



2025 DISTRIBUTION AND MARKETING CONFERENCE

Shaping Our Future

**Gen X Unveiled: Exploring
the Needs of the Forgotten
Generation**



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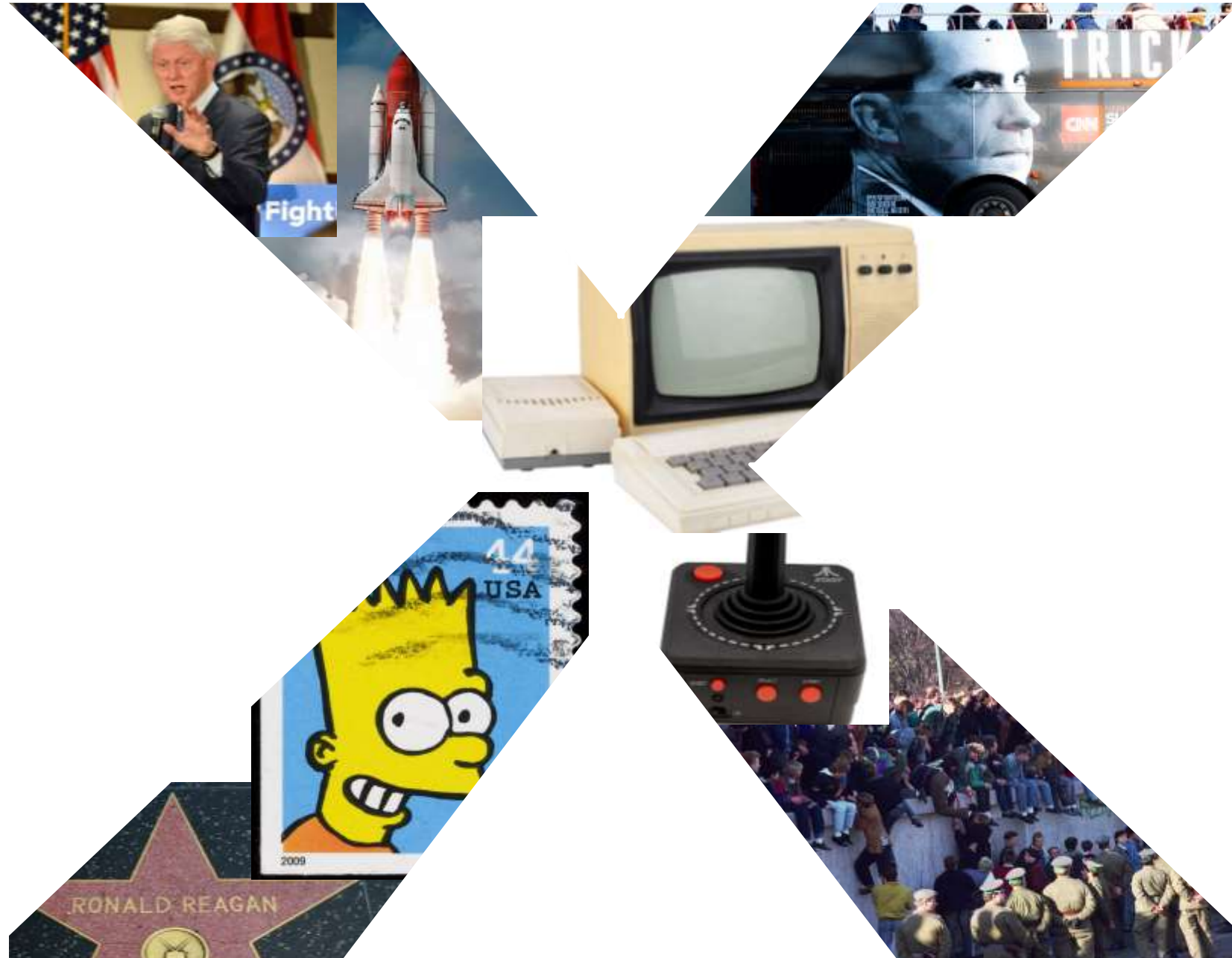
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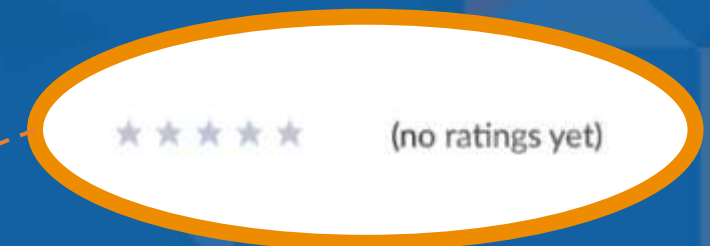
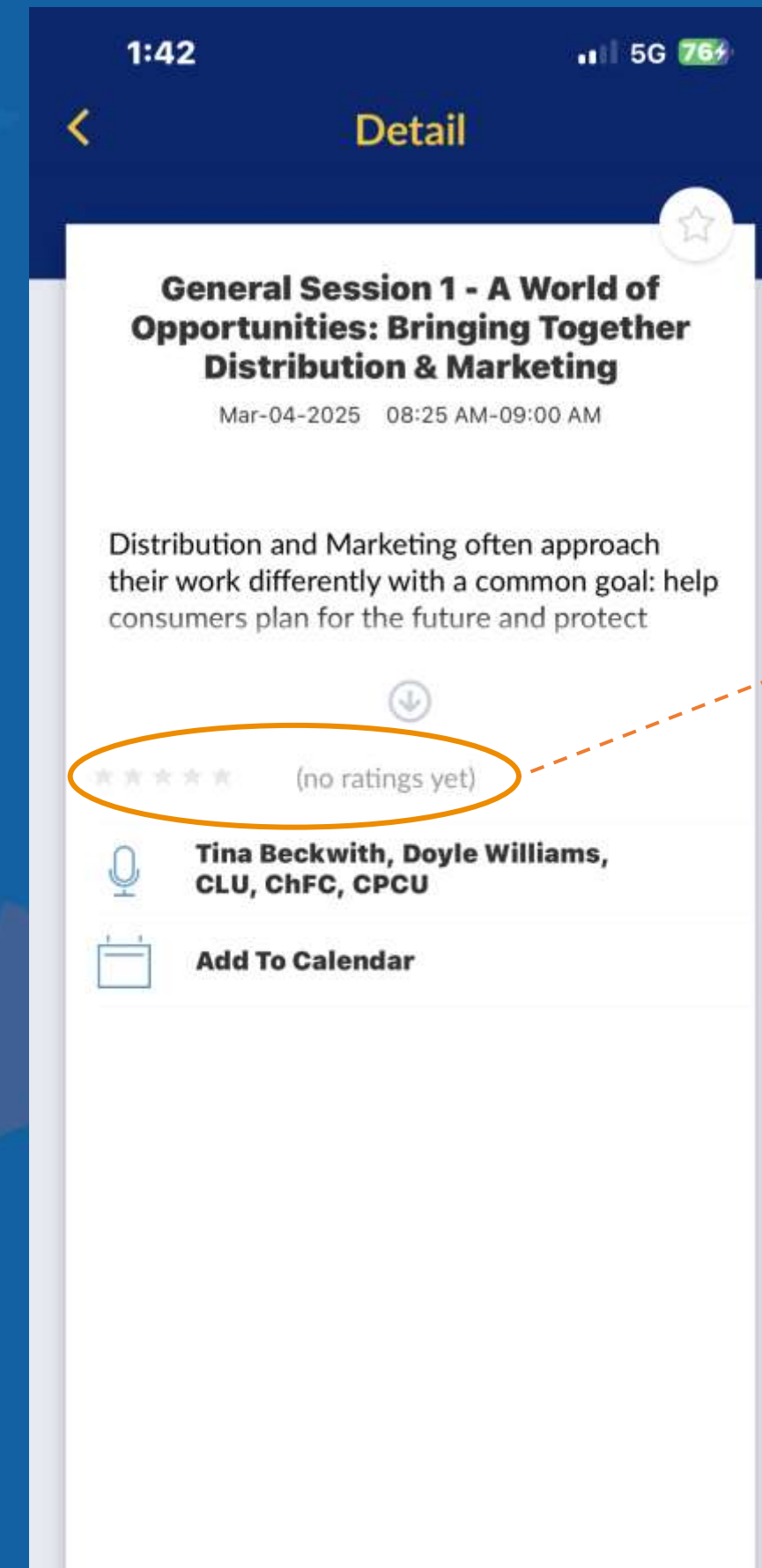
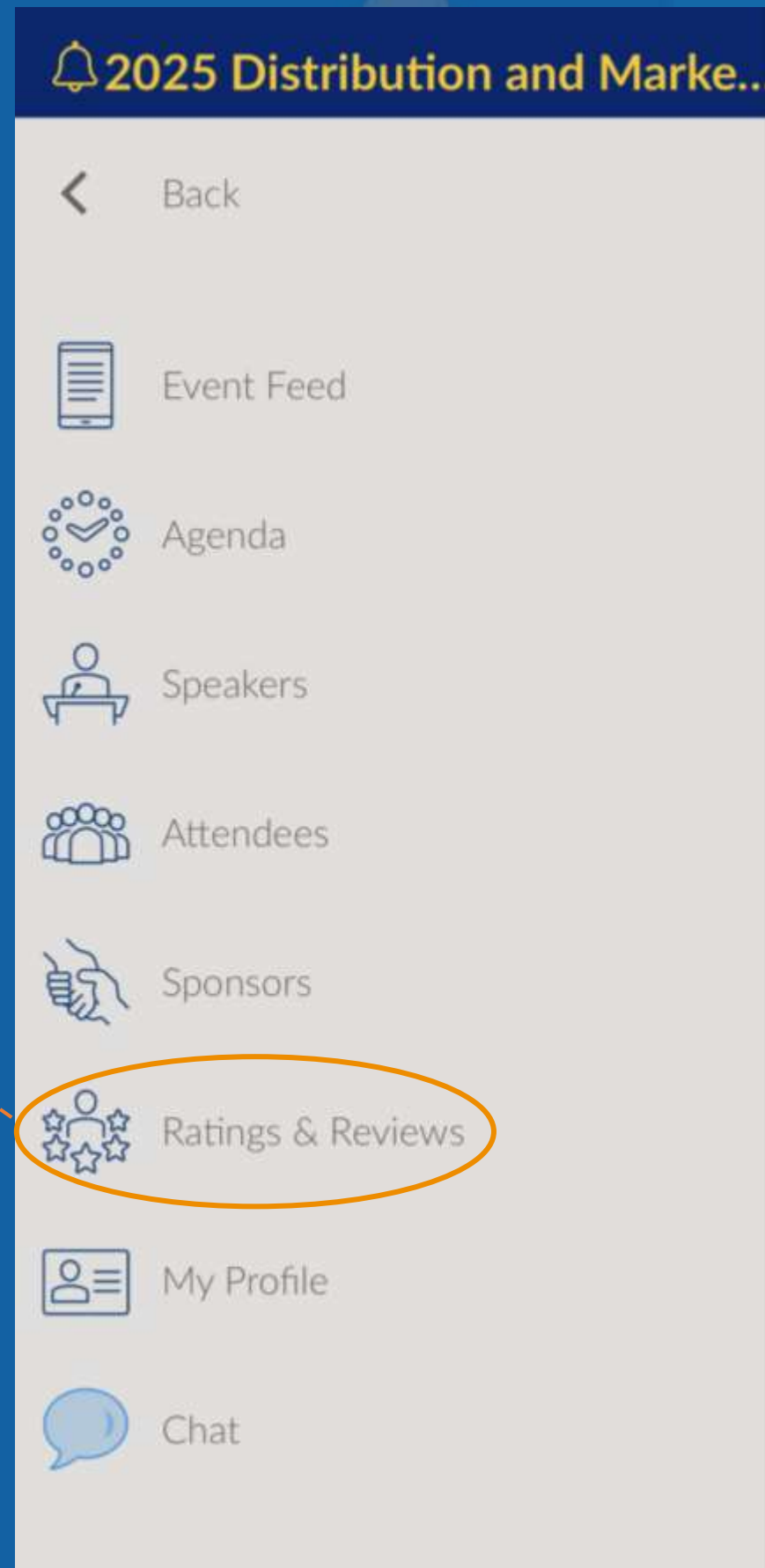
CVP, Research Quality and Markets Research
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Gen X: The Forgotten Generation



- **Independent and Self-Reliant**
- **Adaptable and Resilient**
- **Value Work-Life Balance**
- **Technologically Savvy**
- **Skeptical of Authority**
- **Entrepreneurial Spirit**

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