Without question, UGC is a powerful tool. Brands understand that leveraging content created by real people is the best advertising strategy can’t buy. And 75% of the data of consumers is in user-generated content. We’re seeing more video and written reviews, compared to last year.

1. Most Likely to Succeed
Certain industries and organizations are utilizing the UGC

- 33% of Gen Z has been checking most often with friends and family
- 32% of the UK
- 17% of the USA

2. Best all around
While reviews are still the best source in making purchases, photos are a critical deciding factor.

- USA: 55%
- UK: 49%
- DE: 53%

- Reviews & Rich Content in Making Decisions
- 26%
- 24%
- 13%
- UGC & Apps on Tablet/Smartphones
- 9%
- 17%
- 21%

3. Most improved
Gen Z are more likely to improve communication through social media.

- 34%
- YouTube
- 34%
- Facebook

4. Best Dressed
Millenials vs. Gen Z: who is the best dressed?

- 52% Millennials
- 47% Personal Style
- 70% Online Fashion
- 93% Favorite
- 43% Only
- 48% Best

5. Most unique

- Each generation has their own affinity for UGC

- 52%
- Baby Boomers
- 45%
- Silent Generation
- 78%
- Millennials
- 70%
- Gen Z

Want to learn more about the role UGC is playing in consumer’s online viewing (and buying) behavior?
Visit the Cloudinary blog: https://www.cloudinary.com/ucgc_news_2020/along with additional resources.