



The Friction Factor Report

GEN Z EDITION

NOVEMBER 2025



The Friction Factor

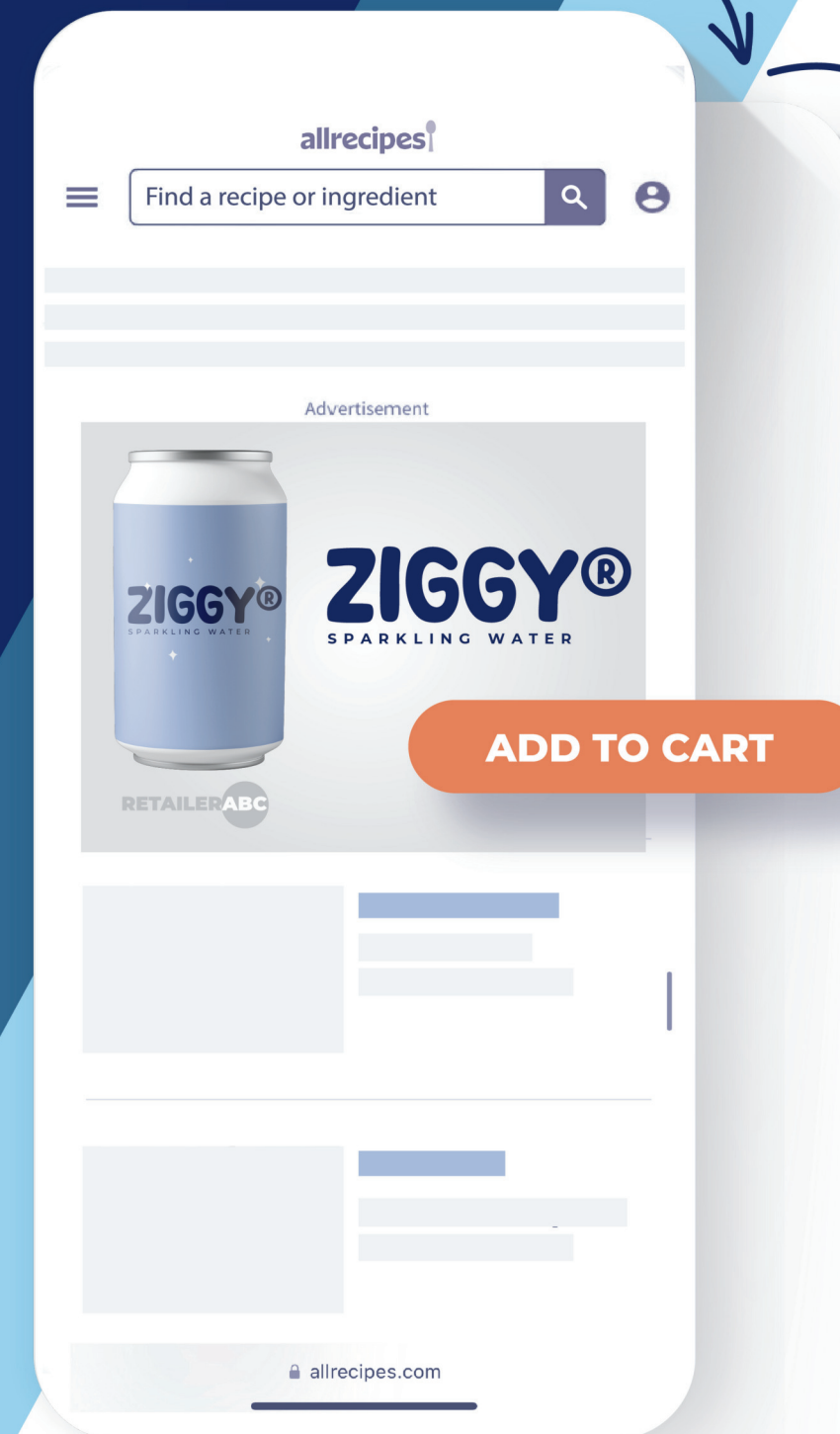
Understanding the Barriers That Shape Gen Z's Path to Purchase

Gen Z is changing the rules of digital grocery shopping. With their share of US CPG spending more than doubling over the past five years ([Numerator, 2025](#)), adult Gen Z consumers are guiding the hands of advertisers who want to connect authentically with this unique demographic.

For CPG brands, understanding what drives (and stops) Gen Z from buying is essential for designing digital ad campaigns that work to capture attention.

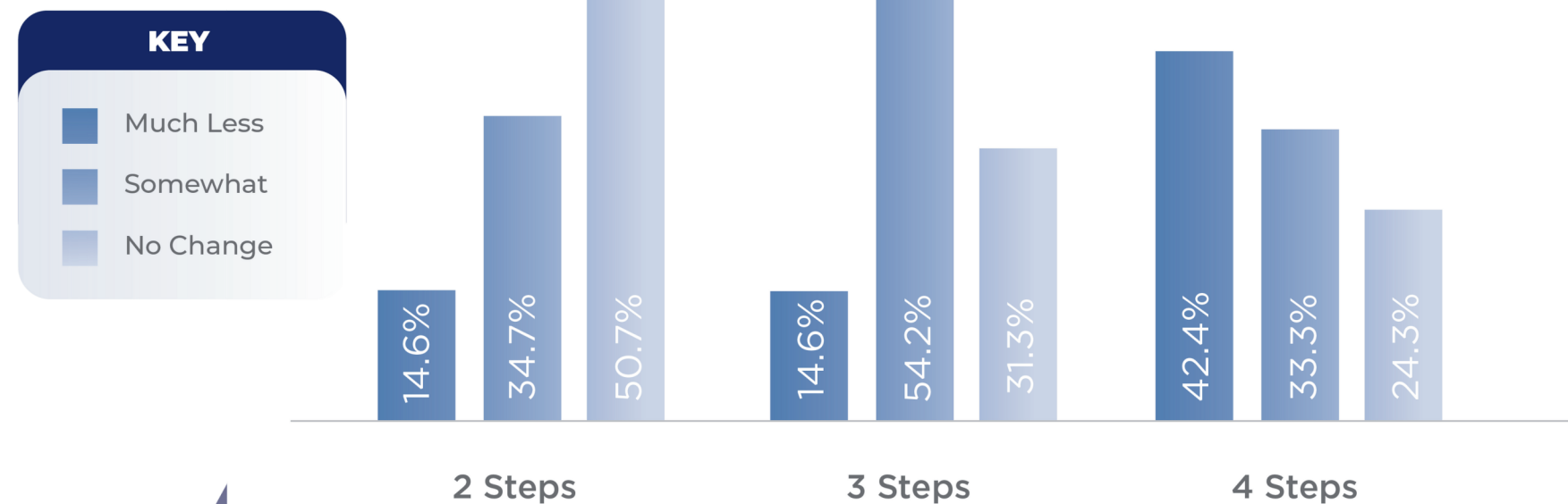
AdAdapted's latest shopper survey of 1,000+ US consumers uncovered the biggest reasons buyers abandon CPG ads before converting. From extra steps to unexpected redirects, every obstacle counts. **The Friction Factor: Gen Z Edition** breaks down what these insights mean for brands hoping to engage Gen Z and create truly seamless shopping experiences.

Armed with this information, advertisers can design more informed campaigns that remove barriers to purchase, and make every digital interaction count.



KEY TAKEAWAY: After just two extra steps to purchase, **nearly half of Gen Z shoppers** are less likely to buy.

After seeing a digital ad for a CPG product you like,
how much less likely would you be to buy the product based on the number of steps required to purchase?



Too Many Steps? Gen Z Drops Off Fast

Gen Z doesn't want to wait around to navigate complex purchase paths.

Just two steps following seeing a digital ad nearly half of Gen Z shoppers (49.3%) are less likely to buy the item. Add a third step, that number grows to 68.8%. And at four steps, three-quarters of shoppers are likely to drop-off.

Each click, redirect, or extra page stands between your brand and conversion.

Interruptions Break the Flow, and the Sale

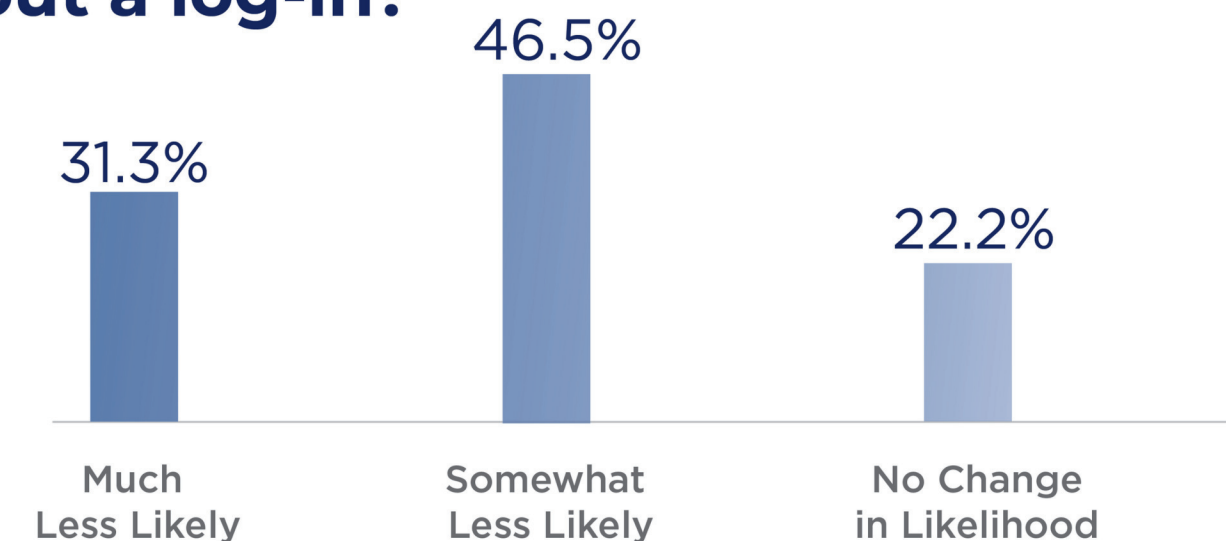
Requiring a log-in stops Gen Z in their tracks.

Nearly one-third (31.3%) said they'd be much less likely to buy a CPG product they like with a required login, and almost half (46.5%) said they're somewhat less likely to purchase.

For a generation used to autofill and seamless in-app actions, account barriers feel slow, outdated, and frustrating.

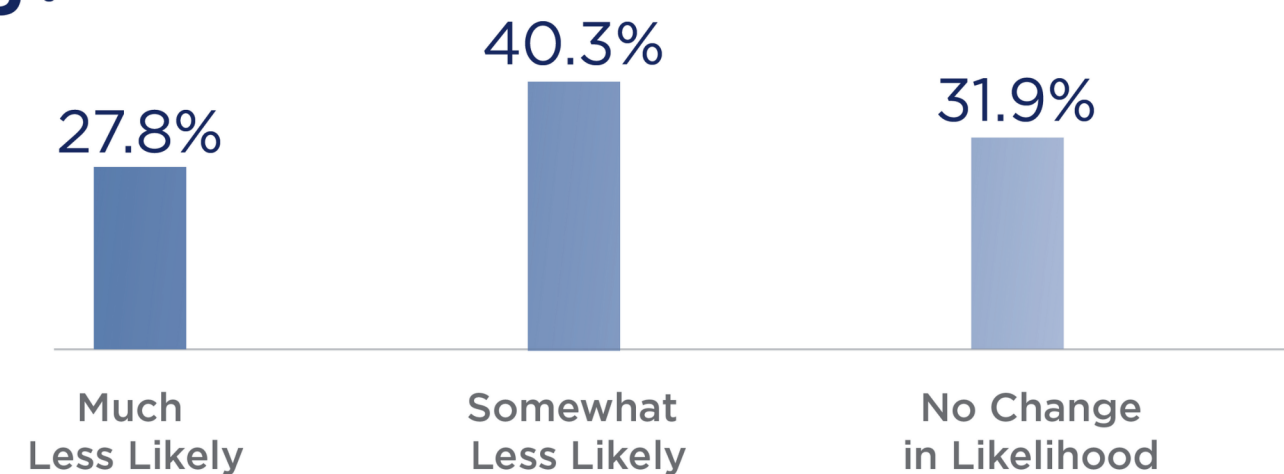
KEY TAKEAWAY: Nearly a third of Gen Z shoppers say needing to log in to purchase will break the sale.

After seeing a digital ad for a CPG product you like, **how much less likely would you be to buy the product if you were required to fill out a log-in?**



KEY TAKEAWAY: Nearly 70% of Gen Z shoppers are less likely to buy if pulled from content they were consuming.

After seeing a digital ad for a CPG product you like, **how much less likely would you be to buy the if clicking its digital ad took you away from the article, video, or app you were using?**



Let Gen Z Choose Their Next Step

When Gen Z clicks an ad, they want control over what happens next.

Nearly 70% of those surveyed said being redirected to another site makes them less likely to buy. Disrupting their content flow increases the chance of drop-off.

Giving shoppers the power to decide how they continue, whether exploring within the ad, saving for later, or moving to a retailer, keeps engagement high and respects their preferences.

Gen Z Chooses When to Buy

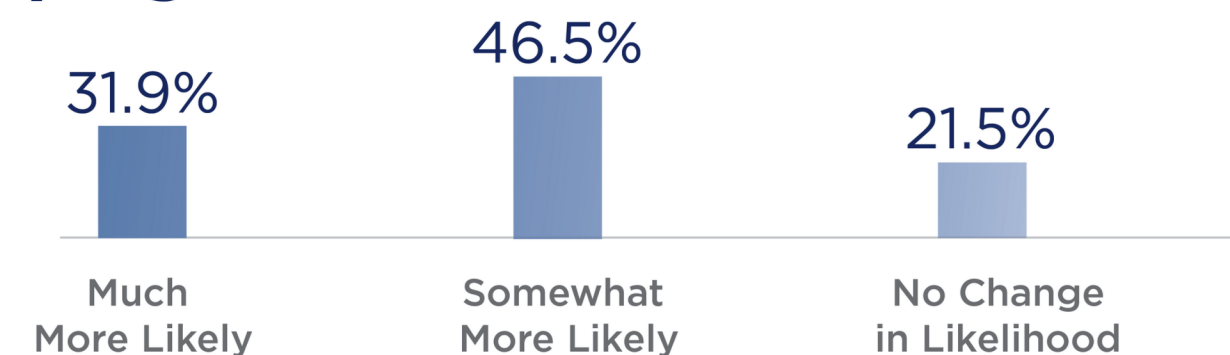
Most Gen Z shoppers aren't ready to purchase CPG products immediately.

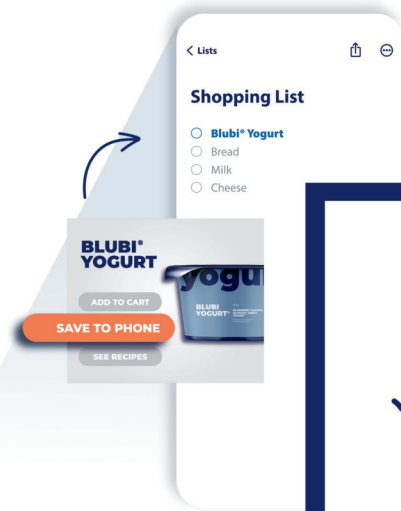
When given the option to easily save a item they like for their next grocery trip after viewing a digital ad, 78% surveyed said they're more likely to act.

Reducing extra steps and letting Gen Z shoppers control timing builds confidence, strengthens recall, and increases conversion potential.

KEY TAKEAWAY: Over 78% of Gen Z shoppers are more likely to buy when an ad lets them save an item for future shopping.

After seeing a digital ad for a CPG product you like, **how much more likely would you be to buy the product if you could save it with one click, automatically adding it to your digital grocery list or online shopping cart for future shopping.**





Connect with Intent

- ✓ Reach shoppers inside 45+ pre-shop planning apps, where lists and meal planning drive purchase intent.
- ✓ Deliver native, non-disruptive ad experiences that integrate seamlessly into grocery planning flows.
- ✓ Turn awareness into action without interrupting the shopper journey

Convert without Friction

- ✓ One-click Add-to-List and Add-to-Cart functionality ensures shoppers can act when they are ready.
- ✓ Reduce drop-off by eliminating redirects, log-ins, and multi-step flows.
- ✓ Keep your brand locked in for the next grocery trip, turning saved intent into real sales.

Reduce Friction. Capture Intent. Win Gen Z.

AdAdapted connects brands directly with Gen Z shoppers in the apps they already use to plan, save, and shop.

With one-click add-to-list technology and zero redirects, we make it effortless for this generation to take action, turning ad engagement into real-world sales.





SAVE NOW
BUY LATER

visit us at adadapted.com

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