

GEN Z & INSURANCE

Rewriting the Rules of Financial Stability



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Coming of age in the age of uncertainty

Coddled, chronically online, lazy, apathetic. These are just a few terms used to describe Gen Z. But as the oldest among them approaches 30, a more complex and compelling story is beginning to emerge.

Shaped by economic uncertainty, shifting workforce demands, a global pandemic, and institutions that have failed to deliver on their promises, Gen Z isn't opting out of adulthood—they're finding new ways to navigate it, with all of its uncertainty.

What does this mean for the insurance industry?

This report aims to answer this question by presenting a human-centered perspective on Gen Z that transcends stereotypes. Rather than ignoring generalizations, we explore their origins and reframe them within the cultural and economic context in which Gen Z has—and continues to—come of age.”

Drawing on a survey of more than 500 Gen Zers and in-depth interviews with 12 diverse young adults (ages 18 to 28), we uncover six key insights into how coming of age in a time of rapid change and uncertainty is shaping how this generation thinks about risk, security, and the future.

We believe these insights offer a powerful opportunity for the insurance industry to:

- **Move beyond assumptions and better connect with Gen Z on their terms.**
- **Build products and experiences and design services that better reflect Gen Z values, priorities, and vision for the future.**
- **Help Gen Z navigate what's ahead with greater stability, security, and confidence.**



Zooming in on Zoomers



What defines Gen Z?

Broadly put, Gen Zers are those born between 1997 and 2012, meaning they range from ages 13 to 28. Globally, they **have surpassed Millennials in their share of the Global population**. But what defines a generation is hardly the years they were born or their size, but the cultural context in which they came of age.

While generational research has faced **recent scrutiny**, mainly for its inability to produce meaningful comparisons and its tendency to lead to inaccurate and sometimes derisive clichés, the point here isn't to make sweeping claims about who is Gen Z or definitive proclamations about how they compare to previous generations, but to uncover insights that challenge prevailing assumptions about Gen Z and help the insurance industry think differently about their needs. Ultimately, we hope this research, like all of our research, might equip the industry with the kind of human insights it needs to design products and services that better serve and protect their customers and provide stability to individuals and society as a whole.

As the scholar Jean Twenge—one of the first to write **about this generation**—has remarked:

“The arbitrary nature of generational names and spans does not negate the reality that growing up during different eras can have a profound effect.”

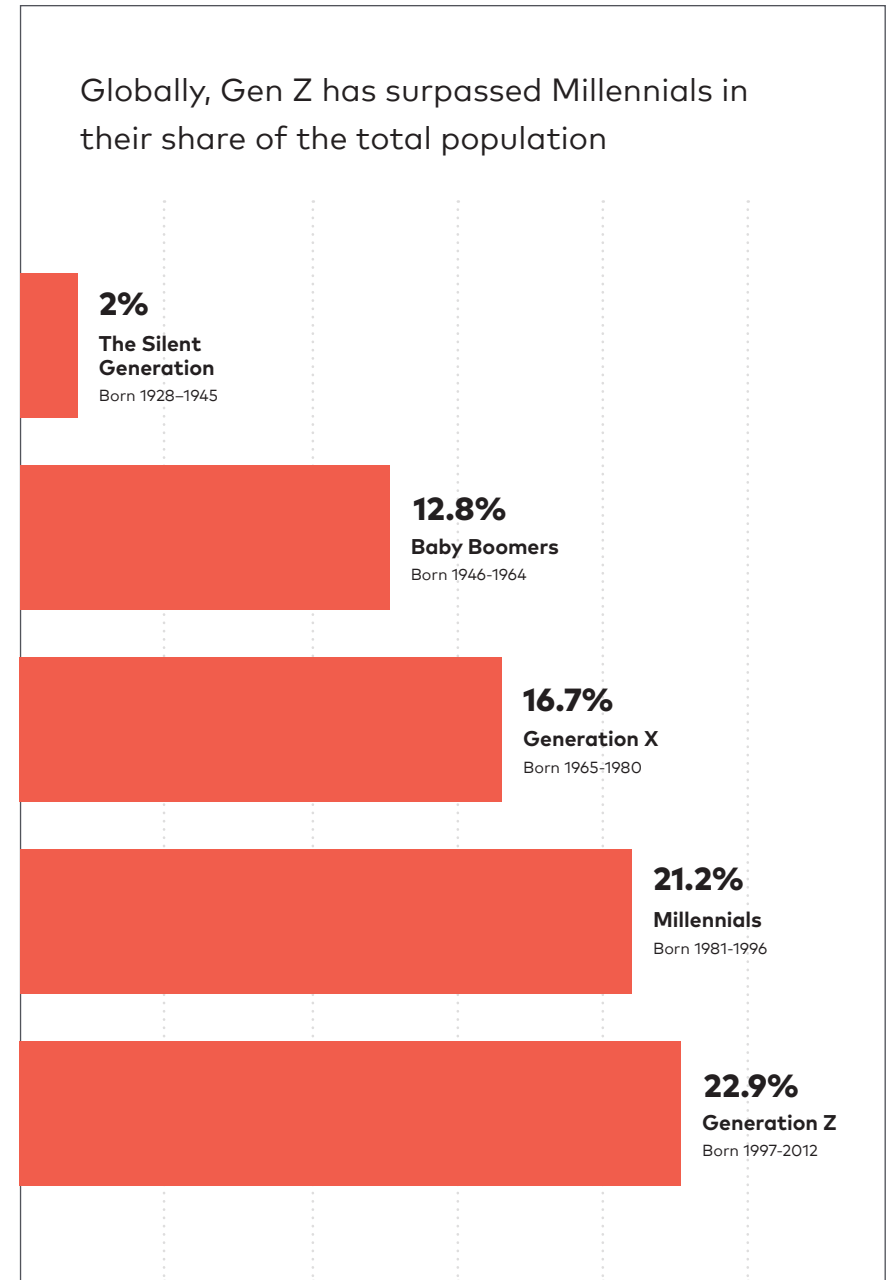
With that in mind, there are a few things that most experts agree have and continue to shape the Gen Z generation:

- Deep political division and shifting societal norms
- The global upheaval of the COVID-19 pandemic
- The rapid emergence of generative AI and automation
- A redefinition of the value and accessibility of higher education
- The ever-present influence of social media and digital connectivity

Understanding the shifting mindsets that might emerge from these phenomena isn't just an intellectual exercise for industries like insurance; it's a business imperative.

How does a generation raised amid uncertainty think about financial security? What role does insurance play in their vision of stability? And how can an industry built on long-term commitments and institutional trust connect with a generation that questions both?

To answer some of these questions and ultimately help the insurance industry better understand what it needs to do to attract and retain Gen Z customers, we went straight to the source.



United Nations, January 2025

Our research: A snapshot of a generation in flux

To understand how Gen Z is navigating adulthood, work, risk, and financial decision-making, we took a two-pronged approach: a national survey to surface patterns and a series of in-depth interviews to bring them to life.

A mixed method study

Nationwide survey

We surveyed 519 Gen Zers, ages 18–28; born 1997–2007, and asked about:

- Financial goals and habits
- Perceptions of insurance
- Values, milestones, and definitions of “stability”

While not nationally representative, this sample captures a wide range of voices across income, education, and geography—offering a rich, grounded snapshot of Gen Z’s lived experiences.

In-depth interviews

We spoke with 12 Gen Zers from diverse backgrounds—across gender, education, race, income, and family roles— exploring:

- How they think about the future
- What makes them feel financially secure
- How they prepare for risk and navigate uncertainty

Their stories, and emotional nuance bring depth to the data—showing what Gen Z is feeling, not just what they’re doing.

The people behind the data

- Just 13% own a home, but many see it in their future.
- Parenthood is in the picture. 23% have kids.
- Living setups vary: partners, parents, roommates, or solo.
- Some are still in school, others hold degrees—or skipped college entirely.



Cake & Arrow Gen Z Research, 2025

Findings & Insights



Navigating a new reality with an old set of rules

Coming of age amid economic upheaval, paradigm-shifting technological transformation, and growing political instability, Gen Z faces a reality that looks little like the one they spent their young lives preparing for. And yet, they're still expected to navigate it using a playbook written for a different time. That disconnect sits at the heart of much of today's generational discourse.

Gen Z isn't opting out; they're figuring it out.

While it may seem like Gen Z doesn't want to play by the old rules, the truth is, many simply can't afford to. What may come off as apathy in the workplace is really just pragmatism. What's often mistaken for cynicism about the future is caution.

This is what adaptation looks like in real time—planning ahead, hedging against volatility, and searching for new ways to build the stability they've been promised but rarely see reflected in their lived experience.

The insights that follow uncover how Gen Z is redefining risk, resilience, and financial security—and reveal important opportunities for how insurers can better meet this generation where they are.

1. The traditional playbook doesn't apply

A popular narrative around what it takes to achieve financial stability has persisted for decades. But does it hold up?

The playbook that worked for Baby Boomers and possible Gen X—do well in school, go to a good college, get a job in your field and financial stability will follow—really began to break down with Millennials. For Gen Z, it has become all but mythical.

The skyrocketing costs of higher education have made a college degree not only less accessible, but a less reliable investment. The fluctuating job market, which has characterized the post-Covid years, have made landing a decent job, even with a college degree, much harder—a problem which only continues to worsen.

Even for those who have landed what are considered “career jobs,” the rising costs of living has made it difficult to make real financial progress, further devaluing investments in college.

Case in point: Only 16% of the GenZers we surveyed with a college degree or higher see what they are currently doing for work as a career (only slightly higher than those without a degree 12%). Which might also explain another striking statistic our research surfaced, few saw college education as essential to their long-term stability or success.

28%

See a college education as essential to their long-term stability or success

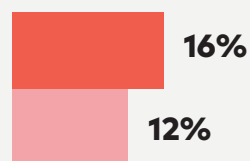


Cake & Arrow Gen Z Survey, 2025

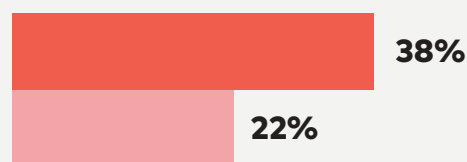
The role Gen Z sees college playing in their long-term stability or success speaks to the breakdown of the traditional pathways to success

College ≠ career for Gen Z

Gen Z who consider their current jobs a career



Gen Z who see college as "extremely important" to long-term financial stability



“

The traditional formula that most other generations have participated in—go to college (which I did), get a good job (which I did), work hard, save money (which I’m doing)—aren’t necessarily the right steps anymore. You can work as hard as you can, and that still might not be enough to keep up with the increasing cost of living and housing, etc.”

Jade, 25, Project Manager

■ College degree or higher ■ No college degree

2. A career job won't cut it

As the rewards promised by a full-time career job—reliable wages, long-term security, health insurance and retirements benefits—continue to erode, it seems that for Gen Z, the ruse may finally be up.

50%

Gen Z believe side hustles or multiple income streams are the best way to secure financial security



Cake & Arrow Gen Z Survey, 2025

Despite being increasingly hard to come by for Gen Z, full time jobs are still seen as essential to long-term stability (83% said full-time jobs are very or extremely important). What's surprising is that side hustles are too.

No longer simply a way to make some extra spending money, these secondary income sources play a critical role in Gen Z's perception of what it takes to be financially secure.

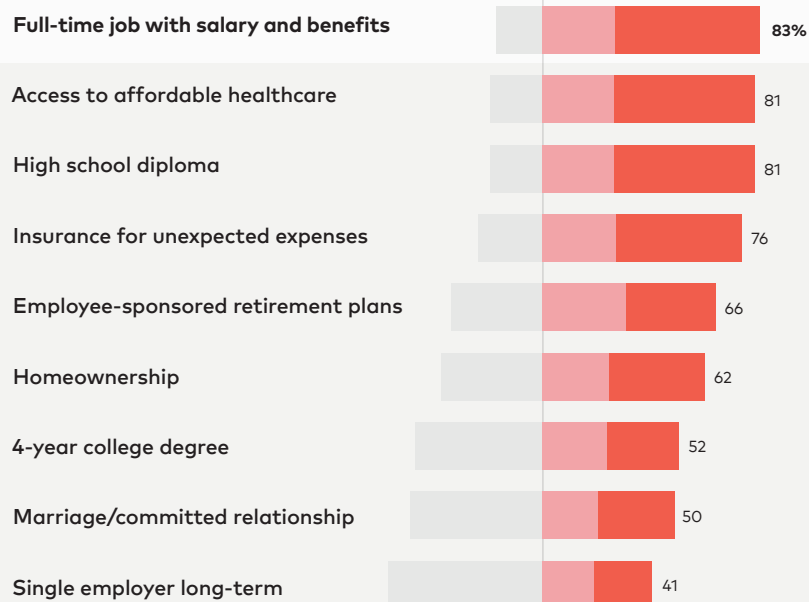
Side hustles: a way of keeping pace or a contingency plan?

When we asked Gen Zers what, in today's world, is the best way to achieve financial stability, the top response—a whopping 50% of respondents—said side hustles and multiple income streams. It's not that Gen Z doesn't want full-time jobs; it's just that full-time jobs aren't seen as enough.

Beyond supplying Gen Z with supplemental incomes to help them catch up to the rising cost of living, side hustles offer something else: a contingency plan.

Side hustles are seen as a hedge against uncertain full-time employment—not a replacement for it

How important are the following to your financial success and long-term stability?



In today's world, what is the best way to achieve financial security?



Very important Extremely important

Cake & Arrow Gen Z Survey, 2025

For Gen Z, it takes more than one job to feel financially secure

“

I’m pretty much your typical 9-to-5 worker. But honestly, to be financially stable these days, it feels like you either need multiple incomes in your household, or you need to start your own business or something.

Anjali, 23, Product Manager

“

Everyone I know in New York has two jobs in some form, so it doesn’t even feel unusual anymore. But now I feel like I need to really focus on building two solid sources of income. Before, I’d pick up side work when I felt like it, but now it feels necessary—especially something that’s not tied to a company or the job market. I want something I’ve built myself.

Jade, 25, Project Manager

3. Uncertainty is getting in the way

Just as with Millennials 10 years ago, it's easy to chalk up declining rates of homeownership and childbearing among Gen Z to a lack of desire. But our research shows the opposite.

Most Gen Zers are interested in the traditional things previous generations have prized.

13% of research participants already own a home and 81% plan to purchase one someday. Meanwhile 80% of those without children said they'd like to have children someday while only 14% said they do not.

Despit this generation's clear desire for kids and homes, uncertainty about the future, teamed with the rising cost of living, is getting in the way.

57% of respondents said they are worried about the financial burden of raising a child and 40% said they are concerned about the future their children would inherit.

It's amounting to what Kyla Scanlon, a Gen Z economist and writer, has called a "crisis of futurelessness":

"Young people feel a broken social contract: effort and patience no longer guarantee security or opportunity. The result is a kind of presentism (sports betting, meme trading) instead of planning for a future that feels out of reach."

—Chloe, 24, PhD candidate

Our research affirmed this reality: rather than planning for the future they want, many Gen Zers are preparing for the future they fear. More than half (52%) said their top financial goal is building an emergency fund.

52%

Say their top financial goal is building an emergency fund



Cake & Arrow Gen Z Survey, 2025

Gen Z is preparing for a future where anything can happen

“

I'm trying to save as much as I can with a potential layoff coming. I'm living frugally and preparing for the worst-case scenario, just in case.

With the economy and politics the way they are, nothing feels secure. Even government jobs aren't safe. At this point, I'm just hoping to hang on until things get better.”

Ian, 28, Agricultural Consultant

“

I think the current environment—and the way my early 20s were shaped by Covid and a worsening economy—has made it really difficult for me to imagine what my future could look like.

I don't even have a plan for next year, to be honest. It's hard to picture what the next three or four years will bring. So by the time I'm 35...I don't know.”

Jade, 25, Project Manager

4. Disillusionment with institutions runs deep

Growing distrust in the insurance industry as an institution is in step with broader trends across the board, which show a steady decline in Americans' confidence in institutions.

This trend is especially acute for Gen Z, whose views of many aspects of politics, society, and well-being have deteriorated in recent years.

Where does this distrust originate? As with higher education, Gen Z are experiencing diminishing value from the institutions that are meant to protect and support them, even as costs go up. One Gen Zer we spoke to described how her attempts to access both government and financial programs to support her family have led to a deep disillusionment with institutions, but especially the government.

“If it’s something the government provides, I get skeptical. They have their own criteria for who qualifies and often we’re barely making too much to qualify for those programs.”

—Chloe, 24, PhD candidate

This diminishing institutional trust might help explain why Gen Zers are turning to alternative sources of information when it comes to financial information and advice.

Americans' confidence in institutions trending down

| | 2021 | 2022 | 2023 |
|----------------------|------|------|------|
| Big business | 18 | 14 | 14% |
| Large tech companies | 29 | 26 | 26% |
| Banks | 33 | 27 | 26% |
| The medical system | 44 | 38 | 34% |
| Small business | 70 | 68 | 65% |

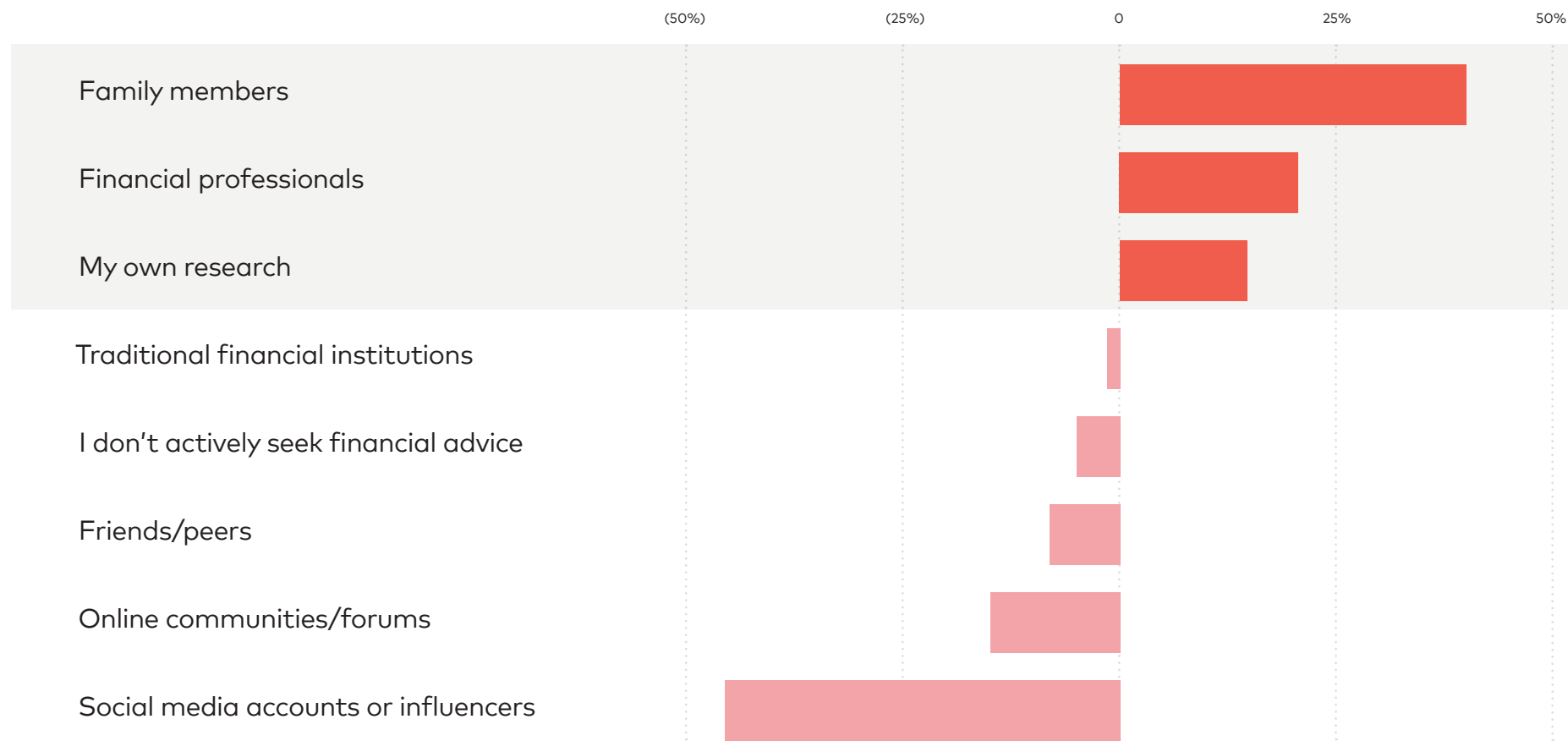
% with a “great deal” or “quite a lot” of confidence in each



Gallup, 2025

For financial information and advice, Gen Z does their own research

When looking for advice to inform financial decision-making, who do you most and least trust?



■ **Net trust score** (% of total respondents selecting "most trusted") – (% selecting "least trusted")

Cake & Arrow Gen Z Survey, 2025

Gen Z trusts people, not insurance

Why so little faith in traditional financial institutions?

Qualitative research filled in some of the blanks. Notably, 11 of 12 of those we spoke with agreed that insurance companies will do whatever they can to avoid paying claims, 7 of 10 agreed that insurance companies make everything unnecessarily complicated, and only 2 of 12 agreed that insurance is adapting to meet the needs of my generation.

In other words, there are a lot of reasons for distrust.

“I don’t feel like my insurance has ever given me any kind of strategy for long-term smart planning or support when dealing with a financial burden or strengthening my financial confidence.”

—Ian, 28, Agricultural Consultant

One thing that is encouraging for insurance? Despite Gen Z’s deep distrust in the institution of insurance itself, they do trust the individuals who work within the institution—at least some of them.

Chloe, the government skeptic explained: “The one reason we won’t leave StateFarm is because the person in charge of our branch is very ethical and uses her ethics to navigate what I perceive to be a very problematic business.”

Why Gen Z doesn’t trust insurance companies



11 of 12 agreed that insurance will “do whatever it can to avoid paying claims”



7 of 12 agreed that insurance companies “make everything unnecessarily complicated”



Only 2 of 12 agreed that insurance is “meeting the needs of my generation”

5. DIY, because no one else will

With little support from schools or the financial industry, Gen Z is taking financial education into their own hands.

Only 13%

Learned about personal finance in school



HRB Tax Grup Inc. 2025

A lack of standardized financial education leaves many Gen Zers to figure out finances on their own.

As Ian, an Agricultural Consultant, told us: “I mean, I went to public school. I went to a public university. I can’t tell you a single financial course I was required to take.”

Despite or perhaps because of this gap in their financial education, Gen Z is uniquely equipped and willing to self-educate. With the internet, financial influencers, and countless digital apps and tools at their fingertips, they’re used to seeking out answers for themselves.

“I learned to be financially literate just through looking stuff up and the Internet. The thing is, there wasn’t any education so that was the only way.”

—Ian, 28, Agricultural Consultant

That DIY spirit runs especially deep when it comes to money.

Could insurance build resilience?

When conducting qualitative interviews, we presented Gen Z participants with four alternative value propositions for insurance:

- **Financial stability shield**—A protective buffer that absorbs financial shocks so you don't have to.
- **Community safety net**—A system where people contribute and support each other financially in times of need.
- **Resilience builder**—A way to strengthen your financial foundation for the long term.
- **Built-in financial protection**—A system where financial security is automatically included—no extra steps required.

They overwhelmingly gravitated toward the option that framed insurance as a resilience builder—a tool to help them build financial strength and independence on their own terms.

“This is more of a mindset and perspective on life...A great service to teach what’s needed to be successful.”

—Ian, 28, Agriculture Consultant

Not surprisingly, they also found this way of thinking about insurance as the least like the insurance they know today, revealing a gap between what insurance has to offer Gen Z and what they are looking for insurance to do for them.

The resilience builder

A way to strengthen your financial foundation for the long term. Create a strong foundation for long-term success through smart planning, consistency, and structured support. Instead of reacting to challenges, you can grow your financial confidence over time, ensuring you're always moving toward greater stability and security.

The Gen Z insurance value gap



11 of 12 found this concept “very” or “somewhat appealing”



7 of 12 ranked this value proposition as “the least like insurance”

Nearly all of our research participants agreed that insurance protects them while almost no one agreed that insurance is worth the money

The Gen Z insurance value gap

11 of 12 interviewees agreed that "insurance protects me and my family"



Only 1 of 12 agreed that "insurance is worth every penny"



“

I pay my premium every month but 95% of the time, the benefits I get don't feel worth the cost.

If it weren't for things like employer contributions or being required to have renters insurance to sign a lease, I don't think most people would buy insurance.”

Anjali, 23 Product Manager

6. Rules are changing, but optimism remains

Even in the face of uncertainty Gen Z maintains a striking sense of personal optimism. They don't expect things to be easy, but they do believe in their ability to adapt.

74%

Have a generally positive view of their personal financial future

52%

Have a generally positive outlook on the state of the world



Cake & Arrow Gen Z Survey, 2025

Despite all the uncertainty and lost faith in institutions, the DIY spirit embodied by Gen Z speaks to something else: an optimism about the world and about their futures, grounded not in the systems in which they operate but in their own internal abilities to navigate whatever comes their way.

In our research, 74% of Gen Z respondents said they have a generally positive view of their personal financial future. And while only 52% said the same about the state of the world, that gap is revealing.

Even with a healthy skepticism toward the systems shaping their lives, many Gen Zers still hold onto a sense of hope—rooted not in idealism, but in their own ability to adapt, problem-solve, and figure things out.

It's not blind faith. It's resilience.

“I’m not counting on things to get easier. I’m just counting on myself to keep learning, keep adjusting, and stay ahead of whatever’s next.”

—Chloe, 24, PhD candidate

Skeptical of the systems and institutions shaping their lives, Gen Z maintains a strong sense of personal optimism grounded in their own abilities

Which best describes how you feel when thinking about your long-term financial stability?

I believe I'll be financially stable but I still have work to do

45%

I'm confident in my financial future and have a solid plan

29

I'm not sure what my financial future will look like

15

I worry that I won't be able to achieve financial stability

9

I don't think financial stability is realistic for me

2

Which statement best describes the current state of the world?

There are challenges, but progress is being made

26%

Things are improving overall & the future looks bright

21

Too many unknowns to predict what's next

14

There are ups and downs but nothing extreme

14

Things are headed in the wrong direction

14

There are significant challenges that need to be addressed

10

From risk aware to financially prepared

Gen Z's optimism and confidence isn't unfounded. Many Gen Zers are not only aware of the risks they face—they're proactively responding to them.

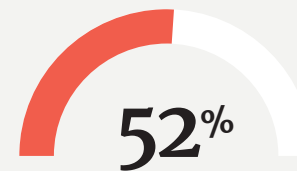
Risk-averse because of the circumstances in which they have come of age, they are taking precautions: building emergency funds, diversifying income streams, and seeking out financial knowledge on their own. These behaviors don't just reflect anxiety about the future—they signal a growing sense of financial agency.

Rather than waiting for stability, Gen Z is working to create it. They're setting goals, building buffers, and making decisions that reflect a long view—even as the path forward remains uncertain.

Gen Zers build their own financial foundations



7 of 12 interviewed Gen Zers had a high yield savings account



Are working on building an emergency fund



Are confident they'll reach their financial goals

Gen Z faces headwinds in different ways



Mapping Gen Z mindsets

While Gen Z shares many common experiences—economic instability, institutional distrust, and a strong DIY spirit—the way they respond to the challenges they face varies widely. To better understand this variation, we developed a framework to identify four key archetypes based on two dimensions:

- How empowered they feel to shape their future
- How they orient themselves—future- or present-facing

Using these dimensions, we mapped the Gen Zers we spoke with across a spectrum and identified four distinct archetypes: The American Dreamer, The Daily Grinder, The Builder in Beta, and The Smooth Sailer.

Each represents a different mindset and approach to navigating risk, building stability, and defining success. These aren't fixed categories, but ways of making sense of the diverse strategies Gen Zers are using to navigate the same set of systemic headwinds—from rising costs and job insecurity to shifting cultural norms.

While not exhaustive, these archetypes can help insurers begin to think critically about the different kinds of messaging, products, services, and channels that might resonate with this generation's varied needs and worldviews.

Gen Z archetypes

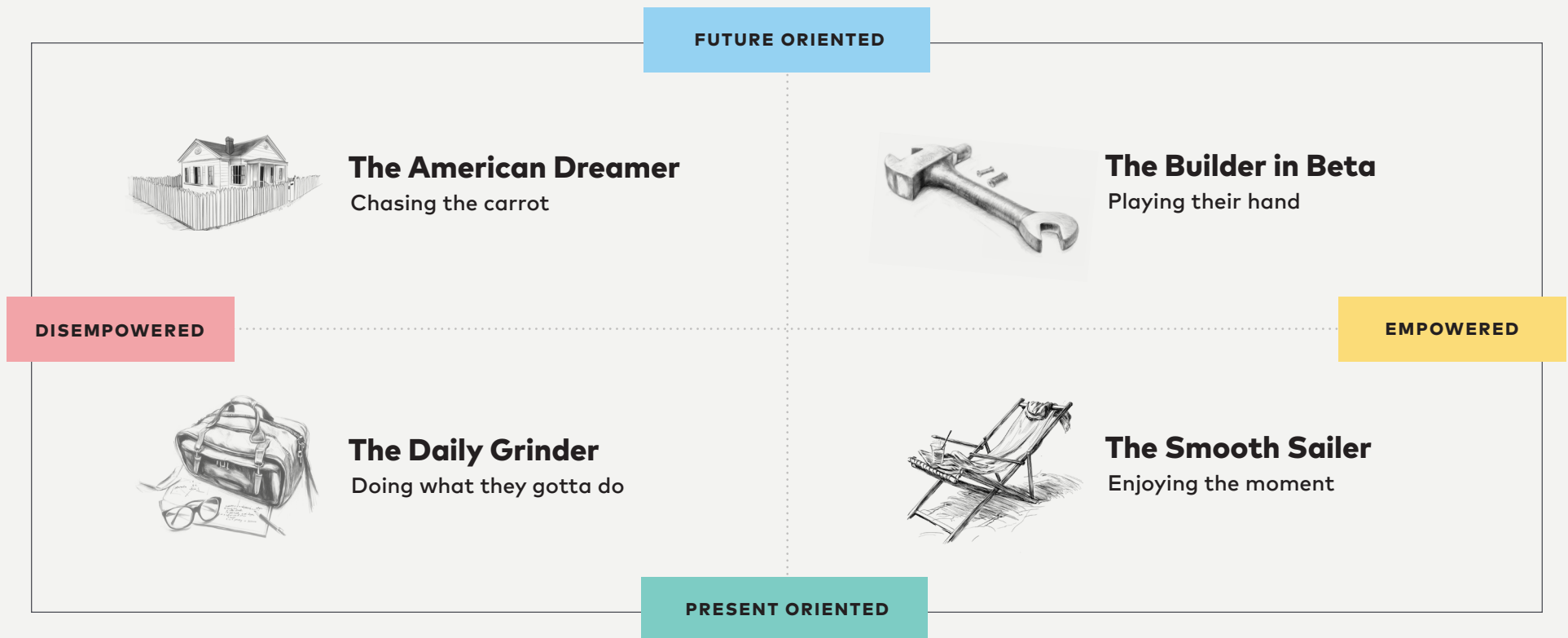
Informed by their shared mindsets, Gen Zers are all facing the same systemic headwinds—but responding in unique and often personal ways.

Shared mindsets

- Eager for financial education
- Self-reliant with a DIY spirit
- Wary of institutions
- Trust in individuals/themselves
- Navigating systemic headwinds

Systemic headwinds

- Inflation/cost of living
- Doomscrolling
- Job insecurity
- Rising housing costs
- Political & economic instability



The American Dreamer

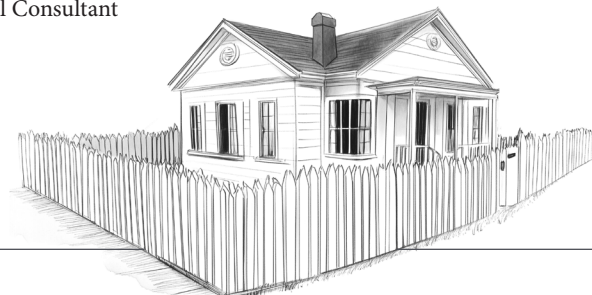
• FUTURE ORIENTED • DISEMPOWERED

Older generations had a roadmap. They've got a moving target—doing everything right, but still stuck. Dreaming of stability, homeownership, and a future that feels just out of reach, they're playing by the rules in a game that's changed.

“

I got a job in my field and I've been working my way up and making a little bit more money but it just doesn't seem like it's actually cutting it in terms of making those next steps, you know, buying a house, kids, marriage.”

Ian, 28, Agricultural Consultant



The Builder in Beta

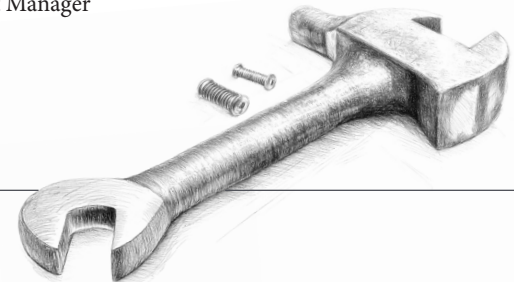
• FUTURE ORIENTED • EMPOWERED

Older generations had institutions. They've got platforms—using apps, influencers, and an open-source spirit to carve their own path to financial stability. Resourceful and resilient, they're not waiting for change—they're rewriting the playbook.

“

I'm pretty careful with money—I automate my investments, budget closely, and max out my retirement accounts. In 10 years, I see myself established in my career, owning my own place, having multiple income streams, and enjoying the flexibility to travel and work remotely.”

Anjali, 23, Product Manager



The Daily Grinder

• PRESENT ORIENTED • DISEMPOWERED

Paying the bills, balancing the side gigs, keeping up with inflation—it takes everything they've got. Hustle culture isn't a lifestyle, it's a lifeline. With so much focus on making it work now, long-term plans feel out of reach. They want more, and they're not giving up—but it's hard to map the future when you're holding down today.

“

I think the current environment—and the way my early 20s were shaped by Covid and a worsening economy—has made it really difficult for me to imagine what my future could look like.”

Jade, 25, Project Manager



The Smooth Sailer

• PRESENT ORIENTED • EMPOWERED

At ease behind the wheel, even without a set of destinations. They're making it work—covering the bills, finding balance, and trusting their path. They're not rushing to the top of buying into someone else's version of success. For them, feeling secure in the present is its own kind of progress.

“

I'm not big on long-term planning—I feel like it can create unnecessary anxiety. I prefer to live a bit more in the moment. Could I spend less? Sure, that might be smarter, financially. But I'm 25, not married, and don't have kids yet, so I want to enjoy experiences while I can.”

Owen, 25, Corporate Finance Analyst



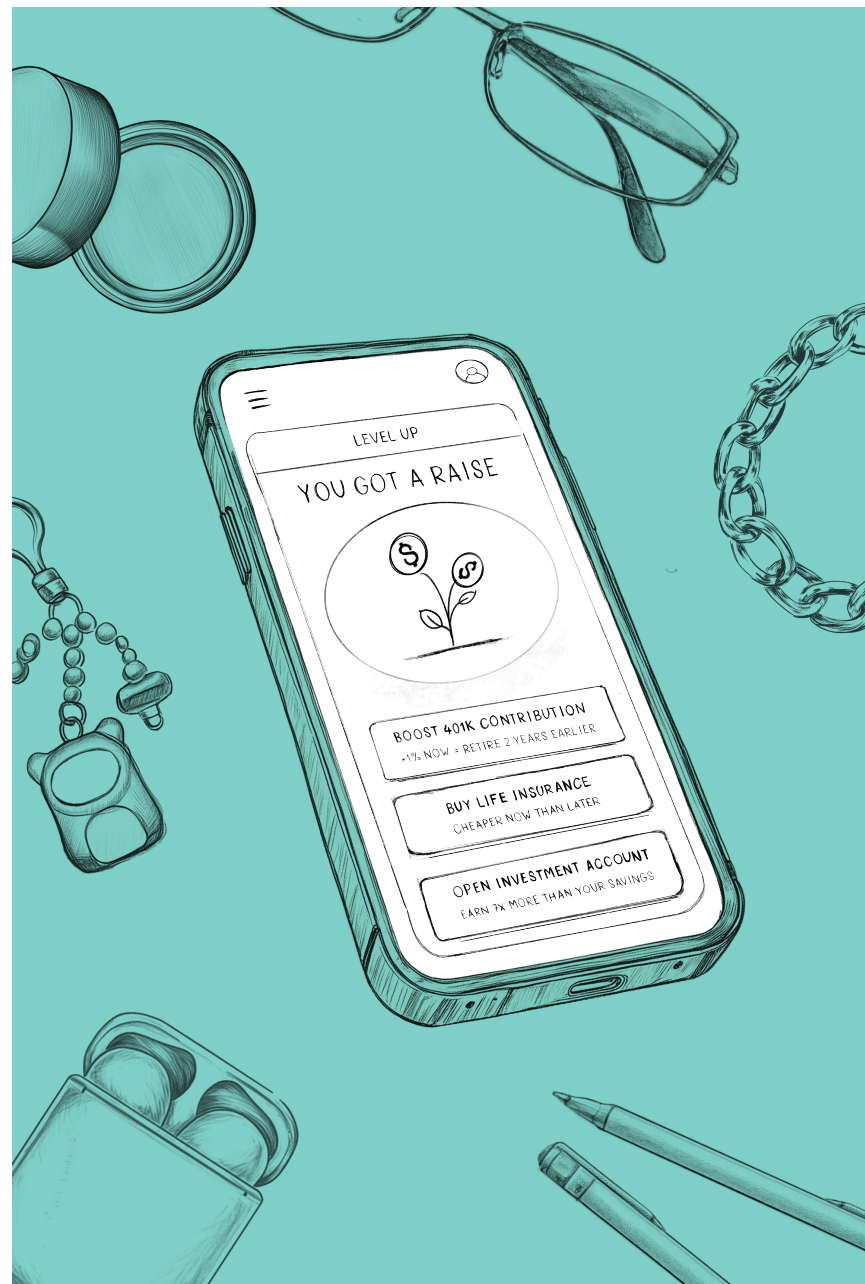
Gamifying financial stability

Gen Z isn't waiting around for institutions to suddenly come to their rescue and provide the kind of stability previous generations may have been able to rely on. They're using the tools at their disposal to build it themselves. But that doesn't mean they don't want support.

Inspired by our research, we began to imagine how insurance could play a more active role in that process—not just by offering protection, but by helping Gen Z build resilience over time.

One concept we explored: a gamified experience that rewards users for building healthy financial habits—like paying down debt, contributing to savings, or hitting key milestones—while introducing insurance as a natural part of the journey.

Rather than pushing policies, this approach frames insurance as something Gen Z can unlock on their terms—integrated into a personalized path toward financial confidence. Think: progress bars, habit tracking, goal setting, and bite-sized rewards, with relevant insurance products embedded along the way.



Build resilience every day

Nadia, 24, has a steady job and big plans—buy a better home, start a family, build a future. But despite doing everything “right,” she feels stuck. Rising costs make it hard to move forward.

With some savings but no clear next step, she turns to the financial resilience app. With gamified tools and guidance, Nadia isn’t just learning to be financially resilient—she’s becoming it.



fig 1. Committing Nadia sets financial goals like saving 10% of her paycheck or spending less on restaurants.

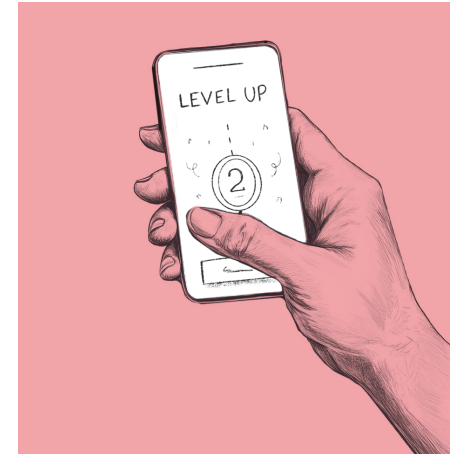


fig 2. Good news! Nadia meets her goal of saving \$5K in her emergency fund and levels up.

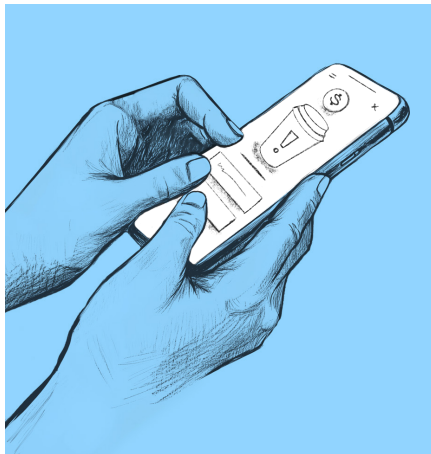


fig 3. Whoops... Nadia's spent more on coffee than she budgeted. She sighs and pays her \$5 penalty.

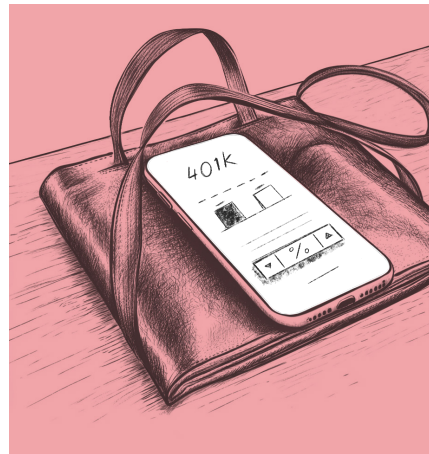


fig 4. Savings alert! Nadia's missing out on her employer's 401k match—the app helps her opt in.

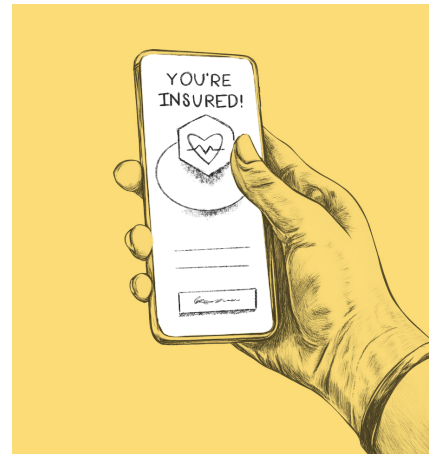


fig 5. Status shift Nadia buys the suggested life insurance and earns her “Fully Insured” badge.



fig 6. Sharing the wealth Nadia invites her boyfriend to join the app and the “30 Days to 30K” challenge.

The Gen Z insurance paradox

Gen Z is arguably the most risk-aware generation in recent history. They've come of age in a time of global instability, economic volatility, climate disruption, and institutional failure and are responding accordingly.

They're planners, savers, side hustlers

They're taking precautions, building emergency funds, and seeking out information to protect themselves in an unpredictable world.

In theory, that should make them ideal insurance customers. After all, insurance exists to offer protection in the face of uncertainty.

Yet the very institutions designed to help manage risk—like insurance—are often the ones Gen Z trusts the least.

This is the Gen Z insurance paradox.

Beyond seeing little value in insurance, Gen Z is far from convinced insurance companies are on their side. Instead of turning to insurance as a tool for long-term stability, many view it as a last resort—expensive, opaque, and out of step with their reality.

So the question isn't whether Gen Z needs insurance. It's whether insurance, as it exists today, can meet their needs.

Earning their trust—and their business—will require more than a rebrand. It will take a fundamental shift: from offering generic coverage to providing personalized support. From accepting complexity to insiting on clarity. From institutional authority to individual empowerment.

Because if Gen Z is already taking the initiative to protect their futures, insurers have a clear opportunity: not to lead, but to stand alongside them.



Building a better future with Gen Z

If the industry wants to close the value gap and build trust with Gen Z, it will mean rethinking the role of insurance in Gen Z's financial lives—and showing up in ways that are relevant, responsive, and real. Here are five places to start:



1 Reframe insurance as a tool for empowerment.

Gen Zers are looking for support as they build stability on their own terms. Help them see how insurance can make them feel more in control, not at the whims of a corporation.

2 Simplify the experience—then simplify it again.

From language to product design to claims processes, complexity erodes trust. Create clarity at every touchpoint, and make it easy for Gen Z to understand what they're getting, why it matters, and how it works.

3 Design with financial precarity in mind.

Gen Z's financial reality is volatile. Flexible products, lower commitment entry points, and pricing models that adjust to different income flows (like gig work or side hustles) are more likely to resonate than rigid, one-size-fits-all plans.

4 Meet Gen Z where they are.

Gen Z isn't looking to insurance companies for financial advice—but they are listening to peers, influencers, and financial professionals. Explore new distribution channels and partnerships that engage with them through existing trusted relationships.

5 Invest in your people—and let them lead the way.

While Gen Z may distrust the industry, they often still trust the individuals within it. Double down on human interactions, ethical leadership, and transparent communication. In a world of AI and automation, trust still comes down to relationships.

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