

WHAT SHAPED THEM

Millennial parents (Generation Y)

Born 1980-1994 — aged 27-41

GENERATION ALPHA

BORN 2010 - 2024

THEIR FUTURE

Older siblings to Generation Beta

Born 2025-2039

ABOUT GENERATION ALPHA

LABELS

The Alphas

Generation glass

Upagers

Multi-modals

Global Gen

WEEKLY BIRTHS

2,740,000

Generation Alphas born globally each week

TOP COUNTRIES OF BIRTH



TOP BABY NAMES

Oliver	1	Charlotte
Noah	2	Amelia
William	3	Olivia

CHARACTERISTICS



Global



Digital



Social



Mobile



Visual

WORKFORCE OF 2030



X 23%



Y 32%



Z 34%



α 11%

INCOMING TECHNOLOGY



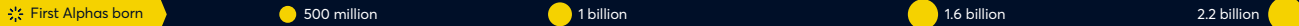
TIMELINE



OUTGOING TECHNOLOGY

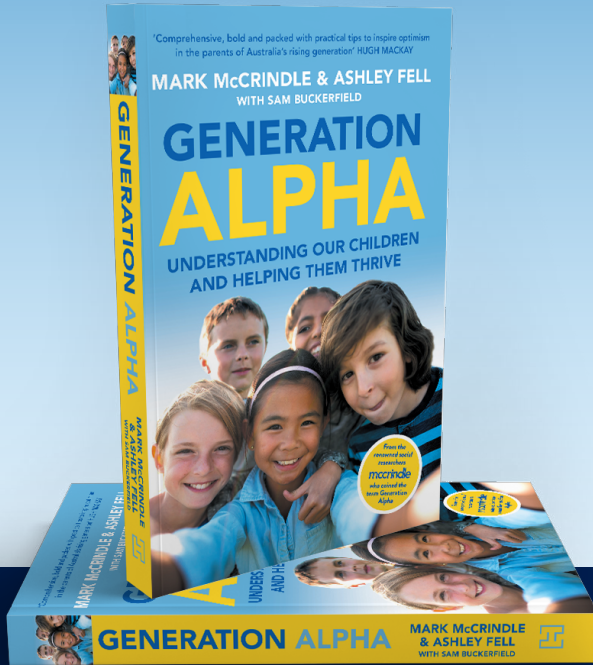


MILESTONES



NEW JOBS

- Cybersecurity specialist
- UX manager
- Drone pilot
- Blockchain developer
- Data designer
- Virtual reality engineer
- Robotics mechanic
- Sleep technician
- Sustainability officer
- Driverless train operator
- Wellbeing manager
- AI specialist
- Life simplifier
- Urban farmer
- Space tourism agent



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To buy the book and for more information and resources about Generation Alpha, visit the website:

[GENERATIONALPHA.COM](https://www.generationalpha.com)



Generation	Iconic toys	Music devices	Leadership styles	Screen content
 <p>BUILDERS 1925-1945</p>	 <p>Roller skates</p>	 <p>Record player LP, 1948</p>	 <p>Controlling</p>	 <p>Cinema</p>
 <p>BABY BOOMERS 1946-1964</p>	 <p>Frisbee</p>	 <p>Audio cassette 1962</p>	 <p>Directing</p>	 <p>TV</p>
 <p>GENERATION X 1965-1979</p>	 <p>Rubik's cube</p>	 <p>Walkman 1979</p>	 <p>Coordinating</p>	 <p>VCR</p>
 <p>GENERATION Y 1980-1994</p>	 <p>BMX bike</p>	 <p>iPod 2001</p>	 <p>Guiding</p>	 <p>Internet</p>
 <p>GENERATION Z 1995-2009</p>	 <p>Folding scooter</p>	 <p>Spotify 2008</p>	 <p>Empowering</p>	 <p>Device</p>
 <p>GENERATION α 2010-2024</p>	 <p>Fidget spinner</p>	 <p>Smart speakers Now</p>	 <p>Inspiring</p>	 <p>Streaming</p>