

Generation Beta

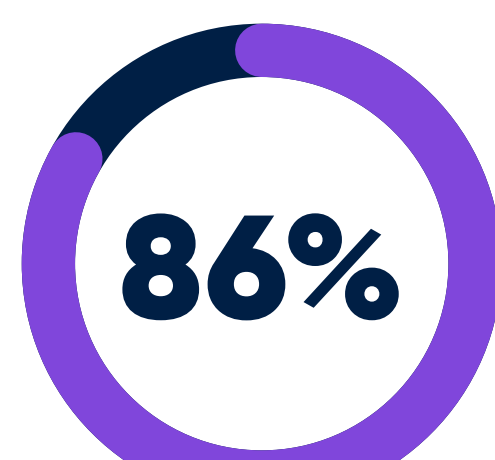
Redefining Life, Longevity, and Retirement

Prudential's first-of-its-kind report seeks to understand what the future may hold for a new generation beginning on January 1, 2025 — Generation Beta. We explore how these children will navigate a future shaped by groundbreaking technological innovations, evolving societal norms, and economic shifts. What might the world look like for a generation that may not retire until the 2100s?

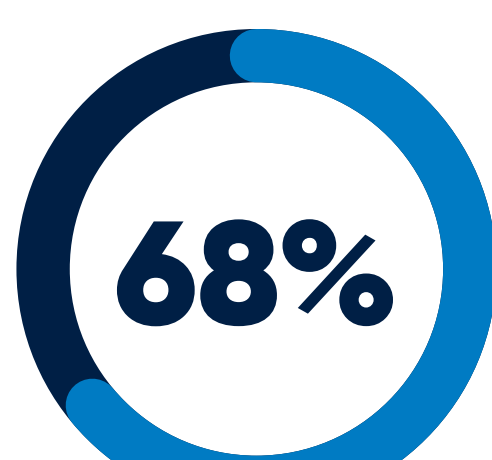
We interviewed scientists, doctors, technologists, and parents and conducted a robust survey of over 2,000 Americans to understand their predictions, hopes, and dreams for Generation Beta's future.

1 Life

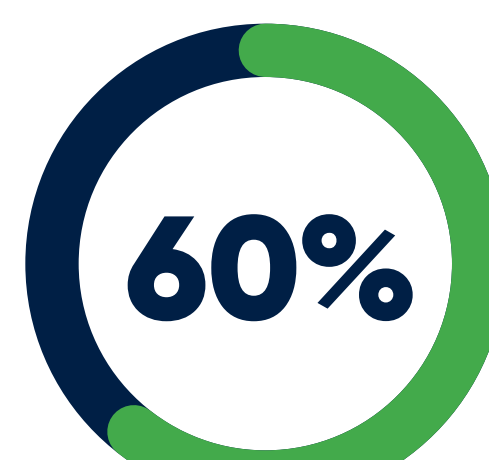
How Generation Beta will live and navigate through life will look vastly different.



believe traditional nuclear families will be a thing of the past.



believe Generation Beta will have more pets than children.



believe Generation Beta will stop using cash.

Evolving models of education and work:

Much of the data suggests that Generation Beta will lead increasingly fluid and flexible lives.

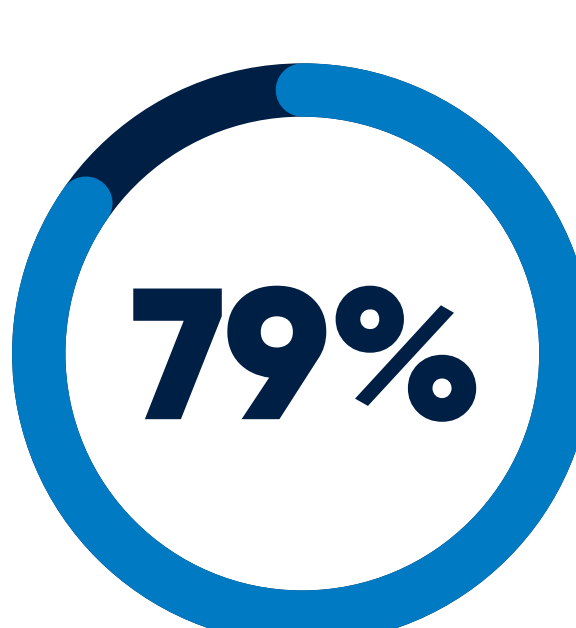
With a focus on adaptability and new skills

85%

of Generation Beta parents believe education will prioritize problem-solving skills to prepare Generation Beta for challenges that don't yet exist.

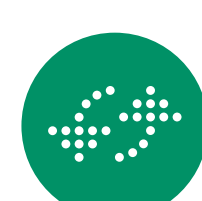
78%

expect AI to create more personalized learning experiences.



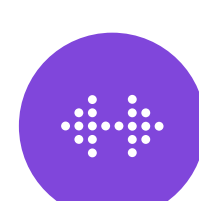
of Americans believe Generation Beta will be in constant 'beta mode.'

And remarkably different working lives than today



80%

expect Generation Beta will pursue more than three distinct career paths over their lifetime.

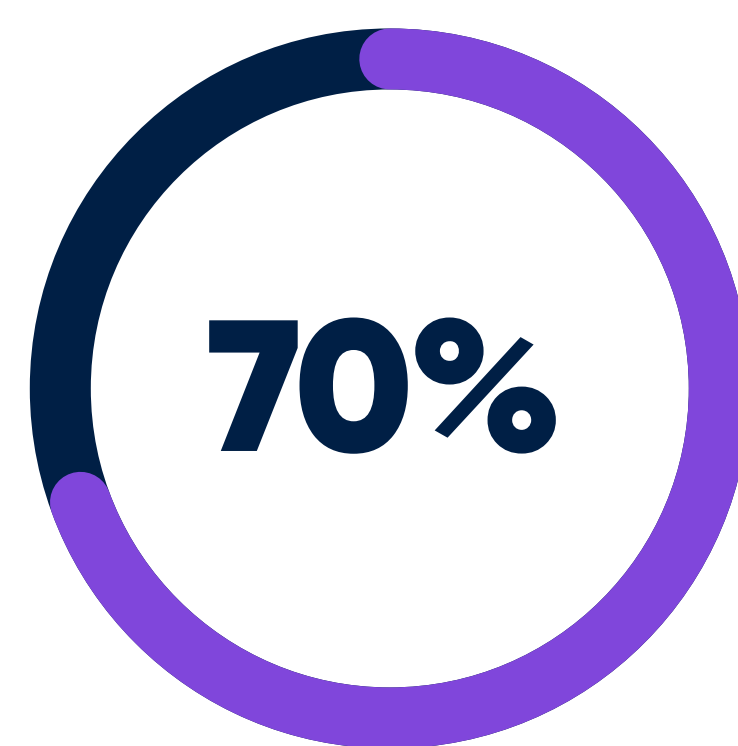


86%

believe Generation Beta will have jobs that haven't been invented yet.

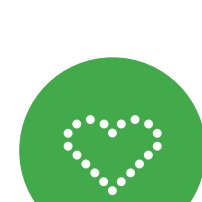
2 Longevity

Generation Beta is predicted to live longer than those before them, and their lives will be marked by unprecedented technological and scientific advances.

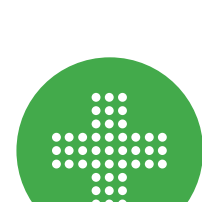


of Americans believe that for Generation Beta, retirement will last longer, and people will be healthier into old age.

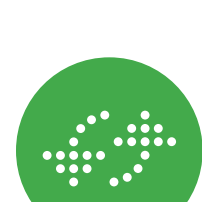
Longevity will be fueled by a healthcare revolution



51% believe cancer will be cured by Generation Beta.



71% predict that Generation Beta will have individualized healthcare based on their DNA.



59% think AI will be able to predict and prevent health issues before symptoms appear.

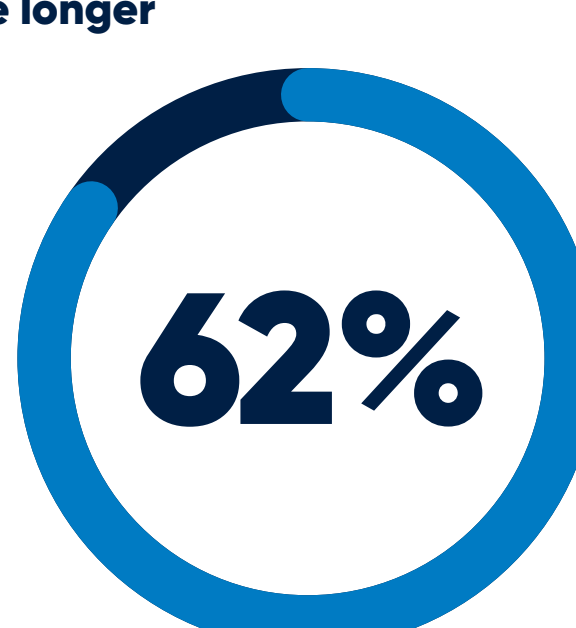
Preparing Generation Beta to live longer

82%

of prospective Generation Beta parents are already planning their child's education.

89%

of parents would like to model good financial habits for their children.

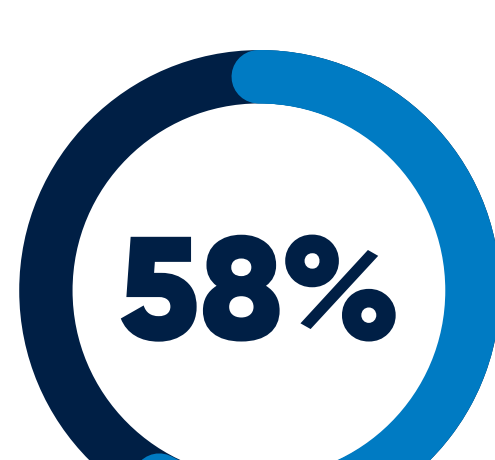


of Americans believe one of the most important things parents can teach their children is managing money and finances.

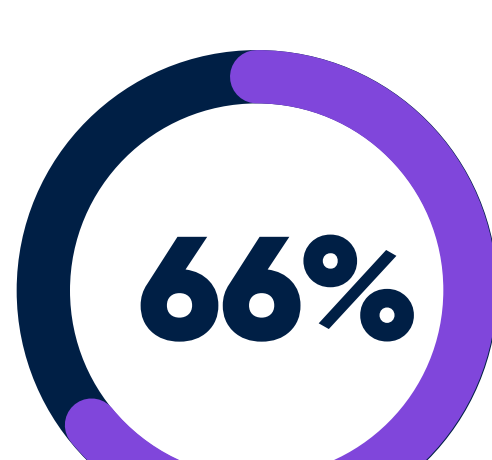
3 Retirement

As we welcome Generation Beta, Americans are worrying about not just their own retirement, but this new generation's financial journey as well.

Today's retirement norms may become a relic of the past

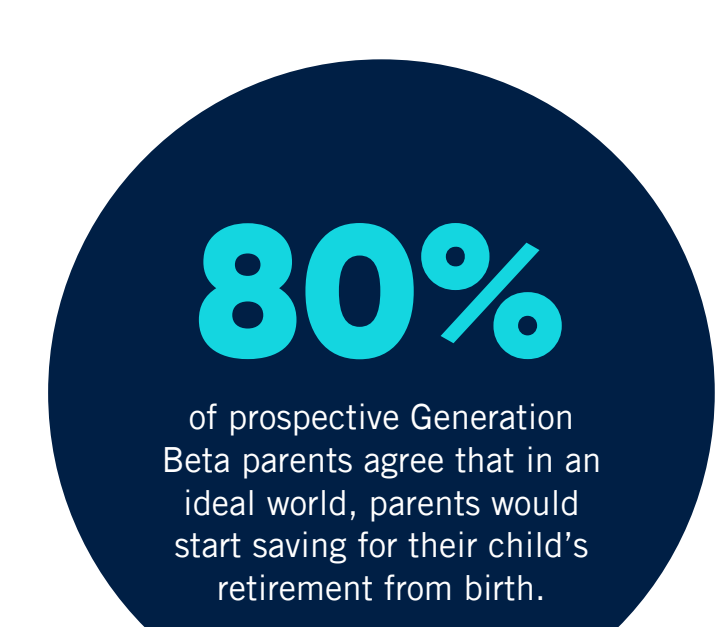


of current parents and prospective Generation Beta parents don't think their children will ever retire.



predict a series of 'mini retirements' that will happen across the course of one's life.

Starting from Day 1



of prospective Generation Beta parents agree that in an ideal world, parents would start saving for their child's retirement from birth.

The No. 1 regret

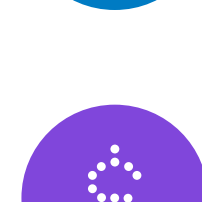
among current and prospective parents is that they "didn't save more for retirement" — a regret that ranked higher than not spending enough time with loved ones, taking better care of their health, and not having pursued their passions.

Saving early can mitigate concerns about future retirement preparedness



\$700K short

Those surveyed estimate Generation Beta will need approximately \$1.88 million to sustain retirement, yet this figure is around \$700K short of what people believe they'll realistically be able to save.



6-year savings gap

Most Americans today expect to live until 81 but think their own retirement savings will run out by 75, leaving a six-year savings gap.

The good news

People believe we collectively can build a brighter future for the next generation.

81%

of respondents believe that financial services companies have the power to change the financial system for future generations.

To better equip themselves to meet the challenges and opportunities of the future, Americans are looking for guidance and education on the realities of longevity and retirement, products that offer flexibility to meet changing and evolving needs, and more holistic wellness solutions that will help ensure not just their financial well-being but also their physical and mental well-being.