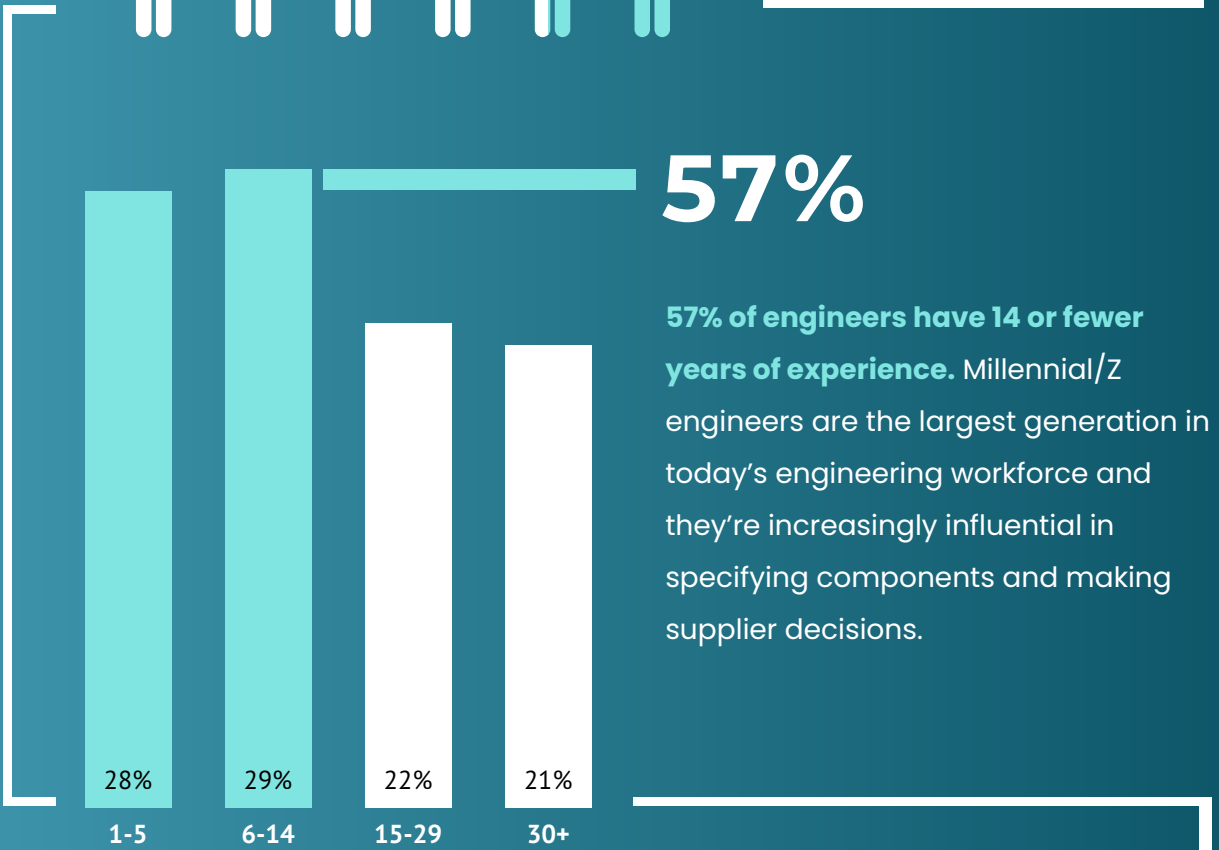


MILLENNIAL/Z

Millennials and Gen Z are projected to make up **74% of the global workforce** by 2030.
-Deloitte

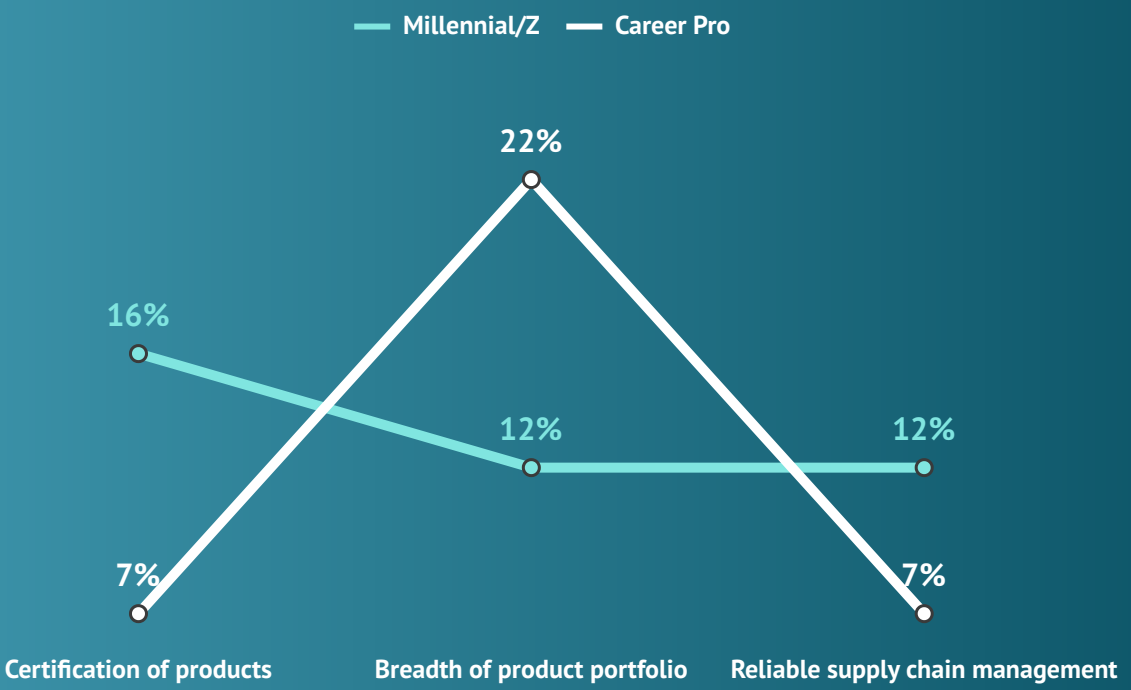
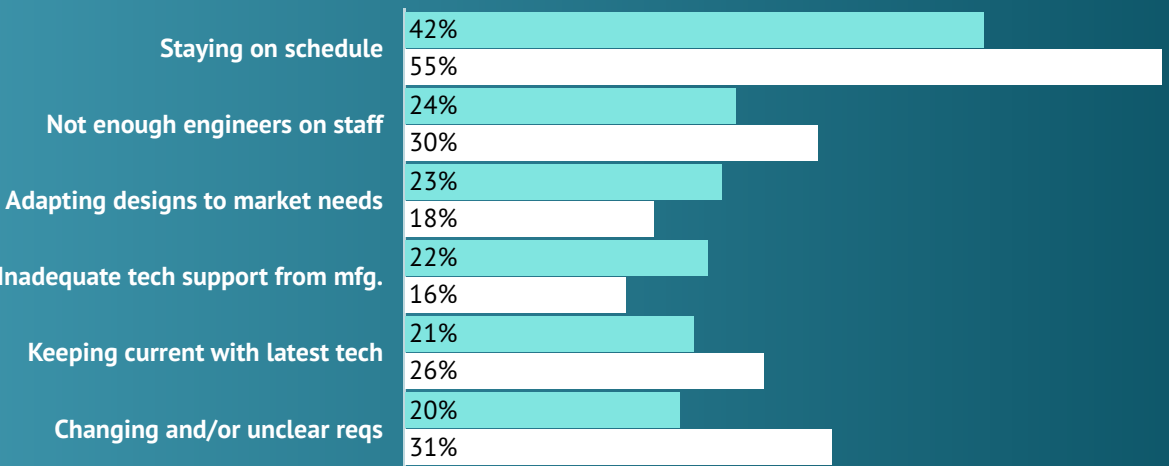
74%



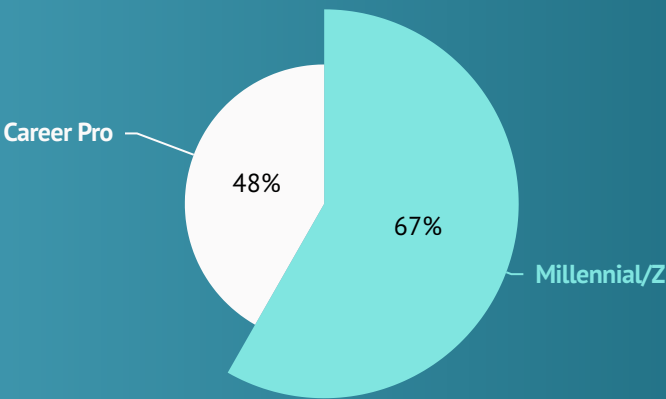
Key Takeaway: Modernize your digital strategy. Career Pros may still dominate but Millennial/Z engineers are less engaged by conventional outreach. They favor digital-first content, and accessible, self-serve resources. **If your digital presence isn't optimized for fast, technical answers, you're already behind.**



Career Pros are more burdened by schedule delays and shifting requirements—issues tied to legacy systems, larger organizations, or leadership roles. Millennial/Zs report higher frustration with inadequate manufacturer support and adapting to market needs, **signaling a desire for more responsive external partners and clearer product guidance.**



When choosing a distributor, Millennial/Z engineers prioritize product authenticity and reliable supply chain management, **signaling a desire for trust, traceability, and confidence in every transaction.**



AI usage is significantly higher among Millennial/Z engineers (45% currently using AI, 22% planning to adopt). In contrast, only 21% of Career Pros currently use AI, though 27% plan to. This underscores a generational divide—**Millennial/Zs are not waiting; they're already integrating AI into their design flow.**