

WHAT ARE SUBCULTURES?

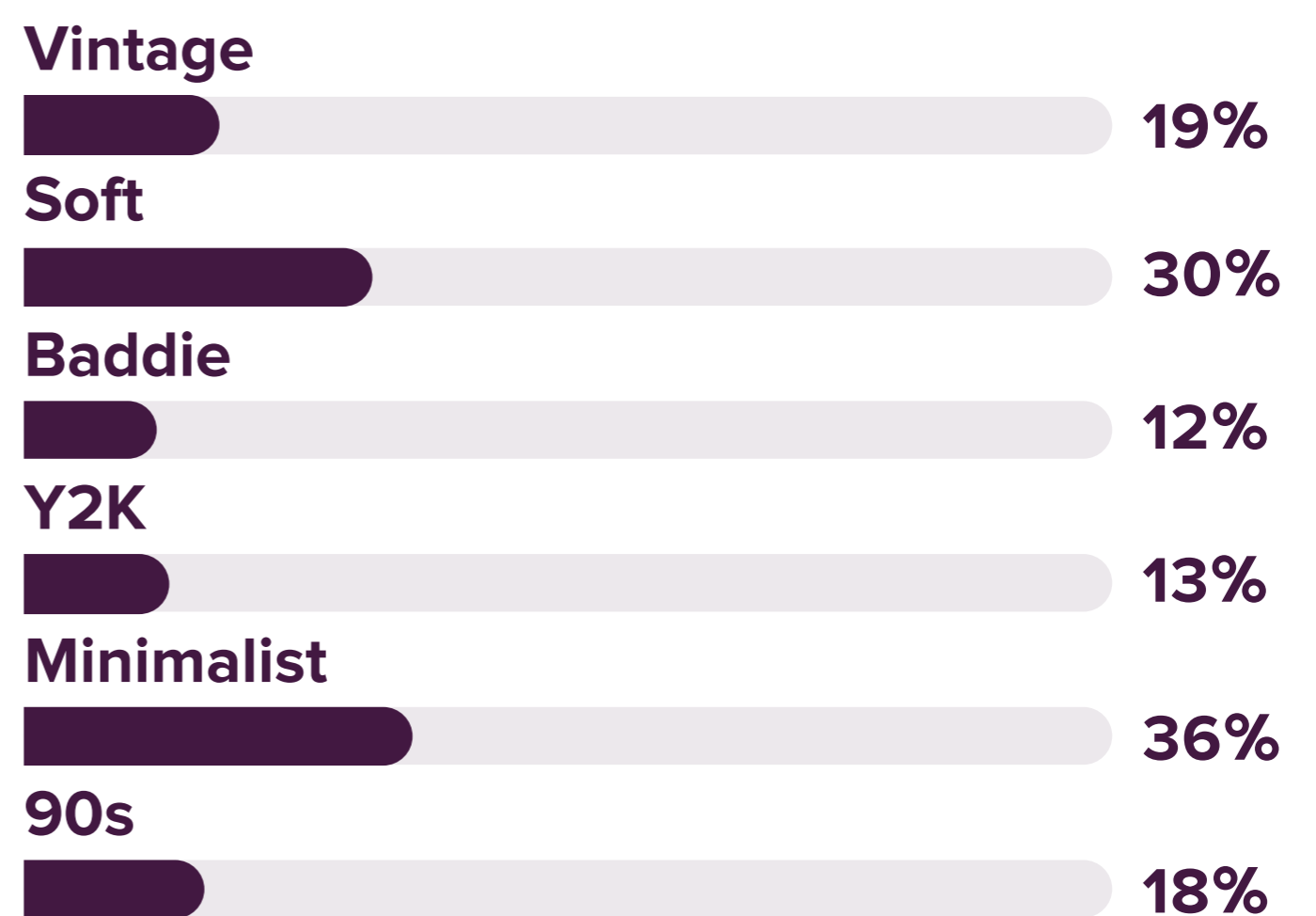
Subcultures are a group of people within society who differentiate themselves from the norms and values of the mainstream. These social circles are connected through their passion points and niche aesthetics. But for Gen Z, the most fluid, fragmented (and frankly undefinable) generation, who (and what) are these subcultures?!



Which activities are Gen Z engaging with?



What are the leading Gen Z aesthetics?



Voxburner UK 2023 survey

24% of Gen Z feel like they can be themselves more online

GAMER GIRLS

Median Age: 20

Vibe: Empowered, chill and playful



Gamer girls are a subculture of **3.1 million female gamers**, who are breaking the mould in a traditionally male dominated space. They're passionate about diversity and inclusion and de-stabilising toxic gaming culture.



THE STREETWEAR BRO

Median Age: 19

Vibe: Laidback, trendy and ice-cool

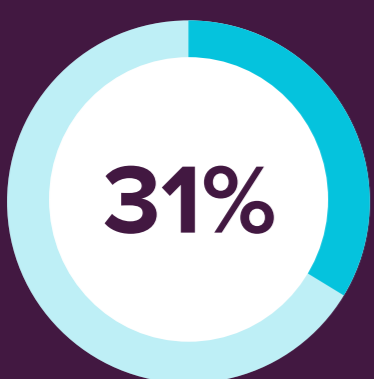
Streetwear has been around as a subculture for as long as we can remember – but it's taking on new forms. Brands such as **Corteiz** are breaking the mould, attracting thousands of Gen Zers to exclusive drops and counting rap stars such as Stormzy, Dave and slowthai as fans.

“

When I found out there was a 'Coastal Cowgirl' subculture, I felt like I finally found an ideal community that understands me. I am able to find outfit inspiration, books and activities that are perfectly tailored for me, all online.

Emmy, 21

”



31% of Gen Z describe themselves as having a streetwear aesthetic



Source: [Entertainment Online](#)

Why is this important for marketers?

Successful marketing to Gen Z is no longer about tapping into the generation en masse - it's about exploring smaller, unique communities who are prepared to invest serious time, money, and effort into your brand. Once you earn the trust of a dedicated Gen Z subculture, you'll have them for life. Just watch that engagement soar!

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