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FMCG
by iPresso

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Data-Driven: The path to loyalty for Gen-Z in FMCG

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Report: DigitalFMCG Insights



1. Market landscape – a new definition of privacy

In the traditional FMCG model, consumer data was fragmented and often inaccessible to the manufacturer. Generation Z (Gen Z) is shifting this balance of power. According to Salesforce's "State of the Connected Customer" report, as many as 61% of Gen Z feel comfortable sharing personal data in exchange for better, more personalized shopping experiences - a result significantly higher than that of the Baby Boomer generation.

For DigitalFMCG, the key takeaway is: Gen Z does not view privacy as an insurmountable barrier, but as currency in a barter transaction. However, they expect a tangible "return on investment" (ROI) for sharing their digital footprints.

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2. Personalization is the standard

For the youngest consumers, personalization has ceased to be a nice-to-have and has become the foundation of the relationship. McKinsey & Company data indicates that 71% of consumers expect personalized interactions from brands, and the frustration

caused by their absence is most acute specifically within the Gen Z group.

Where are FMCG brands wasting data potential?

- **Irrelevant Content.** According to Adobe research, 54% of Gen Z representatives state that receiving irrelevant offers from a brand is the most annoying element of digital communication.
- **Missing the Context.** Gen Z operates in real-time. If an FMCG brand cannot leverage location or time-of-day data (Contextual Commerce), it misses the opportunity for conversion in so-called "micro-moments."

3. Direct-to-Consumer (D2C) Strategy and loyalty

Building direct relationships allows FMCG brands to bypass the "information black hole" that traditional distributors can often be. The Edelman Trust Barometer analysis highlights that 63% of consumers buy products from brands that share their values, and a direct communication channel is the only way to effectively communicate and personalize those values.

Metrics	The impact of effective data utilization	Source
Retention	A 20-30% increase in loyalty through the application of hyper-personalization.	Deloitte Digital

Income	Brands using data for personalization generate 40% higher profits from these activities.	<i>McKinsey</i>
Trust	79% of Gen Z trust brands that are transparent about their data usage.	<i>Salesforce</i>

4. From "Big Data" to "Smart Action"

At DigitalFMCG, we believe that the industry's problem is not a lack of data, but its operationalization. Gen Z unfailingly senses "digital dust" - a situation where a brand possesses information (e.g., about a customer's plant-based diet) but fails to use it, serving them ads for meat products instead.

Gen Z requirements for data architecture:

- 1. Zero-party Data:** Encouraging active sharing of preferences (e.g., through product quizzes).
- 2. Predictive Analytics:** Predicting needs before the consumer defines them (e.g., subscriptions based on the product usage cycle).
- 3. Real-time Value:** Immediate gratification for shared data (e.g., access to a limited-edition beverage flavor).

5. Recommendations for FMCG leaders

To effectively build relationships with Gen Z, organizations must abandon a siloed approach to data. We recommend:

- **Implementation of Customer Data Platforms (CDP).** To create a single, unified customer profile accessible to marketing, sales, and logistics.
- **Value Education (Value Exchange).** Clearly communicating the benefits that accrue to the customer from the fact that the brand "knows more about them."
- **Radical Transparency.** In line with the "Privacy-First" trend, brands must give users full control over their data (Data Sovereignty).

About DigitalFMCG

We are a strategic partner for companies looking to turn digitalization challenges into a sustainable competitive advantage. We combine FMCG sector expertise with advanced data analytics.

Want to see how to start selling your products directly based on this data? Let's move to the action plan.

Schedule your free consultation with our team