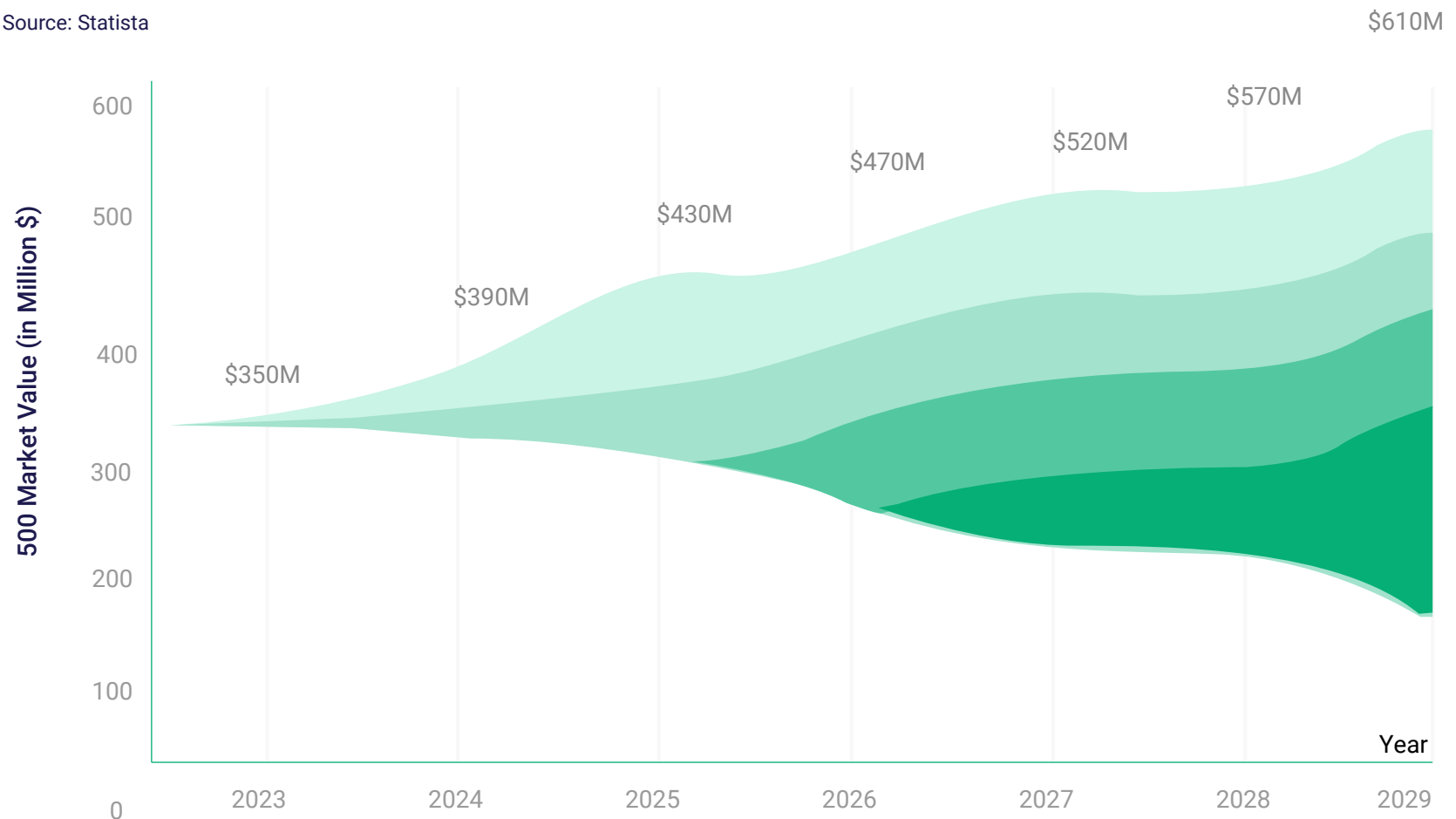
Esthetically Confident

Armed with access to social media and video tutorials, Gen Alpha feel empowered to follow any trend or become fluent in any pursuit. This is clearly evident in how the generation have embraced personal care, skincare and beauty products, driving real growth in the latter categories. Data from Statista shows that **the baby and child skincare market is set to have an annual growth rate of about 6.17% until 2029**, when it is expected to reach \$610m in market volume worldwide.

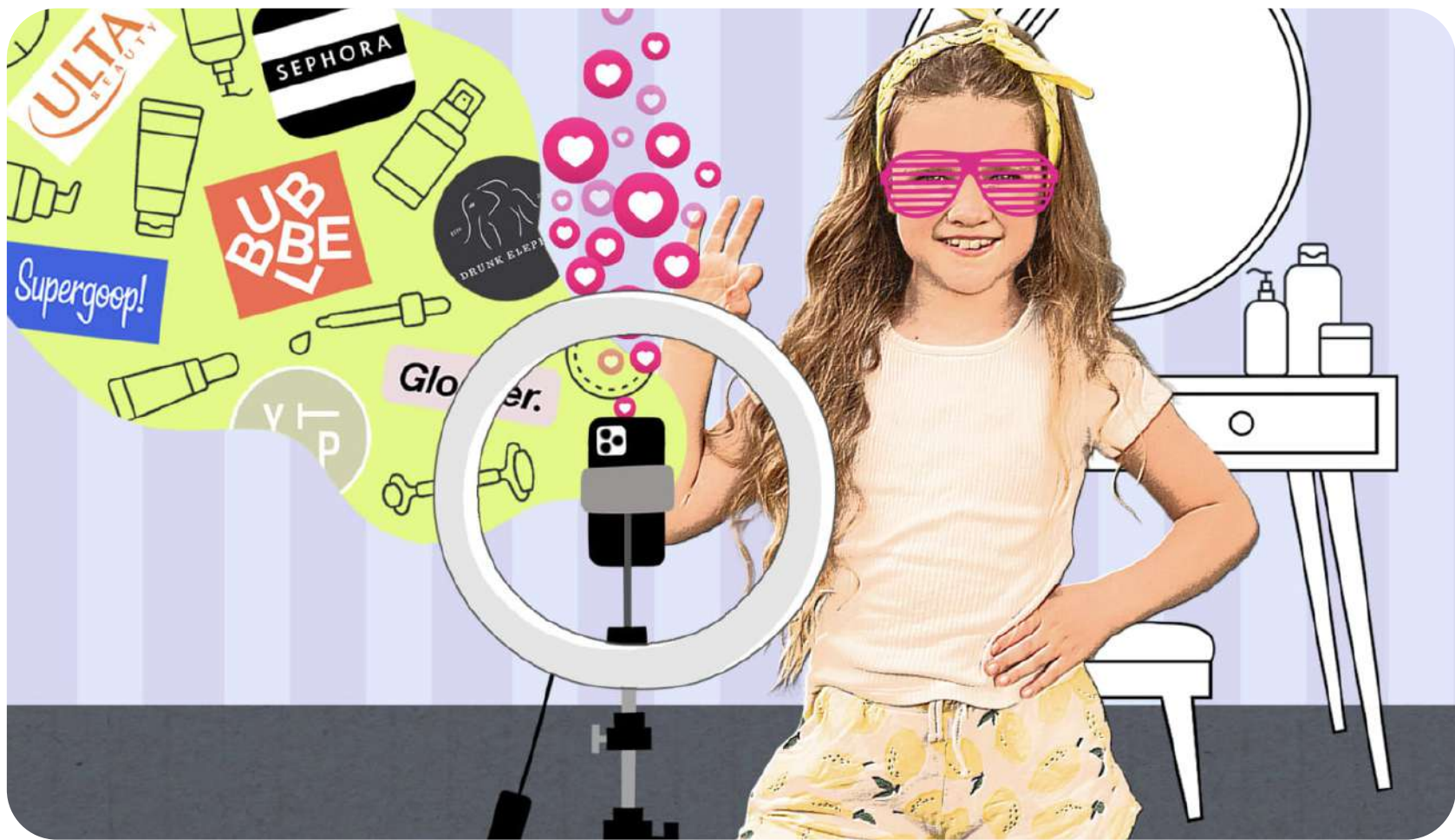
One beauty trend gaining traction among Chinese Gen Alpha is the **'morning C, night A' routine**, which advocates using vitamin C skincare products in the morning and retinoic acids at night for better skin. But, amid concerns that children should not be exposed to some of the ingredients used in adult beauty products, brands are ramping up their Gen Alpha-based education, while others are launching new products specifically for the engaged group.

The Growing Demand for Baby & Child Skincare: A \$610M Market by 2029

Source: Statista



In Sweden, skincare brand **Mantle** has added an age restriction barrier to its website to stop those aged under 18 from buying products that could be harmful to their skin. 'Brands should first educate Alpha users about their real and primary needs: wash, moisturize, use suncare,' says Dao Nguyen, founder of Essenzia By Dao. He went on to explain that, in China, brands like L'Oréal and Nivea are collaborating on social media platforms like Douyin with influencers from medical and biological backgrounds, such as Sudashiyanyuan Luobu, a researcher known for helping to make medical terms easy to understand.



Case Studies

Neon Goat

Australian deodorant brand Neon Goat was specifically created for Gen Alpha, with products that meet all of the generation's size, scent and ethical expectations. As such, they are vegan, cruelty-free, naturally fragranced and dermatologically tested.

Gryt

Launched in 2023, Gryt is a 'youth empowerment brand disguised as personal care'. As well as selling basic skincare products such as a moisturizer and cleanser designed for the tween market, Gryt's website includes a 'learn' page that tackles common questions about puberty and emotions, such as 'Why do I feel moody all the time?' and 'Why is my skin breaking out?' Gryt also has a Youth Advisory Council of eight high school teenagers.

Yawn

Yawn is a clean beauty brand for Gen Alpha that sells a collection of safe, non-toxic makeup and skincare products. The company's website says: 'We believe in creating gentle, age-appropriate and accessible products that build confidence, spark joy and encourage self-expression.'



Societal Values

Cause-Driven Alphas

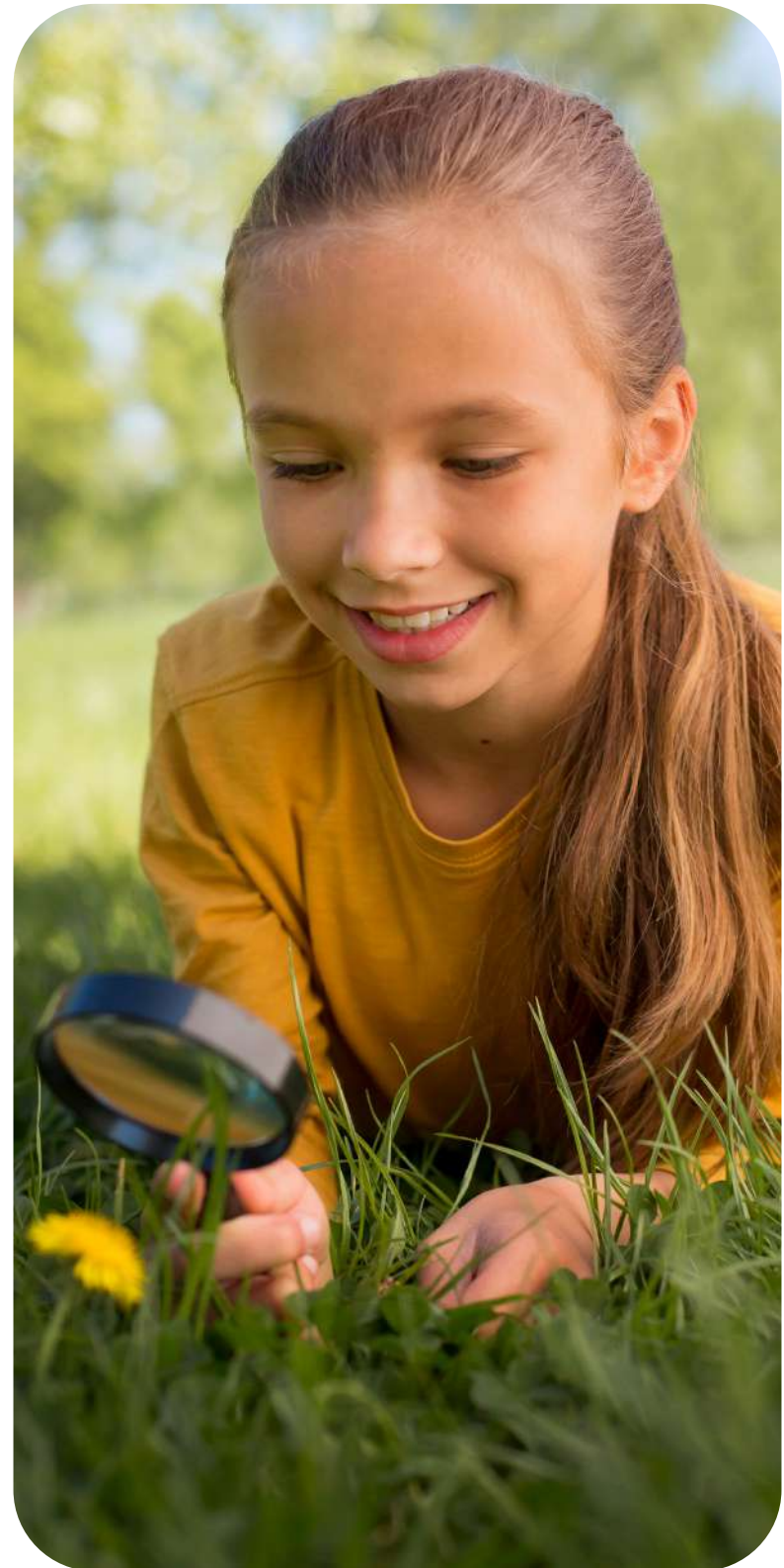
Climate is the context of Gen Alpha's formation,' says Joe Waters, co-founder and CEO of children's policy think tank Capita. **'This generation are not going to have known a world without extreme weather. That's going to be normal for them.'** Indeed, 46% of teens globally are either interested in the environment or climate change.

Gen Alpha are a generation that want to be heard and believe they can drive positive change around the world. As Nigerian Gen Alpha sustainability influencer Varnessa Kayen Varlyngton puts it: 'I refuse to stand idly while the lives and futures of young people are jeopardized by the neglect of those in power. I channeled my passion into action, raising awareness, advocating for change and inspiring others to join me. It was the relentless drive that motivated me to create a better world for future generations.'

And Gen Alpha aren't afraid to call out others for their eco-failings either: 35% of Alphas have asked someone to pick up their litter and 26% have encouraged an adult to change their behavior to take better care of the planet. More than three-quarters (**79%**) of **Gen Alpha in India also believe that it's crucial to study the climate emergency; but only 56% globally are satisfied with school sustainability education.** Educational bodies, parents, brands and governments must all meet this generation half-way to help truly make a difference and protect them from eco-burnout.

Australian social researcher Mark McCrindle, who first coined the term 'Gen Alpha', believes the thing that makes the activism of the generation stand out from their predecessors is that they are into every cause. 'For other generations, they pick a particular issue – it might be around ending poverty or it might be around the environment,' he reveals. **'But this younger generation are concerned about all of the issues, and they've got a heightened concern around them.'**

This reflects the collectivist mentality of this generation, who believe in individuals taking actions for the greater good of society – period.



Gen Alpha: The Climate-Conscious Generation

46%

46% of teens globally are interested in the environment or climate change.

Source: GWI

56%

However, only 56% globally are satisfied with sustainability education in schools.

Source: EY

79%

In India, 79% of Gen Alpha believe it's crucial to study the climate emergency.

Source: EY

26%

26% of Gen Alpha have encouraged an adult to adopt eco-friendly behavior.

Source: Beano Brain

35%

35% of Gen Alpha have asked someone to pick up their litter.

Source: Beano Brain



The Good Future Board

UK heat pump brand Good Energy is giving younger people a chance to use their passion for eco-activism by launching a Good Future Board made up of six teenagers. The brand says that ‘the time is up for hearing from grown-ups on climate change’ and thus its board will ‘feed into how Good Energy is run and make sure the voices of tomorrow’s leaders are heard’.

Flor

Danish youth organization Flor has made the challenge of getting young people involved in preserving biodiversity its core mission, engaging kids and teens in group tree-planting projects, seed-scattering initiatives and more. Initiated by the Danish Society for Nature Conservation, the three pillars of the organization are movement, biodiversity and adaptability.



North Macedonia Children’s Day

On World Children’s Day 2024 the government of North Macedonia engaged with the activist mentality of the country’s youth by inviting children and adolescents to take part in a high-level government discussion. The Gen Alpha youth were invited to share their views on three global megatrends shaping their futures: the climate crisis, advanced technologies and demographic change.





Household Power Brokers

Gen Alpha are cultivating closer ties with their mothers and fathers than previous generations. Parents and children are treating each other as equals and confidantes, while Gen Alpha kids are beginning to exert their influence on their families.

In contrast to previous generations, **57% of kids in India are choosing to share secrets with their mothers over their friends.** This illustrates a new type of family dynamic in which open communication and collaboration about key decisions are being encouraged and prioritized. It is not just that parents are making an effort to meet their kids half-way, Gen Alpha view their parents as important allies. As Jocelyn Jackson, the vice-president of creative strategy at WE Communications, said at a round table called Generation Alpha: Present and Future in October 2024, **unlike previous generations, '[Gen Alpha] actually want to hear from parents, the adults in their lives'.**

87%



In the UK, 87% of Gen Alpha parents say their purchasing decisions are influenced by their children.

Source: Imperio

57%



of kids in India share secrets with their mothers over friends, signaling stronger parent-child bonds.

670



In China, Gen Alpha are linked to \$670 billion in indirect spending annually.

Source: eTOC

Another result of the new dynamics in parent-child relationships is that Gen Alpha are exerting significant influence over their family as they position themselves as key household decision-makers. Puneet Avasthi, director of specialist businesses in Kantar's South Asia insight unit, told Campaign India: **'Gen Alpha are reshaping the family dynamic in ways we haven't seen before. Their influence is far-reaching, from tech and entertainment choices to key household purchases.'**

Gen Alpha's desire to be heard, their willingness to collaborate and their growing influence within their households mirror the role they see themselves taking on in society in the coming years.



In the UK, 87% of Gen Alpha parents say their purchasing decisions are influenced by their children. In China, the influence is even greater, with Chinese commerce specialist eTOC estimating that **Gen Alpha are responsible for the indirect spending of up to \$670bn every year**. And their influence doesn't just affect day-to-day household purchases, but big-ticket items too. According to Hilton, a striking **87% of Generation Alpha and Generation Z in Asia-Pacific (APAC) actively shape family travel plans**. Interestingly, Hilton reveals that one of the key motivators for travel among Gen Alpha is sports tourism, with 35% of young travelers in APAC pushing for trips to events like the ODI World Cup for Women, the Table Tennis World Championships and the FIFA Club World Cup in 2025.

Gen Alpha's Role in Shaping Family Travel Plans

87%

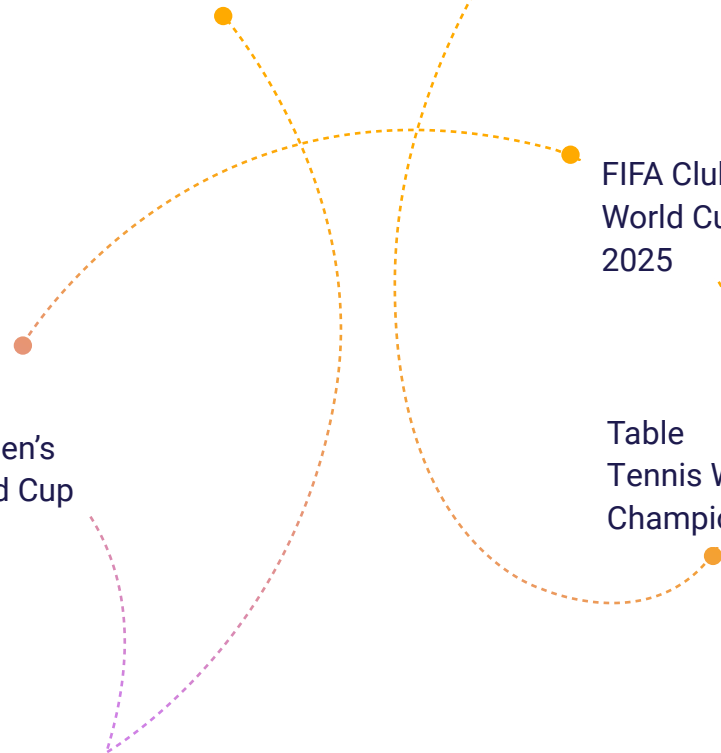
Of Gen Alpha & Gen Z in APAC influence family travel decisions
Source: Hilton

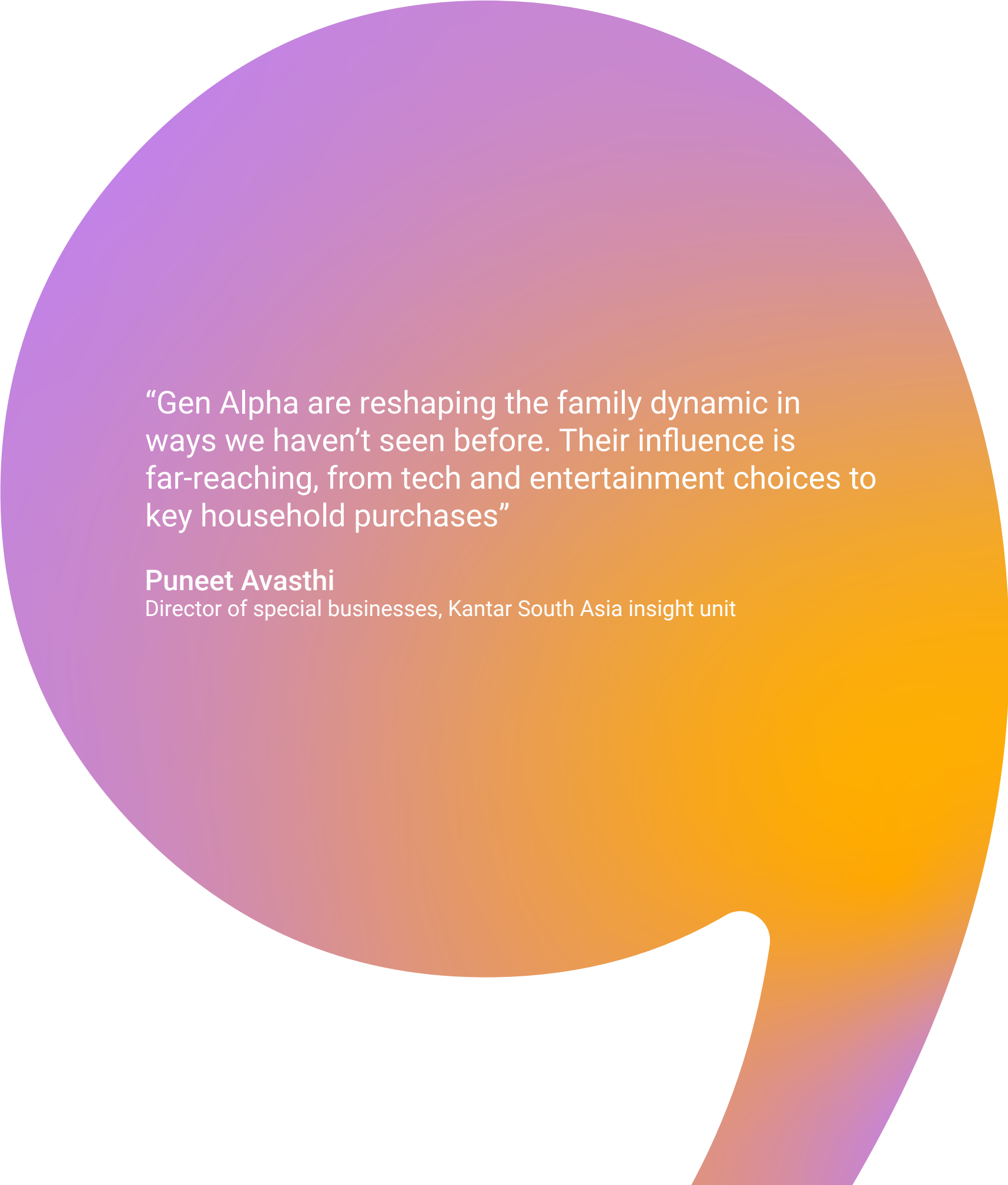
35% of young APAC travelers push for trips to sports events such as:

ODI Women's World Cup

FIFA Club World Cup 2025

Table Tennis World Championships





“Gen Alpha are reshaping the family dynamic in ways we haven’t seen before. Their influence is far-reaching, from tech and entertainment choices to key household purchases”

Puneet Avasthi

Director of special businesses, Kantar South Asia insight unit

Case Studies

Heart & Soil

Heart & Soil is a Mumbai-based venture that specializes in nature-based travel experiences for parents and children to enjoy together, capitalizing on the bond between the different generations within the family unit. The company curates wilderness excursions, farming activities, camping and stargazing nights that meet the needs of both adults and children.



Hilton Kids Clubs

In response to its research that finds that Gen Alpha have already cemented themselves as key decision-makers when it comes to family travel plans, Hilton has started offering complimentary kids' club access and activities across all of its all-inclusive resorts globally.



B_Together Singapore

B_Together Singapore is a 'family members' club' that caters for the changing dynamics within families, providing a space for everyone to achieve their daily goals in close proximity to each other. The club offers places where parents can work while children play, as well as spaces for families to relax and have fun together.

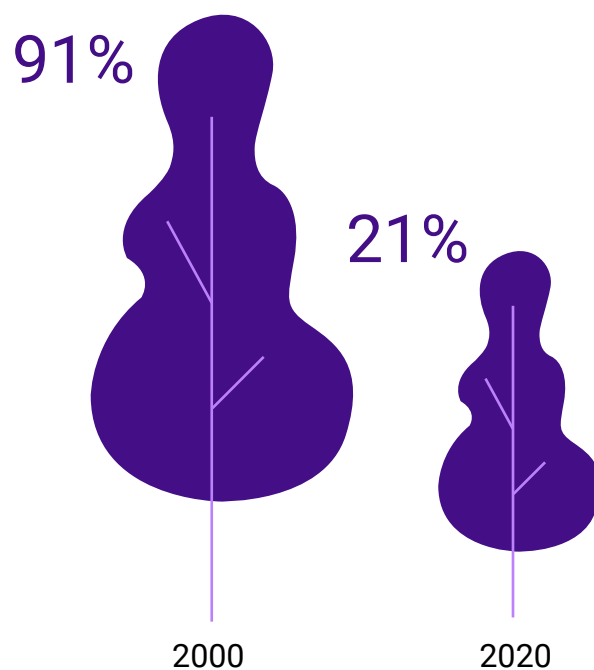


Ethical Activism

Clear signs are emerging that indicate that the things that were seen as important or aspirational by previous generations do not hold the same appeal for Gen Alpha.

Global data suggests that there has been a huge drop in the number of youngsters who see athletes and celebrities as role models in the past two decades. Research found that **the percentage of kids that see athletes as role models fell from 91% in 2000 to just 21% in the early 2020s**, while the number who see celebrities as role models dropped from 56% to 21% during the same period.

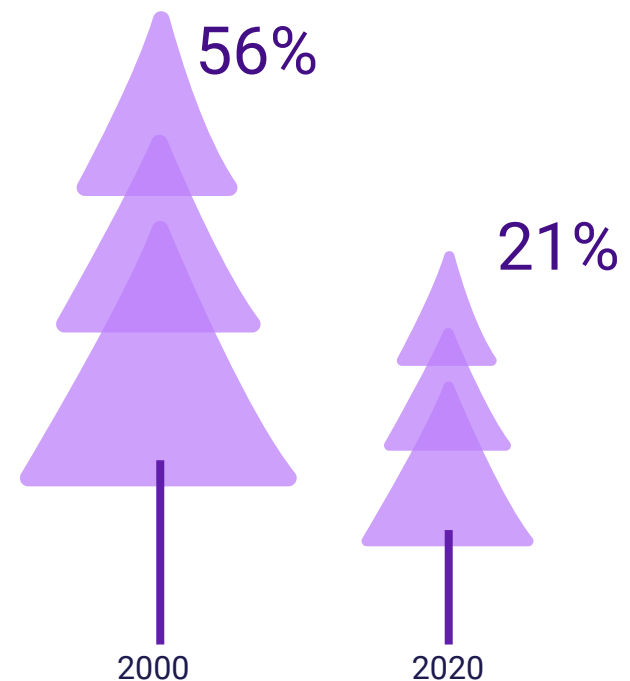
From Fame to Friendship: Gen Alpha's Shift in Role Models



Percentage of kids who see athletes as role models

Source: Razorfish and GWI

This changing mindset is informing Gen Alpha's buying motivations, with the generation more likely to want a product because their friend has it than because an influencer has recommended it. Some **41% of UK parents surveyed said that their children find branded products desirable because their friends have them, compared to 35% who say their children's brand choices are shaped by social media influencers**. Indeed, about one in seven (14%) say their children do not follow or watch influencers at all.

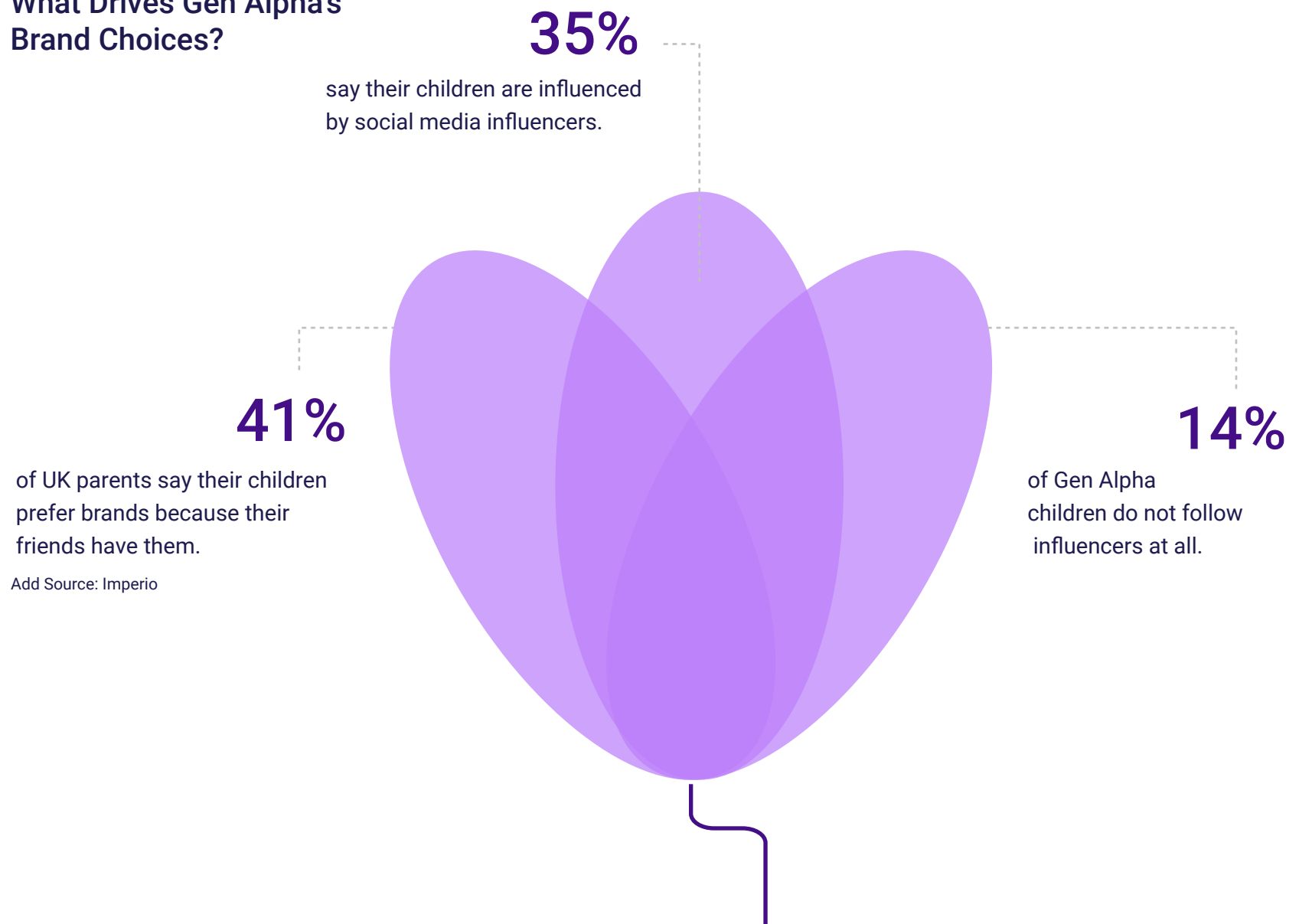


Percentage of kids who see celebrities as role models

As the appeal of celebrity and extravagance wanes, **Gen Alpha are prioritizing ethical decision-making that puts the planet first.** Two thirds (66%) of the generation have said they have a preference for buying from brands that have a positive impact on the world. And the overwhelming majority (**81%**) of **global parents of Gen Alpha children say that their kids have influenced them to change their actions and consumption decisions to make them more environmentally friendly.**

For governments and policy-makers wishing to engage with and work with Gen Alpha, understanding what motivates the generation and what they value is a key consideration.

Friendship Over Influence: What Drives Gen Alpha's Brand Choices?



Add Source: Imperio

A stylized purple graphic of the number 81%. The digit '8' is composed of two circles, with the top circle having a small leaf-like shape on its upper-left edge. The digit '1' is a simple vertical line. The percentage symbol '%' is formed by a diagonal slash and a circle.

of global parents of Gen Alpha children say their kids have influenced them to change their actions and consumption decisions to make them more environmentally friendly.

Source: McCrindle

Case Studies

Mattel

Entertainment manufacturer Mattel has launched the company's first carbon-neutral toys to meet Gen Alpha's demands for ethical consumerism. Each Mega Blok Green Town playset is made from a minimum of 56% plant-based materials and 26% bio-circular plastics, and is certified as Carbon Neutral. Mattel has also pledged to achieve 100% recycled, recyclable or bio-based plastic materials in all products and packaging by 2030.



Clif Kid

In April 2023, Clif Kid – the children's iteration of the popular US plant-based energy snack Clif Bars – became the first kids' snack bar to be Climate Neutral Certified. To celebrate the certification, the snack brand partnered with Climate Kids to create a resource bank on the Clif website, providing small actions families can take to help protect the planet.



KNC Beauty

KNC Beauty has become a favorite with Gen Alpha in recent years, with founder Kristen Noel Crawley putting this down to its ethical and inclusive approach. She told Teen Vogue: 'KNC Beauty has clicked so well with Gen Alpha because it speaks their language – bright, playful packaging, products that look amazing on camera and a vibe that's totally fresh. Gen Alpha are all about inclusivity, and KNC doesn't just say it; we show it. Our brand is easy to love and even easier to share.'



Collective Youth

In Gen Alpha's early years technology has played a major role in shaping their desire for collective socializing and communication. Brought up speaking to their extended family on Zoom calls and taking part in virtual school classes online, **more than half of the generation are now using Snapchat to casually connect and communicate with the most important groups in their lives.** Alphas are now starting to show an increased appetite for in-person socializing too, and the playful and ephemeral nature of their engagement on Snapchat is informing what they want from these meet-ups in the physical world.



Reduced screen time

Since 2021, there's been a 10% drop in parents saying their child spends a lot of time on their devices, and Gen Alpha are more likely to say they see their friends (43%) than talk to them online at the weekend (39%). They're even reviving in-person retail, with nearly half (47%) of these youngsters preferring to spend money on the high street than online. In China this is being driven by the popularity of so-called Guzi stores that sell animation, comics and gaming (ACG) merchandise. These spaces are becoming like clubhouses for Gen Alpha shoppers, where fans can gather for communal experiences like opening blind box products and playing gamified, robotic vending machines. Trips to the cinema are also said to have become more important for kids since the pandemic.



From Screens to Social Scenes Gen Alpha's Shift Toward In-Person Connection

43%

of Gen Alpha prefer to see their friends in person at weekends

39%

of Gen Alpha prefer to talk to friends online at weekends

10%

Drop

Since 2021, there's been a 10% drop in parents saying their child spends a lot of time on devices.

Source: GWI

Sports and reality

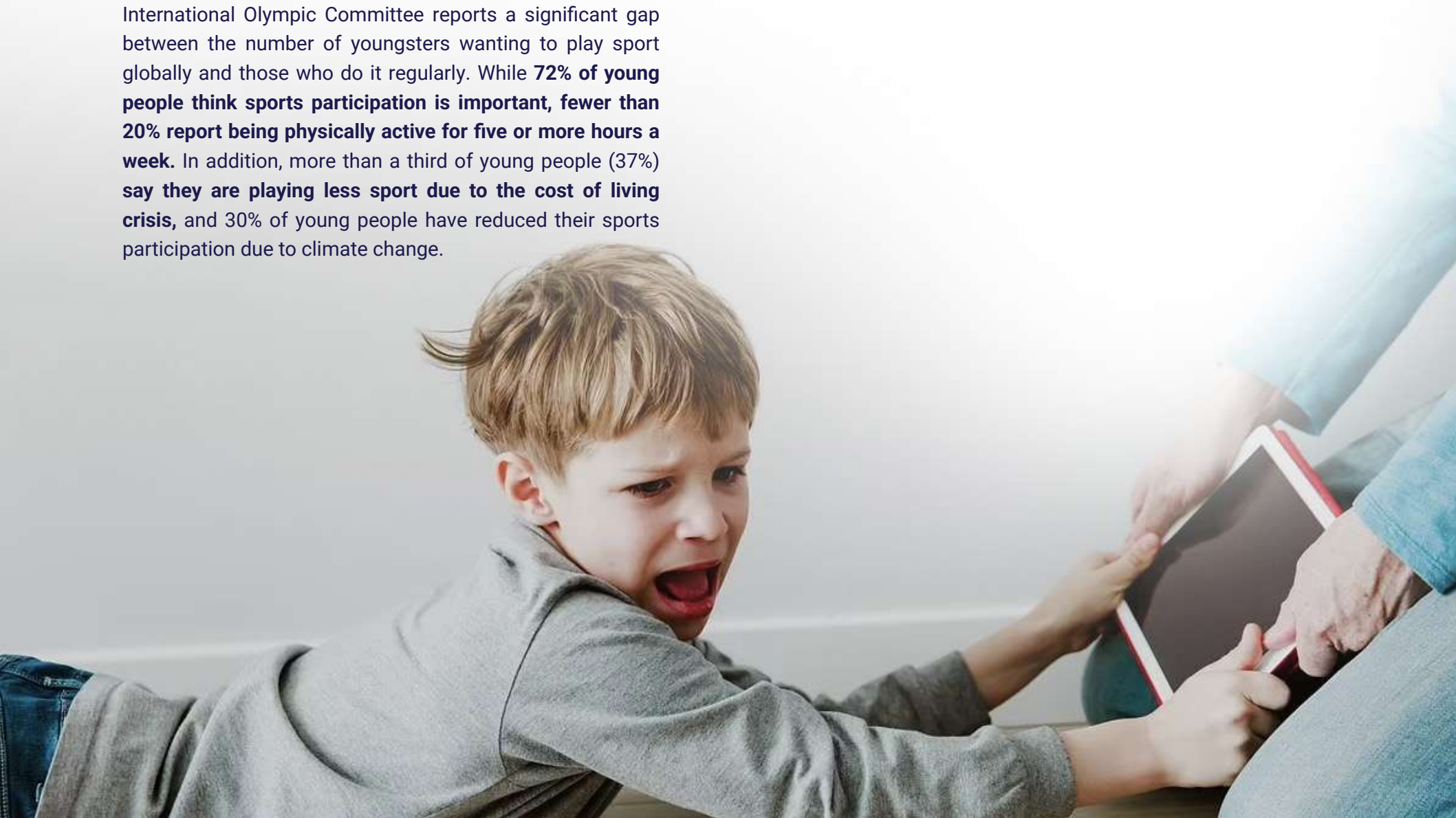
In-person, shared experiences like this are proving popular with this generation, while many parents are looking toward more formal social collectives, such as Girlguiding and Scouts, to help their children develop social skills outside of school. **Since 2021, Girlguiding – the UK’s largest girl-only youth organization – has experienced a 20% increase in young memberships.** In 2022, Scouts – a social youth organization with an emphasis on outdoor activities – also saw the biggest youth membership growth since World War Two.

Skills beyond the classroom

Team sports should be another avenue for Gen Alpha to exercise their yearning for collective experiences, but the International Olympic Committee reports a significant gap between the number of youngsters wanting to play sport globally and those who do it regularly. **While 72% of young people think sports participation is important, fewer than 20% report being physically active for five or more hours a week.** In addition, more than a third of young people (37%) **say they are playing less sport due to the cost of living crisis,** and 30% of young people have reduced their sports participation due to climate change.

Digital detox

While true digital native Alphas are drawn to technology, they are also showing an increasing appreciation for moments of digital detox and in-person connection. It is incumbent on government and policymakers to help meet this demand by creating spaces and moments for communal, physical experiences, and democratizing access to them.





'Gen Alpha are more likely to say they see their friends (43%) than talk to them online at the weekend (39%).

Source: GWI

Case Studies

Gen Alpha on Snapchat

Snapchat is a key location for Gen Alpha's socializing with their best friends and important groups within their lives, with more than 50% of the generation said to be active on the platform. The visual language of communicating via images, short videos, Bitmoji stickers and augmented reality filters appeals to the style of this generation, as does the informality of its ephemeral, in-the-moment, messages that disappear after a set time.



Squirrels

In recent years Scouts UK has launched Squirrels, a social organization for children aged four or five. As of 2024, 860 Squirrel Dreys have opened across the country, following a program carefully designed to help Alphas catch up and develop key skills such as teamwork, communication, creativity and community awareness.



Pirates Surf

Pirates Surf in Dubai is a water sports and lifestyle program based around beach activities and life-saving that empowers children by offering them a physical and rewarding collective experience with other youths. The company aims for the program, attended by thousands of children and teens since the launch, to redefine childhood, with nature and discipline at its core.





Future Scenarios

Potential future directions, divergence or developments during the next five years leading up to 2030 that build on the findings of the Insight section



Wellbeing Owners

Gen Alpha will combine their trust in technology and an ever-broadening understanding of the principles of wellbeing to become the most dynamic and engaged health consumers the world has ever seen. This will enable them to take full ownership of their own wellbeing. Empowered by huge troves of personal data and the expanding diagnostic and therapeutic potential of cutting-edge AI, mixed reality and wearable technology, the generation will truly embrace the power of predictive healthcare, and will continually and intentionally develop their wellbeing routines and actions based on real-time feedback and their medium- and longer-term needs.

The Dynamic Wellbeing Routine of Gen Alpha



AI Health Coach



Wearable Tech



Green & Blue Spaces



Digital Therapeutics



Cultural Experiences

Exploring nature

A proactive mindset will inform how Gen Alpha approach all elements of their physical, mental, nutritional and emotional health, and they will embrace different types of solutions at different times based on what their body needs most.

Proactive mindset

Using input from AI-based health coaches that use real-time analytics about their heart rate, breathing, stress levels and more, they will seamlessly choose from a broad palette of wellbeing solutions based on their needs at that time.



In some cases, this will mean turning to cutting-edge digital therapeutics and neurotechnology wearables. But Gen Alpha will also be attuned to the wellbeing potential offered by offline solutions, such as spending time in green and blue zone spaces that use calmness, nature, water and heat to boost wellbeing. Furthermore, the generation will understand the power of communal experiences and the role that immersion in culture can play in helping people to thrive.

Generation Alpha will become fluent in swapping between these disparate wellbeing solutions, as required. For governments, policymakers and city and town planners, Gen Alpha's evolution into Wellbeing Owners has strong implications. We must consider how we can provide the infrastructure, resources and physical spaces that will support Gen Alpha's broadened and heightened expectations of health and wellbeing.

Infrastructure to support Gen Alpha's broadened and heightened expectations of health and wellbeing



Next-Gen AI Learning

As the oldest Gen Alphas go to university and the youngest begin their school careers toward the end of this decade, these students will be taking advantage of educational journeys that are more personalized, gamified and responsive to their individual needs and goals than any other generation before them.

As governments increase their investment in AI, as with the UAE's National Strategy for AI 2031, the technology will evolve from being a useful tool that offers greater efficiency in education into a transformational force that will unlock a new era of personalized education for each member of Gen Alpha.

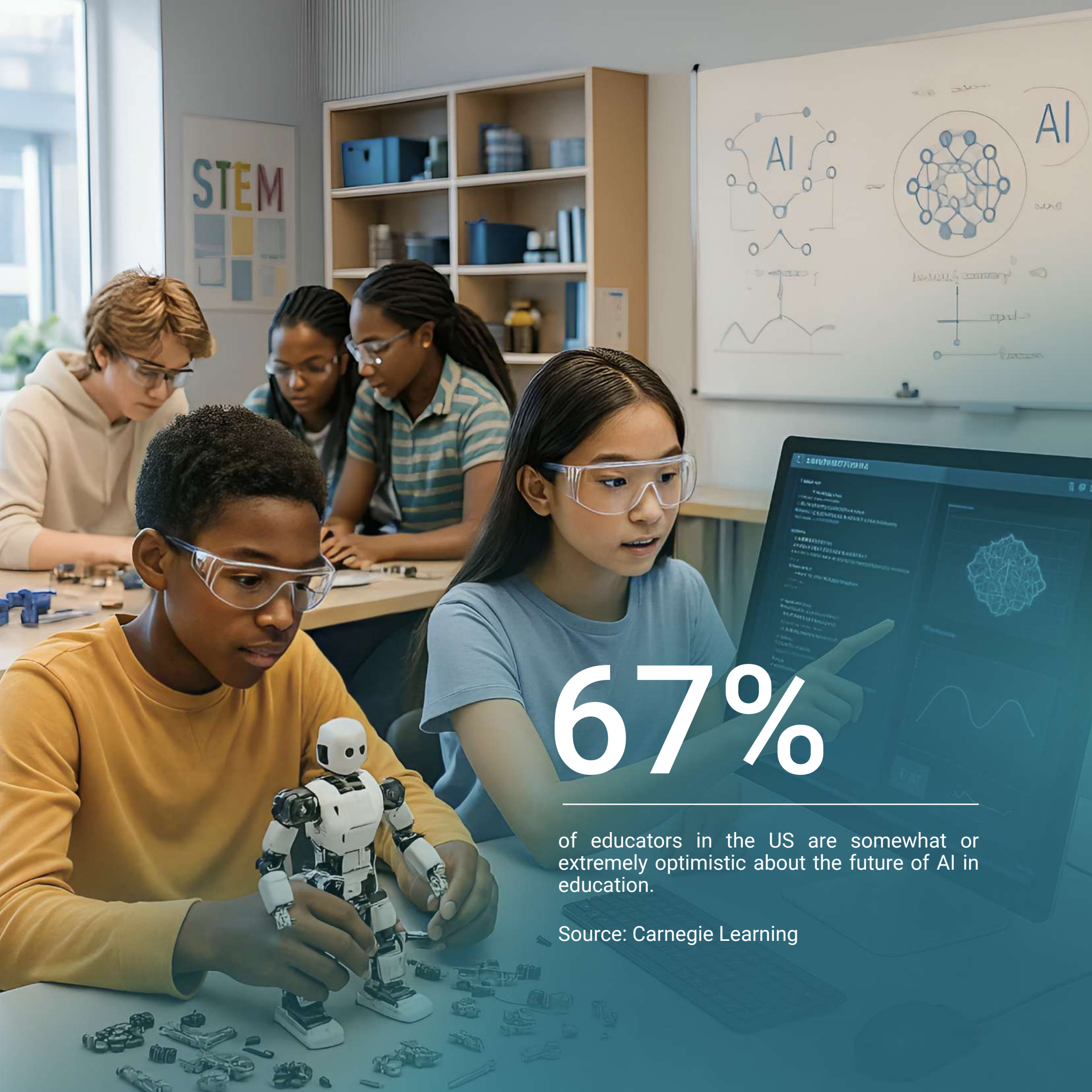


New skill models

Next-Gen AI Learning will allow us to move beyond restrictive one-size-fits-all curriculums, and to implement different approaches to learning for those with different needs, skills and aspirations. This will allow high achievers to thrive, operating at their own pace while dramatically expanding their knowledge and skillset in complementary areas. The personalized insights received about each student will also allow educators to use innovative teaching techniques for specific groups or individuals.

The first steps toward Next-Gen AI Learning are already being taken, as noted in the Personal-AI-zed Students insight, with emotionally responsive educational journeys becoming accessible for individual at-home users. By the end of the decade this level of personalized learning will become, not just possible, but available at scale, and will be integrated into national curriculums and education policies as standard, revolutionizing the way Gen Alpha and future generations learn.





67%

of educators in the US are somewhat or extremely optimistic about the future of AI in education.

Source: Carnegie Learning



Rewiring Education

Education systems will be fundamentally changed in the coming years to arm Gen Alpha and future generations with the skills they will need to thrive in the workforce of the future. In the UK, the vast majority (84%) of children and teenagers now say they would like to have more financial education in school. This reflects their desire for opportunities to develop more real-world skills that will better prepare them for life after school. To meet this increasing need, educators around the world will challenge the hierarchy of traditional subjects and educational norms. They will re-invent, not just how we teach, but the very nature of what we are teaching. This will include elevating the importance of developing the right soft skills and strategic thinking that will help Gen Alpha to flourish in future.

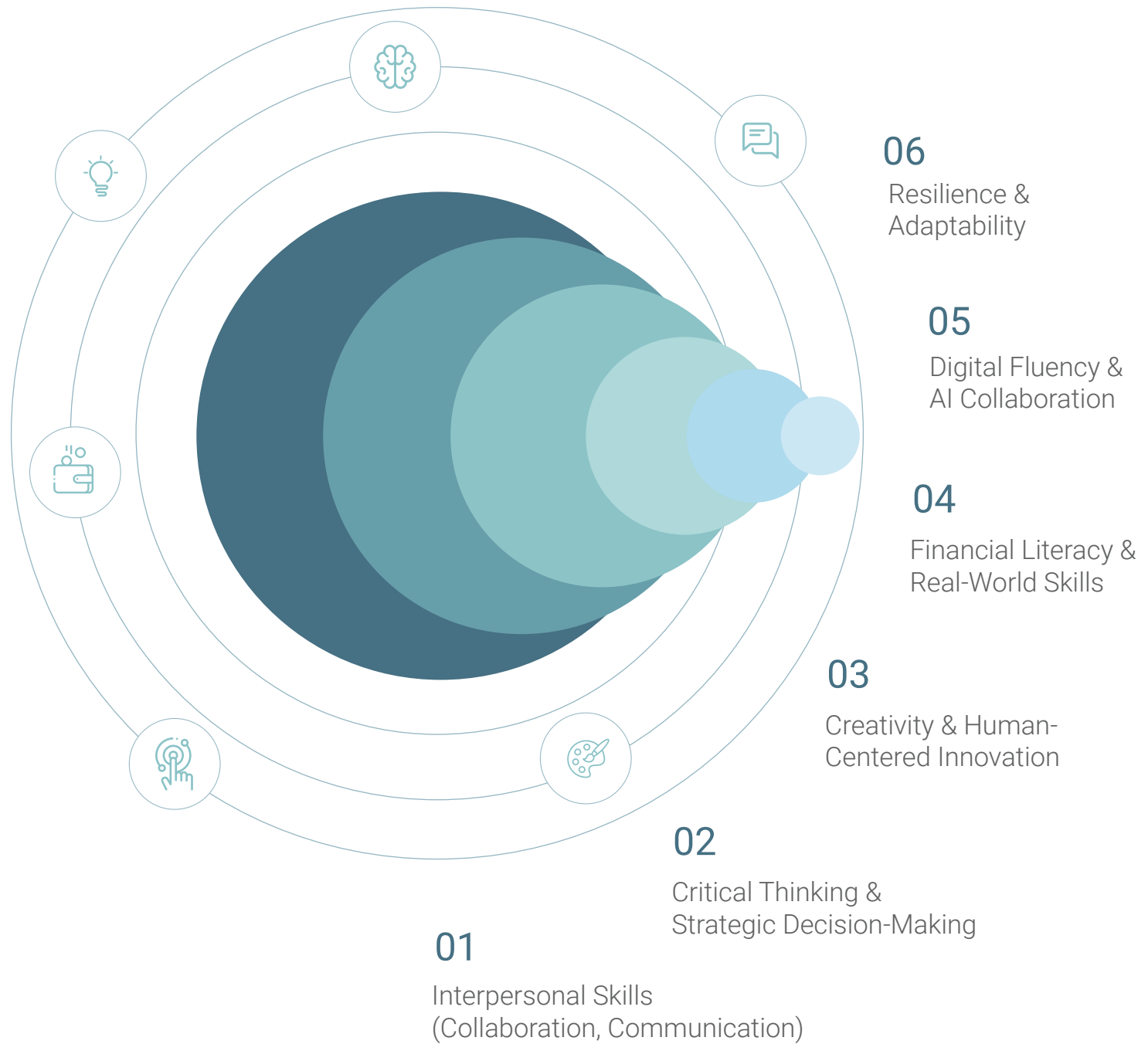
While digital literacy and fluency in emerging technologies will be a must for Alphas, these changes will focus on giving the generation the adaptability, resilience and human touch they will need for their future careers. Key to this new approach will be educational pursuits that hone students' abilities to make decisions in concert with and independent from AI, prioritizing the importance of wisdom, critical thinking and human creativity, all of which will be extremely valuable to the employers of tomorrow. In addition, the stock of interpersonal skills, such as collaboration and communication, will also rise within education.

Governments and policymakers must elevate the teaching of these competencies in their educational roadmaps to ensure Gen Alpha are ready to fully contribute to the future workforce.



Rewiring Education: Preparing Gen Alpha for Tomorrow's Workforce

Top Future Skills for Gen Alpha





84%

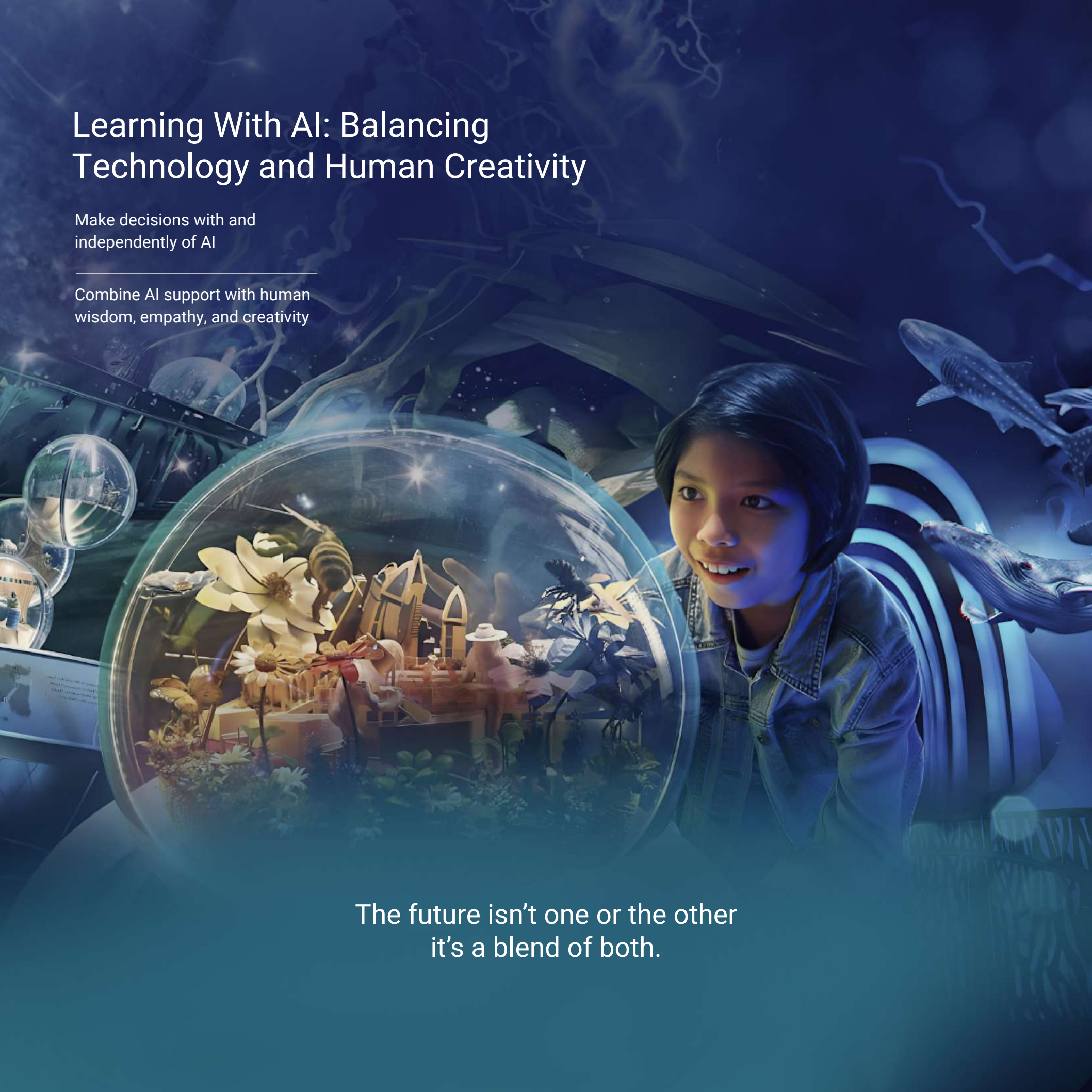
of children and teenagers say they want more financial education in school.

Source: GoHenry


Learning With AI: Balancing Technology and Human Creativity

Make decisions with and
independently of AI

Combine AI support with human
wisdom, empathy, and creativity

A young girl with dark hair, wearing a denim jacket, is looking into a large, illuminated terrarium. The terrarium contains a miniature ecosystem with various plants, flowers, and insects. The background is a dark, blue-toned museum exhibit with other terrariums and marine life models like a shark and a whale.

The future isn't one or the other
it's a blend of both.

A large, teal-colored speech bubble graphic is centered on a white background. The bubble has a rounded top and a tail pointing towards the bottom right. Inside the bubble, there is a quote in white text.

“While digital literacy and fluency in emerging technologies will be a must for Alphas, we must also focus on giving the generation the adaptability, resilience and human touch that they will need for their future careers”

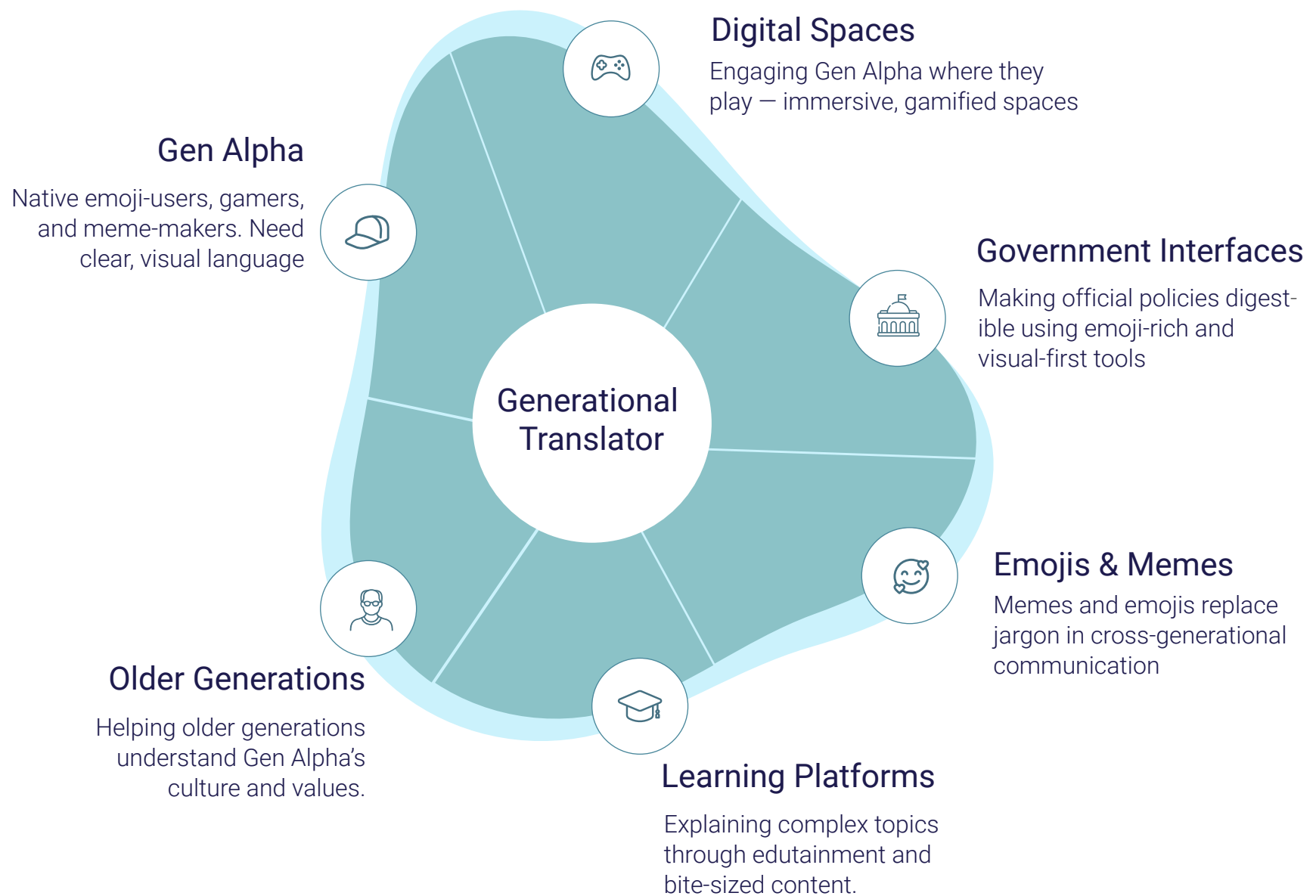
Generational Translation

In the years ahead, the experience of Gen Alpha will continue to diverge from older generations based on their seamless use of technology and their increasingly different media consumption habits. As culturally, and even linguistically, the generational divide widens, governments and other organizations will develop sophisticated solutions to engage with younger generations. These will act as Generational Translators, empowering the different generations to speak and understand each other's languages, viewpoints and motivations.

In the coming years, governments and leading international organizations will invest more time and resources into translating their policy process for Gen Alpha. This will include the development of digital and physical spaces and resources that help make important policy decisions and societal discussions more accessible and approachable to younger citizens. These will take inspiration from the digital behaviors of Gen Alpha, potentially taking place within existing metaverse worlds like Roblox and Minecraft, while using a verbal and design language that resonates with this generation. This will include using emojis and memes to deliver emotional and efficient messaging as an alternative to long-form text. In this way, these Generational Translation spaces will be designed to meet Gen Alpha where they spend time and to speak to them on their own terms.



Translating Across Generations: Making Policy & Society Accessible to Gen Alpha







Amplified Alphas

Catering specifically for Generational Alpha's desire to be heard and to help drive positive change in their local communities and beyond, in the second half of this decade governments will create formal frameworks to allow the voices of their younger citizens to be amplified throughout the policy process.

Already, governments and policymakers are starting to address the needs of younger citizens and future generations via committees and commissioners to safeguard their interests. This includes, but is not restricted to, the UAE's Minister of Family and Minister of State for Youth Affairs, Wales' Future Generations Commissioner, Finland's Committee for the Future and Malta's Guardian of Future Generations. While these existing roles already consider the needs of younger generations, they don't give them a direct voice. This is something that will be developed in the years ahead via the creation of high-level representative boards and forums, where young people themselves will have opportunities to share their views and thus influence policy. In the coming years, governments will take inspiration from innovative brands like sustainable Dutch coffee brand De Koffiejongens, which has created a Board of Little Directors. This board is composed entirely of children aged 8–12, who ensure that younger generations become stakeholders in every policy decision and change.

Voices for the Future: How Governments Are Representing Gen Alpha Today

Existing roles safeguarding younger generations



UAE

Minister of Family & Minister of State for Youth Affairs



Wales

Future Generations Commissioner



Finland

Committee for the Future



Malta

Guardian of Future Generations



The Gen Alpha Economy

In the future, Gen Alpha will emerge as a powerhouse generation that governments and policymakers will use to transform their economies and workforces. While their inherent strength comes from being the largest global generation ever, their digital literacy and the timing of their coming of age during a period of significant technological change will maximize their impact on global economies.

Gen Alpha's passion for positive social change will make them a powerful ally for governments, who will use their ethical approach to consumerism to position them as sustainability champions. This, in turn, will help governments to meet their green targets while sowing the seeds for their green economy industries and jobs of the future.

The workforces of the future will be reimagined for Gen Alpha, who will begin upskilling to prepare for the need to master both cutting-edge technology and soft skills. Digital fluency will be essential as AI, machine learning, cybersecurity and app development will dominate the industries they work in. But so too will more human and interpersonal skills, as Alphas will be required to work in concert with AI, operating as the empathetic, human-to-human face of healthcare, education, government and more.

While many will be preparing for life in these industries of the future, others will be harnessing their entrepreneurial flair, which will also unlock significant economic value for countries around the world.



Green Generation: How Gen Alpha Will Power the Sustainable Economy

Gen Alpha's ethical consumerism



Drives green demand




Helps governments hit climate goals



Seeds green jobs and industries of the future



'In the second half of this decade governments will create formal frameworks to allow the voices of their younger citizens to be amplified throughout the policy process'



“Gen Alpha's position as sustainability champions will help governments to meet their green targets while sowing the seeds for their green economy industries and jobs of the future”

Strategic Implications

Actions and considerations that governments and policymakers should be contemplating right now



Engaging Gen Alpha in Government Work

Establish a Gen Alpha forum

Governments should create a formal forum in which Gen Alpha and future generations can voice their opinions on the key policy issues that will affect their future. These should be regular events where younger generations can let leaders know which issues they see as the most important. Digital tools should be used to ensure a wide and diverse range of voices and opinions are heard, to help better guide future-focused policymaking.

Translate key policy and issues

An investment in both time and resources should be made in translating important government policies, challenges and decision-making into accessible tools and experiences for Gen Alpha and future generations. These do not need to be dumbed down, but should involve speaking the generation's own verbal and design language, which may include emojis, memes and short-form video, and should take place in environments, both physical and digital, where younger generations naturally feel at home.



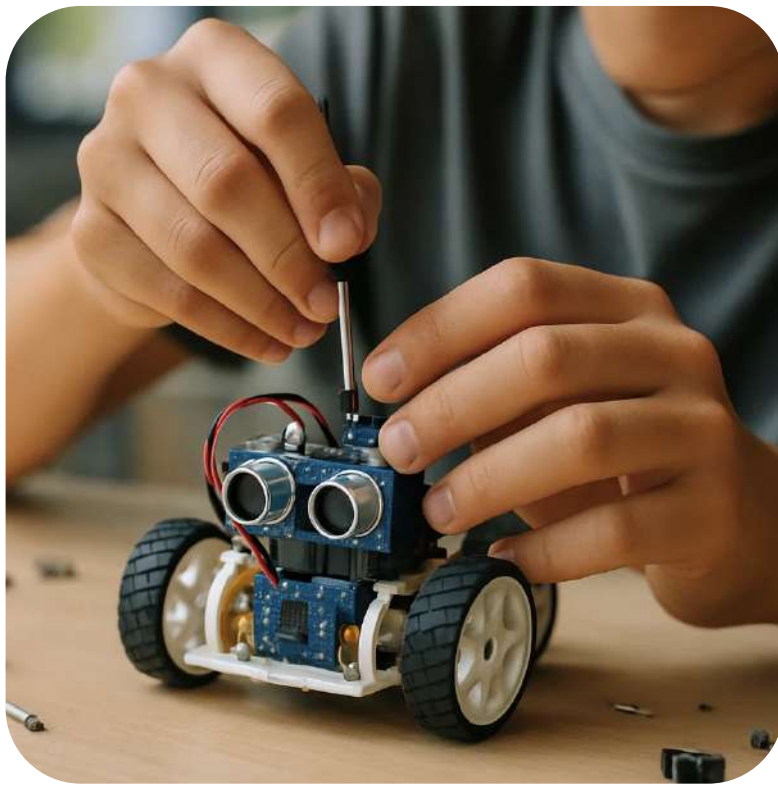
Harness Alpha's ethical advocacy

With Gen Alpha extremely engaged in a wide range of social and environmental topics, coupled with their desire to be heard and to drive genuine change, this generation are ideal collaborators for governments and policymakers. Governments should use Gen Alpha's ethical consumerism to promote real behavioral change that aligns with their sustainability targets and green plans.

Education System Transformation

Invest in AI, digital and science

AI has the potential to revolutionize how students learn, unlocking truly personalized education journeys that are specifically in tune with their individual needs and aspirations at any time. Governments must invest in AI-based educational systems to unlock these possibilities for students. It is also essential to ensure that Gen Alpha and future generations have early access to cutting-edge digital tools and science to ensure they remain competitive in the global market. With digital educational tools the biggest area of technology spending for Gen Alpha's parents, governments and policymakers must also prioritize making solutions like these available to all students at scale.



Focus on soft skills

Education-based policymakers should audit their curriculums to consider whether they are still fit for purpose in preparing Gen Alpha and future generations for their workforce of the future. Given the different work environments and job climate that Gen Alpha will operate in, educators must look beyond traditional subjects to ensure their young citizens are well versed in soft skills like communication, collaboration and critical thinking.

Preparing for the Future Workforce

Harness Gen Alpha's entrepreneurship

With the generation already showing their flair for entrepreneurship, governments and policymakers should consider how they can take steps now to nurture this potential and thus capture the full economic value in future. Talented youngsters, whether they excel in STEM, music, sports or the arts, should have access to spaces where they can hone their skills, and communities of like-minded kids and mentors to inspire their continued development. Governments should consider creating a network of entrepreneurial marketplaces and tutoring to give Gen Alpha the ability to explore their entrepreneurial potential.



Design a framework for the future job market

Governments need to create a detailed vision about what the Gen Alpha job market will look like in their country or region, and start investing in the skills and infrastructure to bring this to fruition. With AI, machine learning and cybersecurity expected to be key industries during Gen Alpha's careers, governments must consider whether they can build competitive industries in any of these areas. If so, now is the time to start upskilling Gen Alpha to ensure they are able to drive these industries forward. In parallel, all governments will need to ensure they are developing strong green economies to create future jobs, and they should ensure that Gen Alpha have the necessary human-to-human skills that will be an essential companion to technology in the healthcare sector of the future.



Invest in AI-backed career guidance

As the significance of AI's role in government decision-making continues to grow, it is also important that Gen Alpha are given access to the technology as they upskill for their future careers. Investment in AI-backed career guidance for students will help Gen Alpha citizens find the right careers based on their skillset, knowledge, passions and ambitions, and will also keep them on track toward achieving that goal.



Disrupting the workplace

While Gen Alpha will be greeted by a very different job market than their predecessors, the generation itself will also inflict further disruption on the world of work in the pursuit of new levels of flexibility. Growing up at a time when their parents are enjoying the benefits of remote working, Alphas will expect to have increased autonomy over when and where they work. They will also have a much more fluid vision of what career progression looks like, prioritizing portfolio careers made up of different specialisms over many years climbing the corporate ladder at a single company. They are also likely to pursue continued education to support these career evolutions. Governments and employers must consider how they can best harness the potential of this highly talented and educated, yet nomadic workforce.

Getting the Tech Balance Right

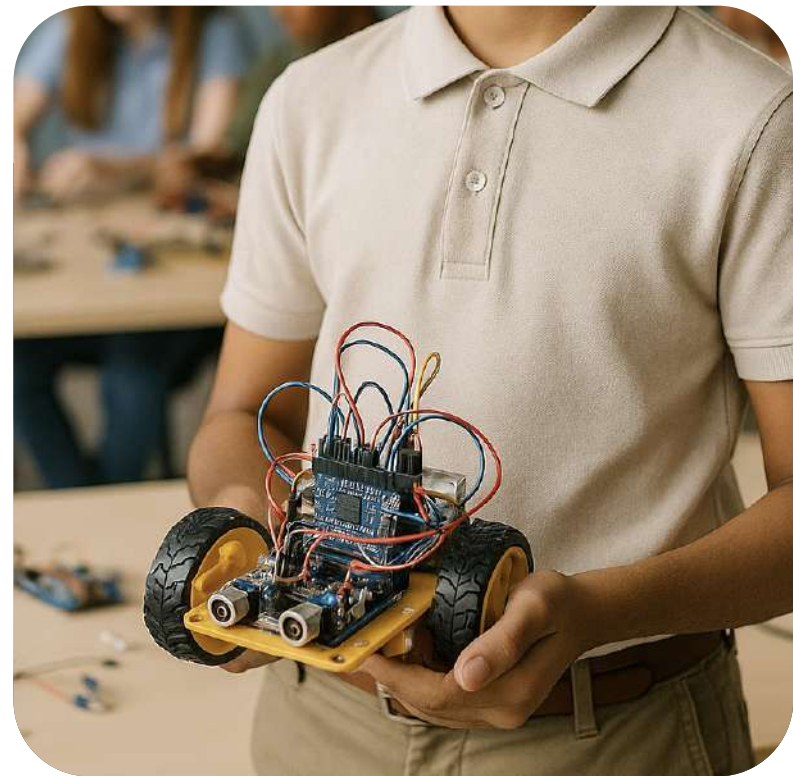
Prioritize tech for good

While technology will always have a significant role to play in the lives of Gen Alpha and it will provide them with endless opportunities and possibilities, governments must also be vigilant about the negative impact of screen time and social media on their lives. As countries around the world take a varied approach to the degree to which screen time and social media are limited or banned, the key for all policymakers is to have an ongoing commitment to continually review the latest information and update guidance as required to safeguard the best interests of young citizens.



Promote tech collaboration, not over-reliance

In the workforce of the future, creativity and critical thinking will be core skills for successful Gen Alphas; thus an over-reliance on generative AI tools such as ChatGPT can be detrimental to long-term development. Gen Alpha must be taught how to work in collaboration with powerful tools like this, rather than using them to do all of their thinking and writing. As reading rates for the generation decline globally, governments and educators must explore whether new immersive and gamified learning techniques or offline learning approaches can help to alleviate this problem.



Boosting Health and Wellbeing

Make Alphas wellbeing champions

With Gen Alpha already focusing on longevity to boost their healthy life expectancy, and showing a passion for optimizing their physical, mental and emotional wellbeing, they look set to become the most engaged health consumers ever. Governments and policymakers should consider how they can use Gen Alpha as wellbeing champions to inspire and educate other generations to make positive health changes in their lives.



Provide a 360-degree approach to wellbeing

As engaged owners of their own wellbeing, Gen Alpha understand the value of having a varied approach to health that blends nutrition, physical activity and mental fitness with moments of calmness, communal uplift and culture. Governments, policymakers and city and town planners must ensure they have the key infrastructure, resources, spaces and events in place to support this 360-degree approach to wellbeing. As well as AI-backed digital infrastructure, Gen Alpha also require access to green and blue spaces and cultural and communal experiences to help them thrive.

Address Alpha's unique health challenges

Gen Alpha are facing a series of unique physical and mental health challenges owing to their appetite for digital screen time and social media. Governments must have both short- and long-term policies in place to protect Alphas against these health concerns. In the short term, this means policies that encourage a healthy relationship with technology and make outdoor space and exercise accessible for all. And in the longer term, this means having plans in place to alleviate and offset any negative impact that technology is having on the mental health, eyesight and spinal posture of youngsters.



Appendix

McCrindle

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FUTURE REPORT

2025

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مكتب التطوير الحكومي والمستقبل
GOVERNMENT DEVELOPMENT & THE FUTURE OFFICE

