CONSUMER TRENDS 2026

Decoding AI Consumers

statista

Artificial intelligence (AI) is rapidly reshaping how consumers interact, shop, and make decisions in 2026. For brands, understanding not only what AI does, but also how people feel about it, is now essential.

Foreword

Drawing on extensive survey data, this whitepaper introduces four distinct consumer AI typologies: the excited AI Enthusiast, the cautious AI Skeptic, the suspicious AI Avoider, and the practical AI-Assisted Shopper, an emerging trend we highlighted in last year's whitepaper. Each group holds unique attitudes and expectations, impacting their buying behavior and relationships with brands.

By decoding these AI-era segments, businesses can craft targeted strategies to connect authentically, build trust, and drive success in a landscape where digital intelligence and human experience intersect. This whitepaper investigates these consumer trends across the U.S., Germany, and the UK.
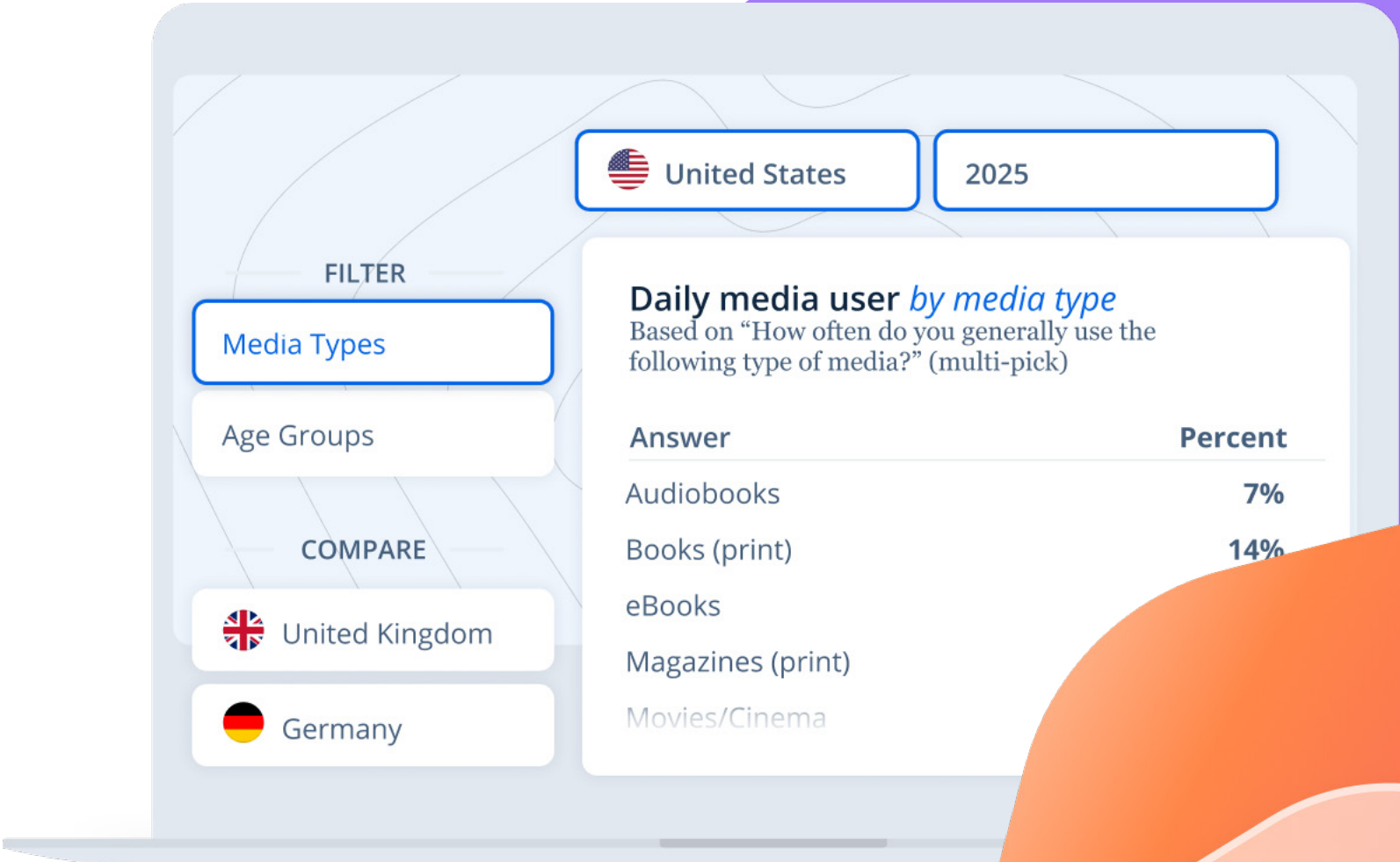
Ready to dive in? **Let's explore the AI trends.**

Statista data **methodology**

Curious about how these insights come to life? Here's how we ensure robust, reliable data you can trust:

- **Countries covered:** United States, United Kingdom, Germany

- **Sample size:** Over 12,000 respondents (4,000+ per country)

- **Age of respondents:** 18 to 64 years

- **Respondent type:** Internet users

- **Survey time period:** June & July 2025

- **AI personas were created from the survey question:** "Which of the following statements best describe how you feel about or use AI in your daily life?"

United States | **2025**

FILTER
Media Types
Age Groups

COMPARE
United Kingdom
Germany

Daily media user *by media type*
Based on "How often do you generally use the following type of media?" (multi-pick)

Answer	Percent
Audiobooks	7%
Books (print)	14%
eBooks	
Magazines (print)	
Movies/Cinema	

NEW

These findings were powered by Statista's new monthly Media and Pulse survey, conducted within our Consumer Insights platform. Our research team ensures every survey is robust, credible, and representative. That's how we deliver insights you can act on with confidence.

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Table of **contents**

AI Enthusiast

21%

of German AI Enthusiasts feel hopeful about the world right now.

Why it's important to **understand AI Enthusiasts**

AI Enthusiasts represent a forward-looking consumer group that is both optimistic and influential. Unlike average consumers, they are far more confident about their personal, national, and financial futures. They are more willing to make major purchases, less constrained by price, and more trusting of the information provided to them. As early adopters of innovation, they serve as a bellwether for wider consumer shifts, displaying loyalty, openness, and creativity.

For brands and companies, this makes them an essential audience to understand; successfully engaging with them can unlock enduring brand advocacy and provide momentum in markets that reward trust, optimism, and innovation.

The **data** behind it
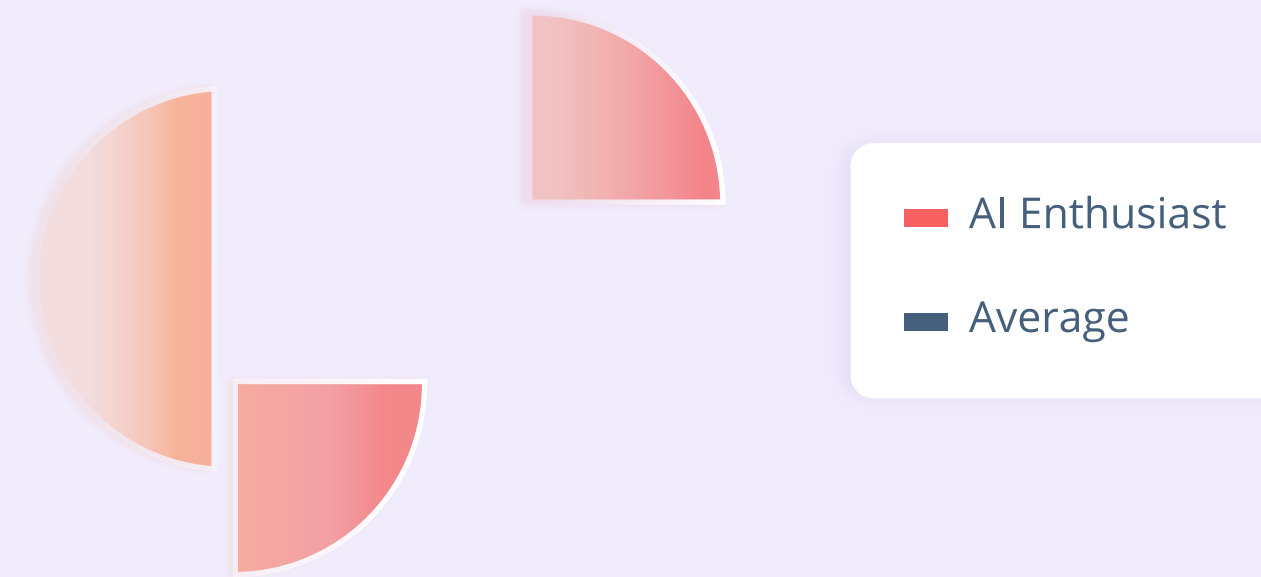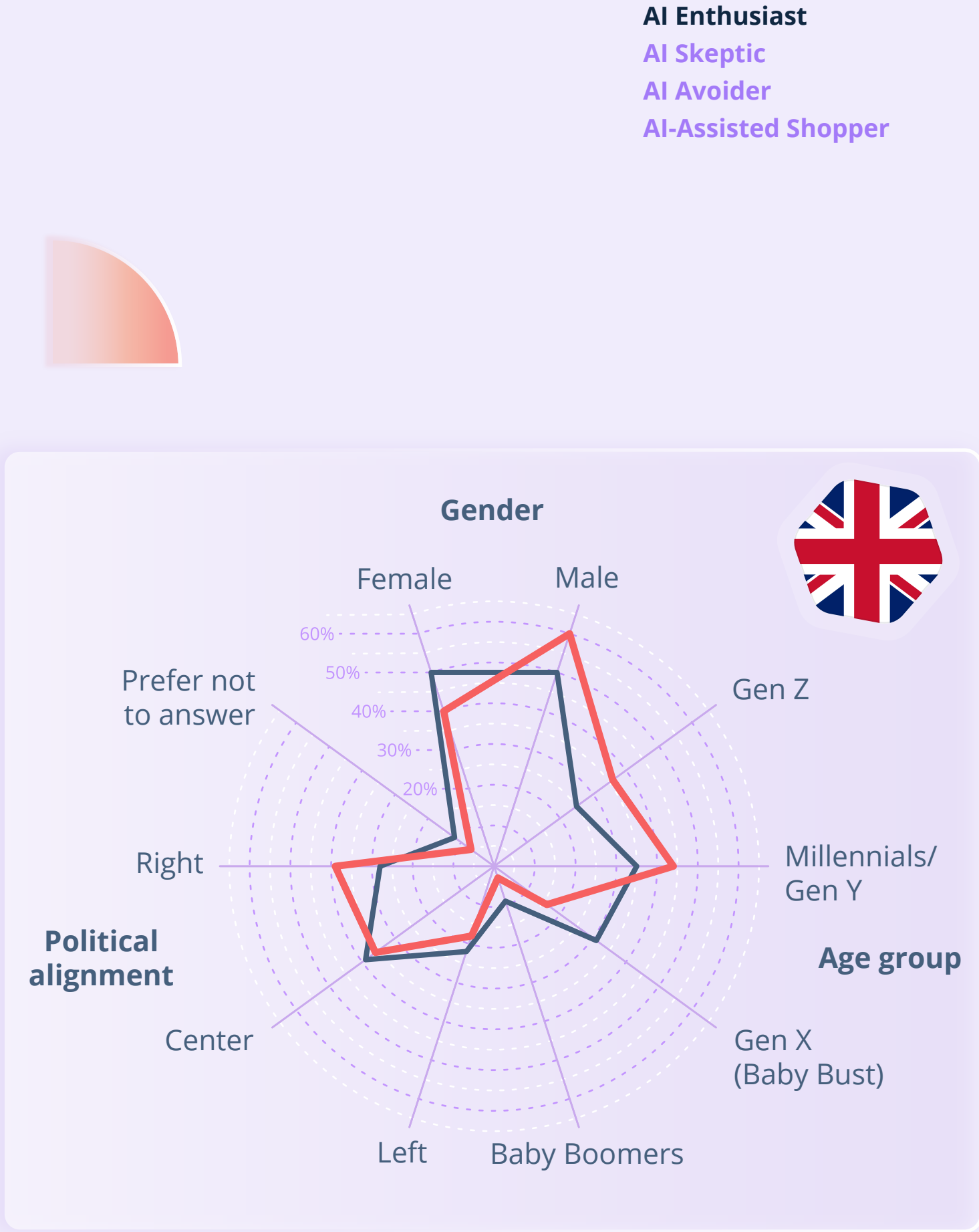
Young, male, and **future-focused**

Mostly young men, Millennials and Gen Z, make up the bulk of AI Enthusiasts. Their enthusiasm leans right of the political spectrum, where optimism about technology often aligns with pro-growth politics.

The **optimists** of the marketplace

Compared to the average consumer, AI Enthusiasts display a markedly positive outlook on their personal situation, national economy, and future opportunities. These consumers expect to make major purchases and embrace a hopeful vision of tomorrow. In Germany, however, societal fatigue tempers this optimism.

Growth in life and wealth

Health and family sit at the core of their values, alongside personal growth, financial success, and strong relationships. While cost-consciousness is on the rise, AI Enthusiasts are slightly less price-driven than the average consumer.

Sources:

AI Enthusiast
AI Skeptic
AI Avoider
AI-Assisted Shopper

- AI Enthusiast
- Average

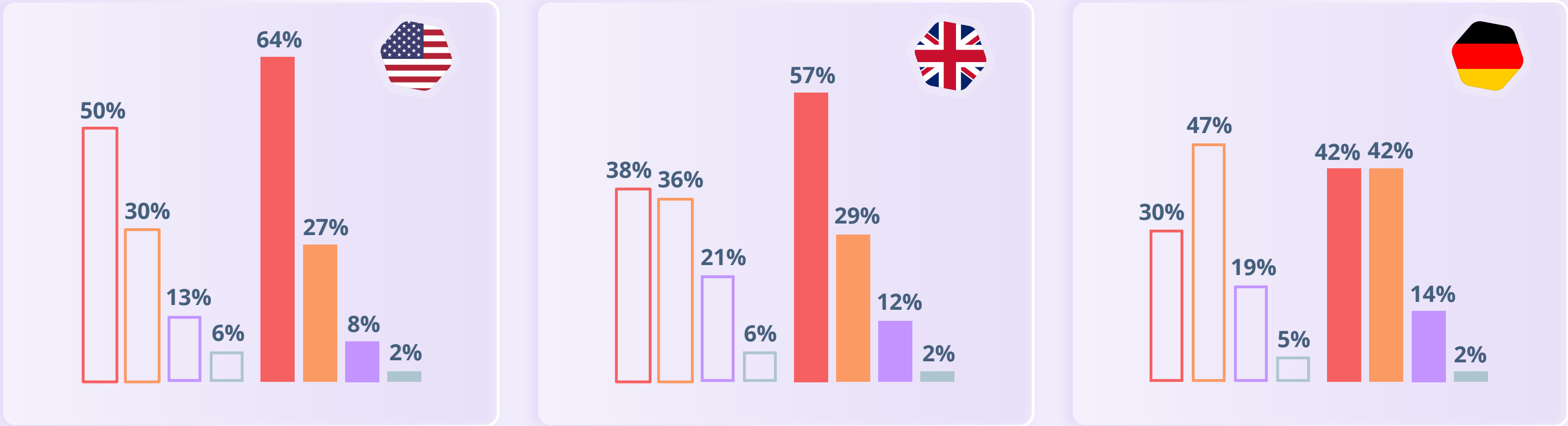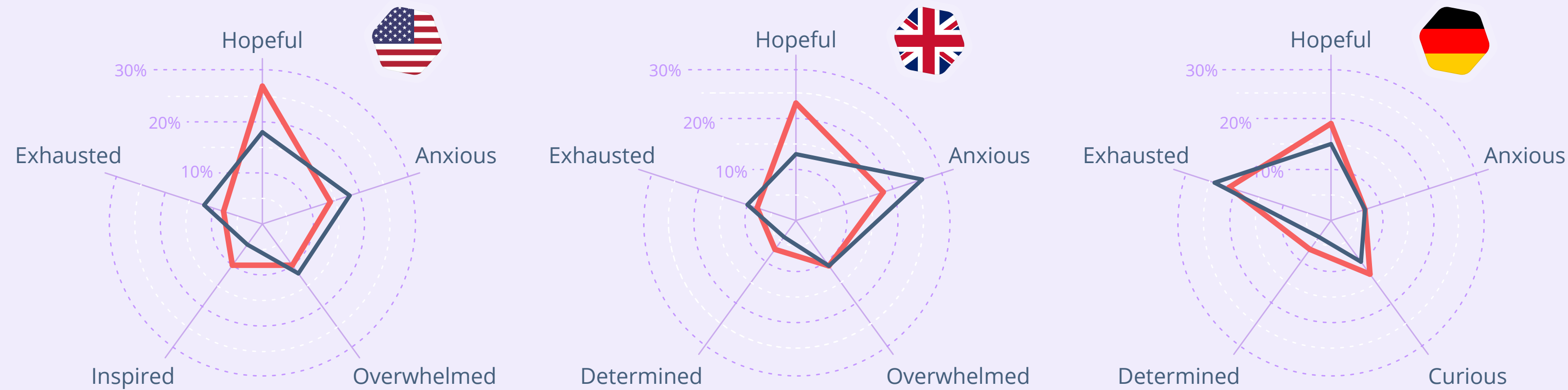**Do you think you will be better off or worse off financially, in a year from now? (single-pick)**

☐ Average　■ AI Enthusiast　　　■ Better off　■ About the same　■ Worse off　■ Don't know

🇺🇸
50% 30% 13% 6% 64% 27% 8% 2%

🇬🇧
38% 36% 21% 6% 57% 29% 12% 2%

🇩🇪
30% 47% 19% 5% 42% 42% 14% 2%

Which of the following are the most important to you? (multi-pick)

	Average	AI Enthusiast
Health	56% / 59% / 65%	53% / 56% / 58%
Family life	55% / 59% / 55%	51% / 54% / 51%
Personal growth	44% / 38% / 28%	42% / 49% / 33%
Making money	41% / 36% / 41%	41% / 46% / 45%
Friendships/romantic relationships	41% / 45% / 40%	34% / 39% / 36%
Career	26% / 23% / 14%	29% / 35% / 21%
Authenticity	28% / 24% / 24%	27% / 25% / 24%
Sustainability	24% / 23% / 23%	27% / 29% / 23%
Faith/spirituality	30% / 19% / 13%	27% / 27% / 15%
Supporting good causes	26% / 22% / 17%	26% / 26% / 18%

Which of the following best describes how you feel about the world right now? (single-pick)

🇺🇸 Hopeful, Anxious, Overwhelmed, Inspired, Exhausted
30% 20% 10%

🇬🇧 Hopeful, Anxious, Overwhelmed, Determined, Exhausted
30% 20% 10%

🇩🇪 Hopeful, Anxious, Curious, Determined, Exhausted
30% 20% 10%

■ AI Enthusiast　■ Average

🇺🇸 🇬🇧 🇩🇪

Sources: Personal economic outlook, Societal sentiment, Personal values

Legend:
- ○ Average
- ● AI Enthusiast
- ● United States
- ● United Kingdom
- ● Germany

Which of these statements about societal trends do you agree with?
Technology plays an increasingly important role in how I live, work, and spend money

- United States: 71% / 83%
- United Kingdom: 71% / 85%
- Germany: 56% / 71%

Which of these statements about society do you agree with?
I'm concerned about the impact of artificial intelligence and automation on jobs

- United States: 63% / 55%
- United Kingdom: 64% / 56%
- Germany: 45% / 32%

	United States		United Kingdom		Germany	
Advice seeker — I seek advice from friends and family before choosing where to shop	36%	39%	33%	39%	25%	30%
Opinion leader — People seek my opinions on shopping	30%	41%	25%	38%	24%	34%
Experience curator — I like to share my shopping experiences and suggestions with others	41%	52%	32%	47%	32%	41%
Innovation enthusiast — I like trying new features or services when shopping	41%	55%	35%	53%	37%	48%
Adaptive shopper — I find it easy to adapt to new shopping experiences and options	42%	53%	40%	50%	39%	47%
None of the above	15%	3%	19%	4%	19%	6%

Technology **shapes** their choices

AI Enthusiasts value technology, integrating it into every facet of their lives—whether at work, at home, or as part of their purchasing decisions. They are far less concerned about the potential threat technology poses to everyday life. Where others see risk, they see opportunity, making them natural allies for brands that champion innovation.

Influential and **engaged**

AI Enthusiasts are influential shoppers who actively engage with the retail experience. More than the average consumer, they lead with their opinions and readily share their experiences across their networks. They are quick to adopt and adapt to new products and experiences, helping to shape trends along the way.

How can I help you?
AI assistant

Can you show me...
Customer

Strategies for success

To engage AI Enthusiasts effectively, brands must focus on four key strategies:

1. Lead with innovation
Highlight new ideas, creativity, and technological progress rather than competing on price. These consumers value forward-thinking solutions and are eager to embrace change.

2. Appeal to optimism and growth
Position offerings as enablers of personal growth, health, relationships, and financial success, tapping into their future-focused mindset.

3. Build trust by sharing knowledge
Communicate with authority and authenticity. As information-trusting consumers, AI Enthusiasts respond well to clear, confident, and insightful messaging.

4. Adapt to local nuance
In the U.S. and the UK, connect through aspirational and entrepreneurial narratives. For Germany, emphasize dependability, thoughtfulness, and stability.
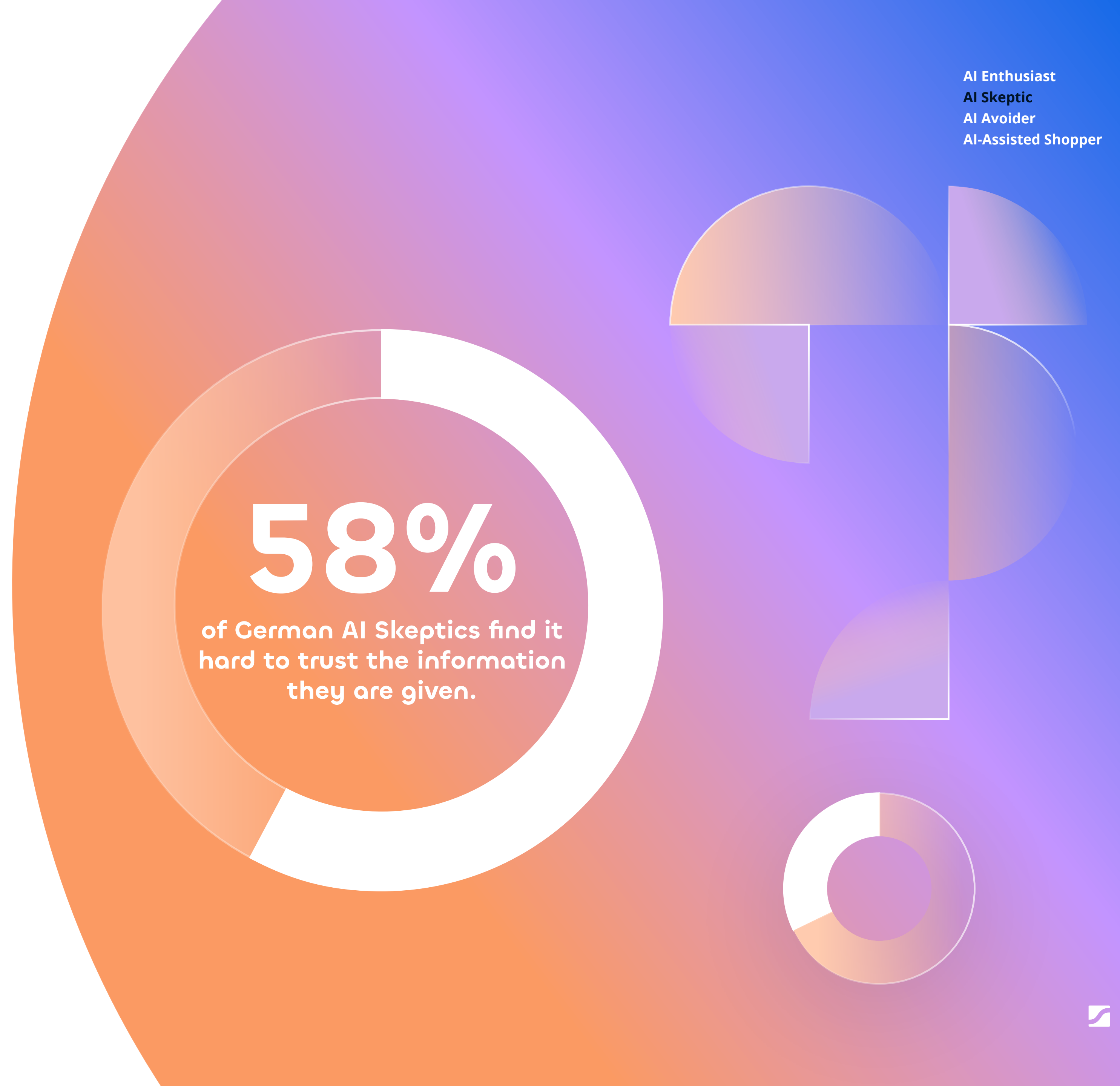
AI Skeptic

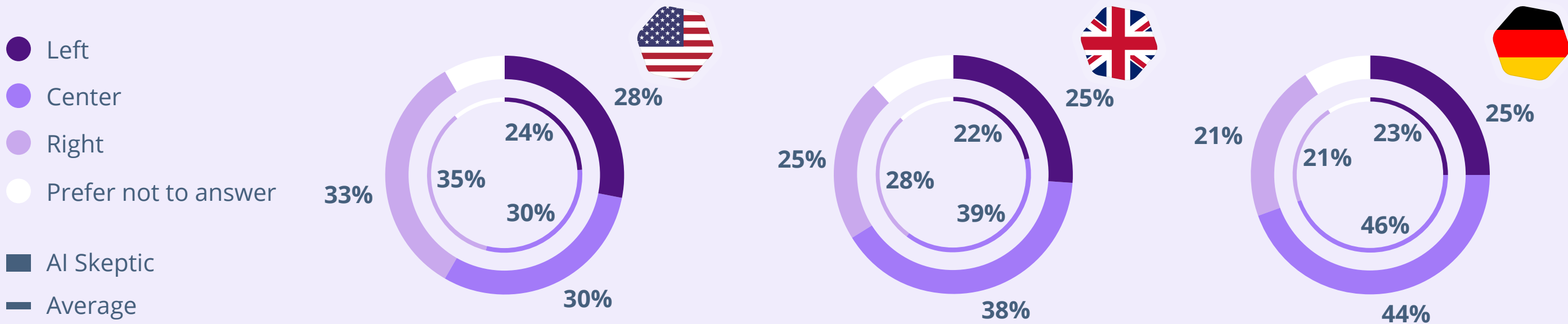# Why it's important to **understand AI Skeptics**

The wary **majority**

AI Skeptics represent the cautious baseline of consumers—neither highly resistant nor enthusiastic. Rather, they tend to mirror the average shopper. Compared with enthusiasts, AI Skeptics are more anxious, less trusting, and generally pessimistic about their country's future. They hesitate over major purchases and scrutinize information carefully. With skepticism spread evenly across gender and age, this outlook reflects a broad, default stance in the market.
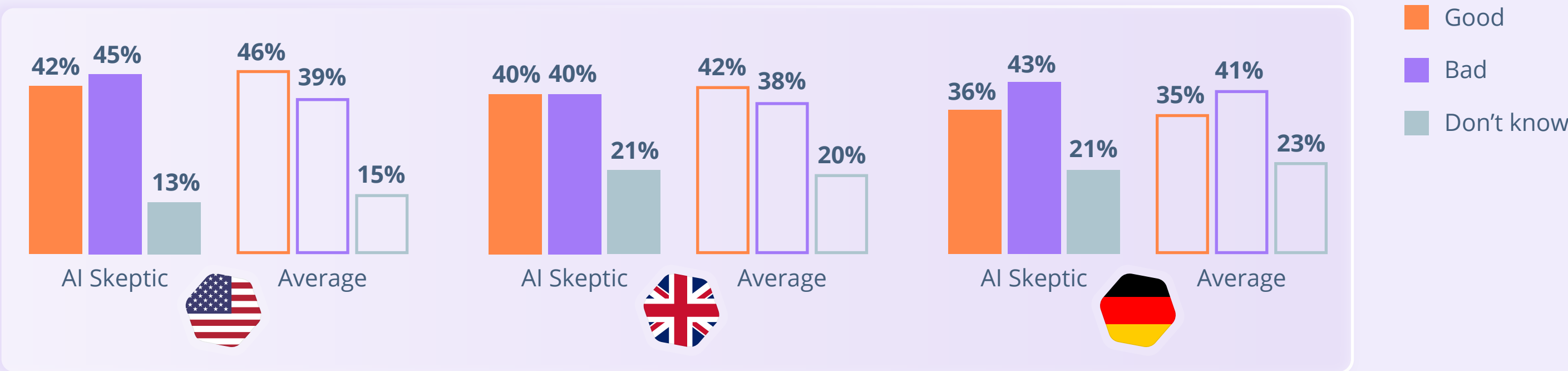
For brands, understanding AI Skeptics is vital. Assuming universal enthusiasm for AI can trigger resistance, so messaging should be measured and sensitive to consumer anxieties. Winning over skeptics isn't just about selling AI—it's about responding thoughtfully to anxieties and actively building trust.

58%
of German AI Skeptics find it hard to trust the information they are given.
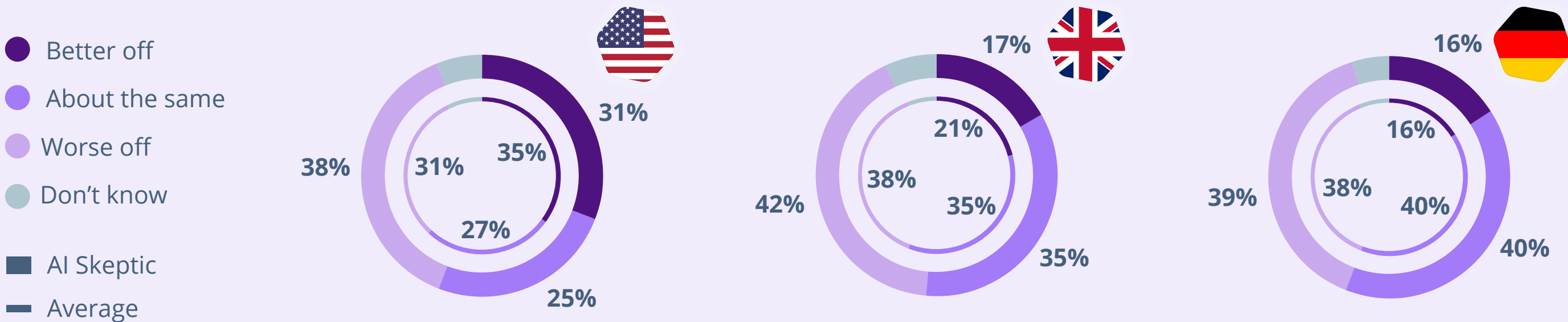
Many people use the terms 'left' and 'right' when they want to describe political views. Where would you place yourself on a scale from left to right? (single-pick)

AI Enthusiast
AI Skeptic
AI Avoider
AI-Assisted Shopper

Legend:
- Left
- Center
- Right
- Prefer not to answer

- AI Skeptic
- Average

🇺🇸 28% / 24% / 35% / 30% / 33% (outer 30%)
🇬🇧 25% / 22% / 28% / 39% / 25% (outer 38%)
🇩🇪 25% / 23% / 21% / 46% / 21% (outer 44%)

Is now a good or bad time to make any major household purchase? (single-pick)

Legend:
- Good
- Bad
- Don't know

🇺🇸 AI Skeptic: 42% 45% 13% | Average: 46% 39% 15%
🇬🇧 AI Skeptic: 40% 40% 21% | Average: 42% 38% 20%
🇩🇪 AI Skeptic: 36% 43% 21% | Average: 35% 41% 23%

How do you think your country's economy will be in a year from now? (single-pick)

Legend:
- Better off
- About the same
- Worse off
- Don't know

- AI Skeptic
- Average

🇺🇸 31% / 35% / 31% / 27% / 38% (outer 25%)
🇬🇧 17% / 21% / 38% / 35% / 42% (outer 35%)
🇩🇪 16% / 16% / 38% / 40% / 39% (outer 40%)

The **data** behind it

Broadly **skeptical**

AI skepticism shows no strong differences by gender or age. Men and women, young and older consumers alike share this stance. AI Skeptics lean slightly more left politically compared to the average consumer.

Glass half **empty**

AI Skeptics generally share the average consumer's views on today's economy but are notably more doubtful about the future. They're less likely to believe they'll be better off next year, and particularly in the U.S. they tend to view the present as an inopportune time for major purchases. Their skepticism stretches beyond personal finance—most are more negative than positive about their country's current and future prospects.

Sources: Political spectrum summarized, Major purchase intentions, Country's economic outlook
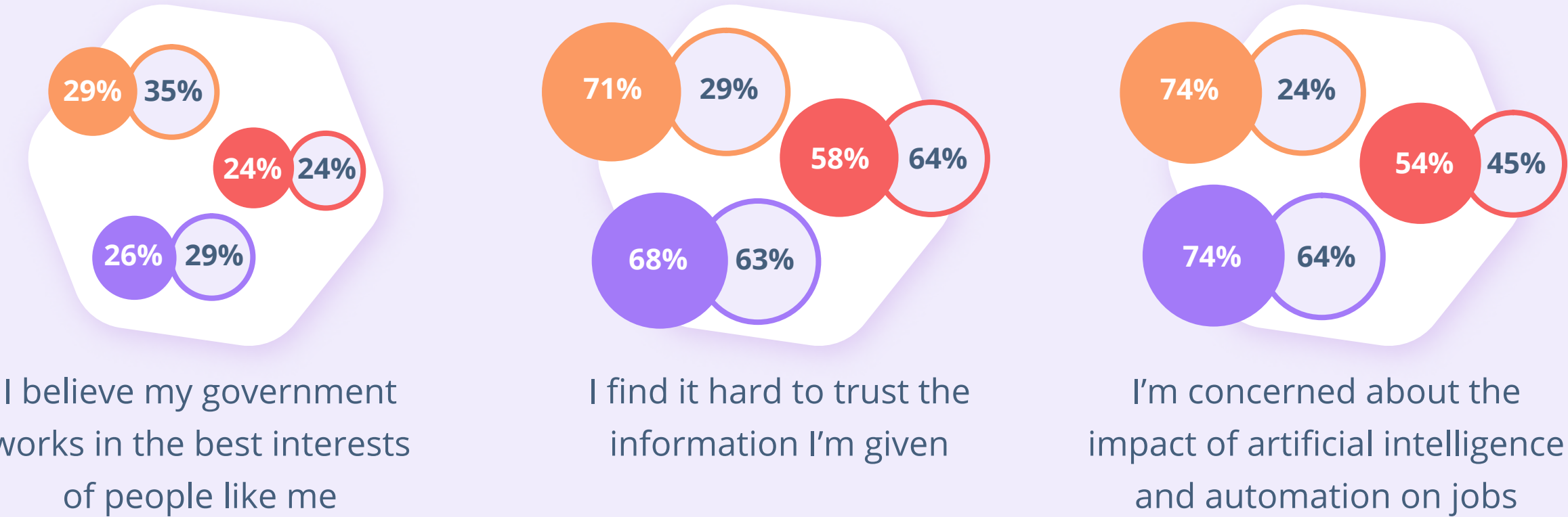
Careful, considered, **committed**

Top qualities shared by these consumers across markets include loyalty, dependability, open mindedness, thoughtfulness, organization, knowledgeability, and authenticity. These traits define a consumer group that deliberates carefully before embracing change, emphasizing a thoughtful approach to adoption.
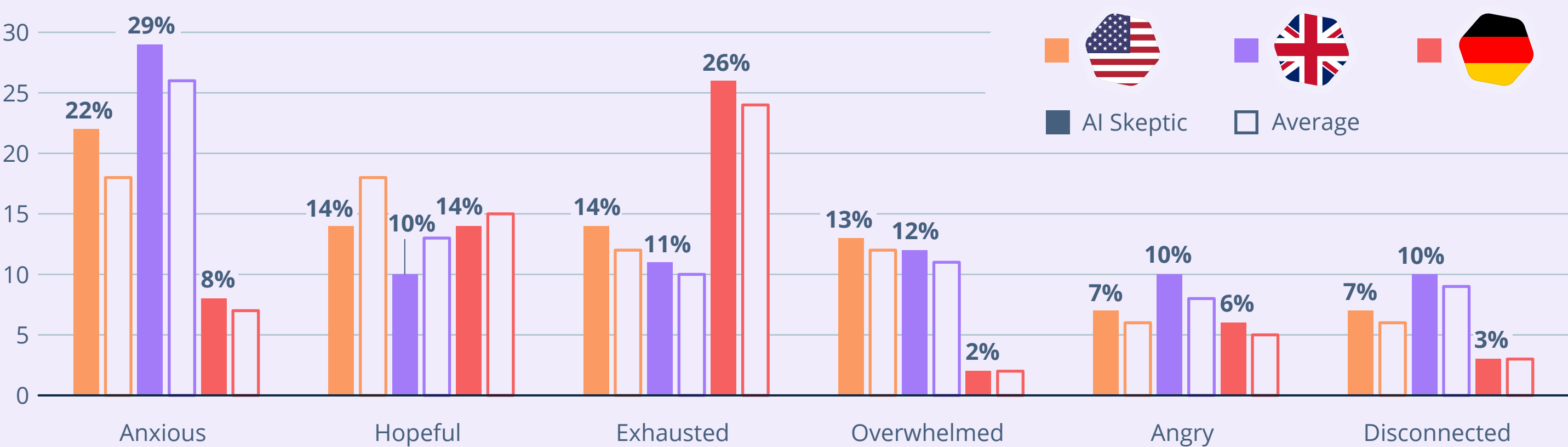
Guarded with a dose of **anxiety**

AI Skeptics struggle to trust institutions and information. They are concerned about government representation, wary of technology's role in automation, and much more anxious about the potential loss of jobs. While U.S. and UK Skeptics report anxiety, German Skeptics tend to feel more drained and exhausted by the state of society.
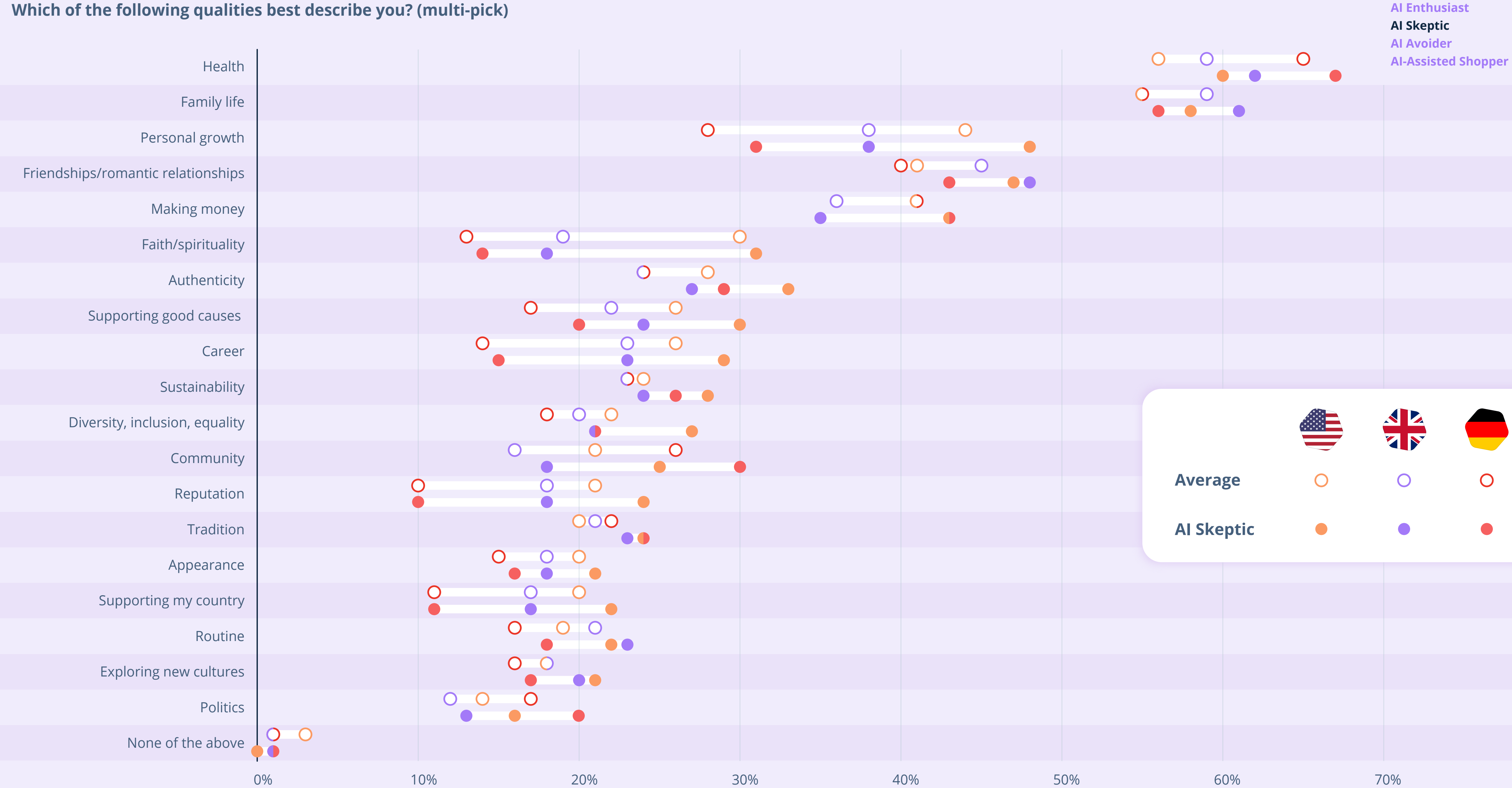
Which of these statements about society do you agree with?

I believe my government works in the best interests of people like me
- 29% / 35%
- 24% / 24%
- 26% / 29%

I find it hard to trust the information I'm given
- 71% / 29%
- 58% / 64%
- 68% / 63%

I'm concerned about the impact of artificial intelligence and automation on jobs
- 74% / 24%
- 54% / 45%
- 74% / 64%

● AI Skeptic
○ Average

Which of the following best describes how you feel about the world right now?

■ AI Skeptic   □ Average

	Anxious	Hopeful	Exhausted	Overwhelmed	Angry	Disconnected
🇺🇸	22%	14%	14%	13%	7%	7%
🇬🇧	29%	10%	11%	12%	10%	10%
🇩🇪	8%	14%	26%	2%	6%	3%

Which of the following qualities best describe you? (multi-pick)

AI Enthusiast
AI Skeptic
AI Avoider
AI-Assisted Shopper

Categories (top to bottom):
- Health
- Family life
- Personal growth
- Friendships/romantic relationships
- Making money
- Faith/spirituality
- Authenticity
- Supporting good causes
- Career
- Sustainability
- Diversity, inclusion, equality
- Community
- Reputation
- Tradition
- Appearance
- Supporting my country
- Routine
- Exploring new cultures
- Politics
- None of the above

Legend:
	🇺🇸	🇬🇧	🇩🇪
Average	○	○	○
AI Skeptic	●	●	●

X-axis: 0%, 10%, 20%, 30%, 40%, 50%, 60%, 70%

Strategies for success

To win over AI Skeptics, brands must focus on addressing fears while building trust and reassurance:

1. Build confidence through transparency
Skeptics don't take information at face value. Companies must offer clarity, openness, and honesty to foster credibility.

2. Prioritize security and stability
Positioning should highlight safety, dependability, and protection rather than disruption to appeal to the cautious mindset of this consumer. Messaging that highlights reliability will resonate most. Demonstrate ROI, long-term savings, and practical benefits over flashy innovation.

3. Balance value with affordability
Pricing is key for this audience. Clear value communication, offers that emphasize efficiency, and practical messaging resonate strongly with AI Skeptics.

4. Reduce the anxiety gap
Provide reassurance when you can about automation, job impacts, and government alignment. Framing AI as a supportive tool rather than a threat can ease fears and open doors to gradual acceptance.

PERSONA 3

AI Avoider

Why it's important to **understand AI Avoiders**

80% of U.S. and UK AI Avoiders are concerned about the impact of AI and automation on jobs.

Not all consumers are as eager to jump on the AI bandwagon. While a certain degree of skepticism about AI and new technology exists in virtually all shoppers, there is also a distinct group that avoids AI altogether. These consumers have been watching the AI hype with suspicion and are unimpressed—or even frightened—by what they've seen so far.

While this persona is expected to decrease in numbers in the years to come, they currently represent a significant consumer demographic that cannot be reached with the same marketing strategies that are used for AI-positive consumers.
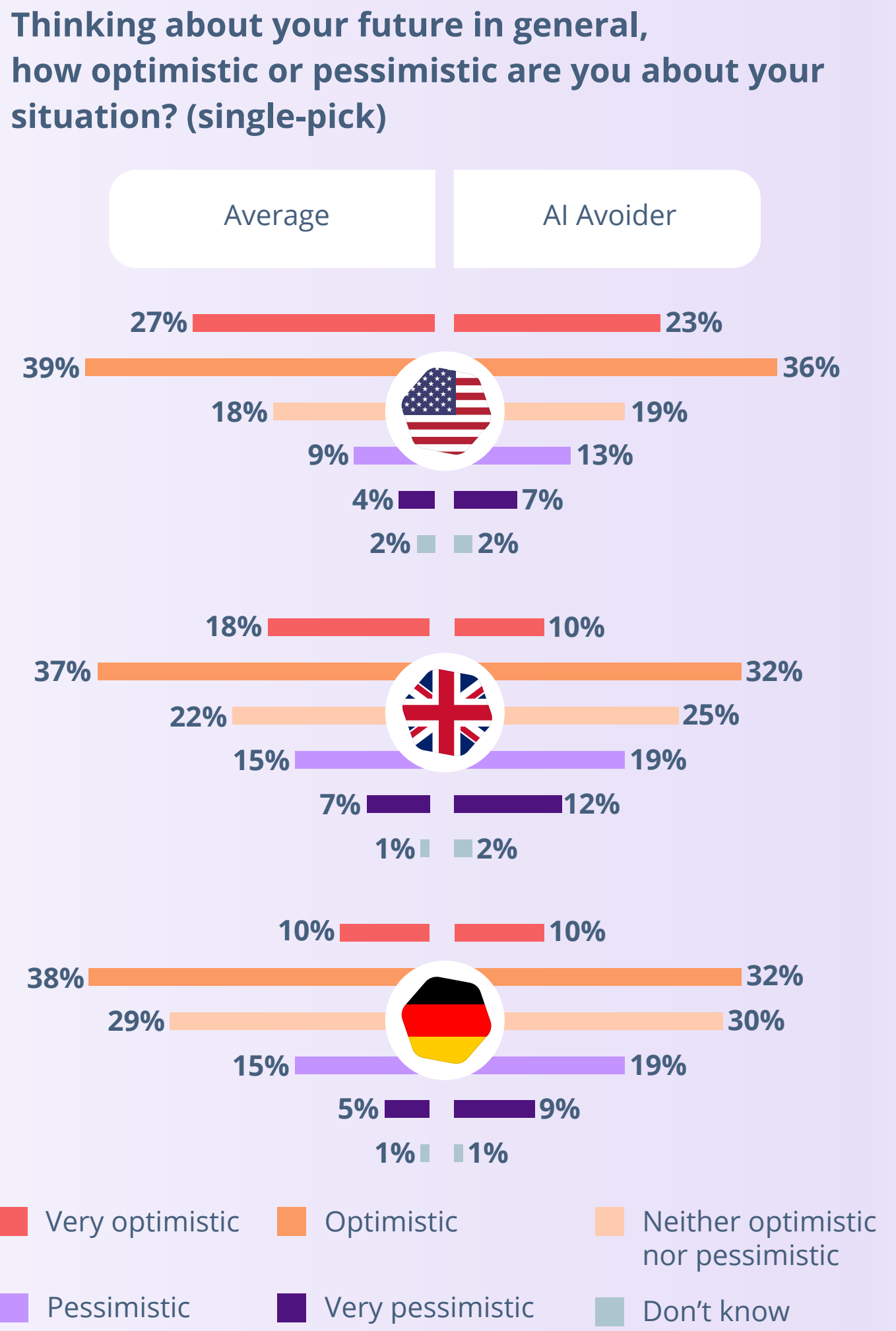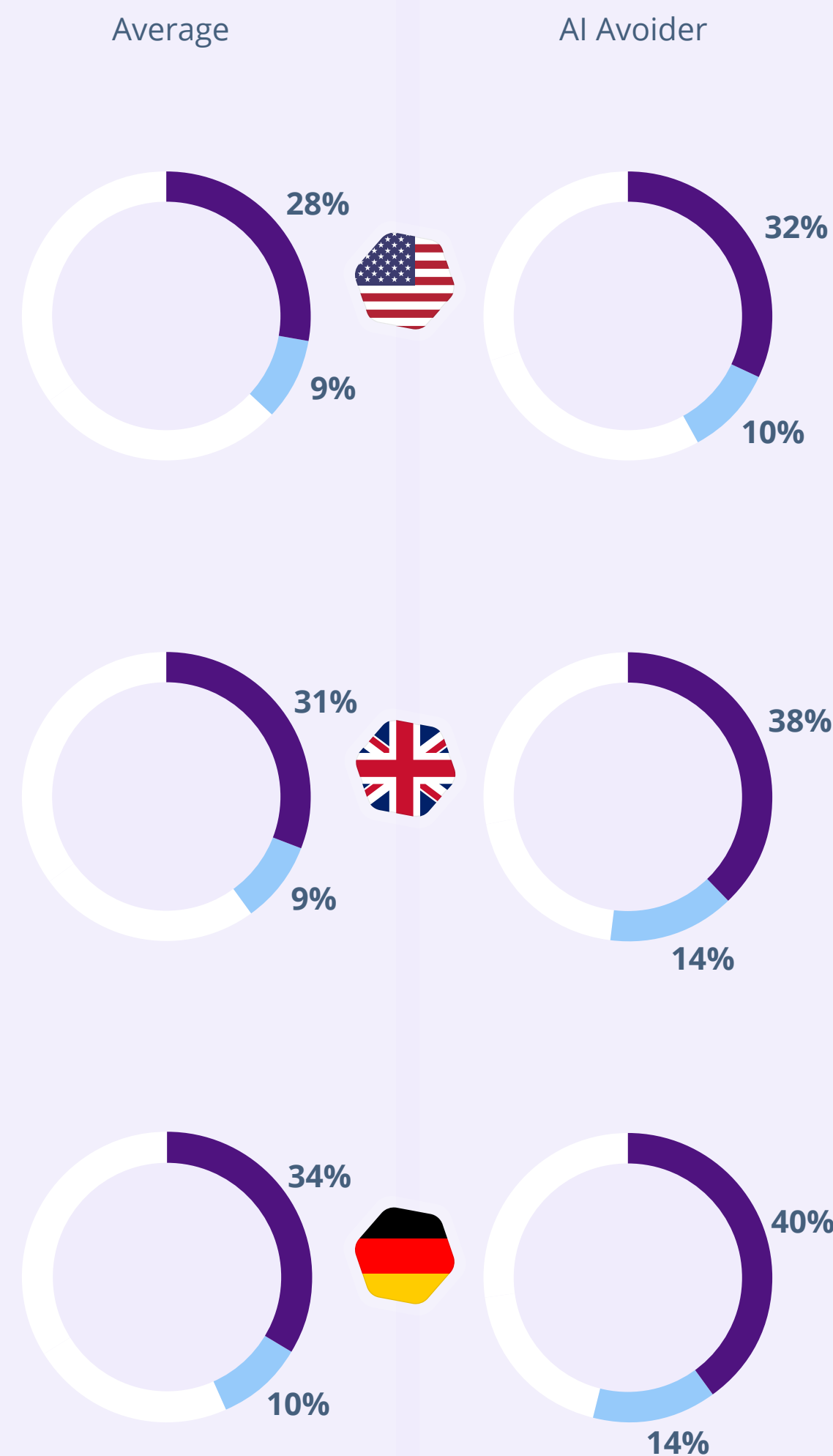
The **data** behind it

A **cautious** consumer

The AI Avoider is a thoughtful, deliberate shopper who keeps their distance from AI in everyday life. Often belonging to Generation X or the Baby Boomer cohort, they typically live in below-average income households and lean politically left. Their choices are shaped as much by personal values as by wider social anxieties. They see themselves as dependable and loyal, yet often burdened by pessimism about the future, both personally and nationally.

Financial **guardrails**

Financial caution is a defining trait of the AI Avoider. They believe now is not the time for big purchases; saving money is a priority over spending. While they don't avoid spending altogether, they prioritize experiences that strengthen personal connections rather than material goods. Social and economic shifts have guided them toward wellness-focused products and services that support both physical and mental health.
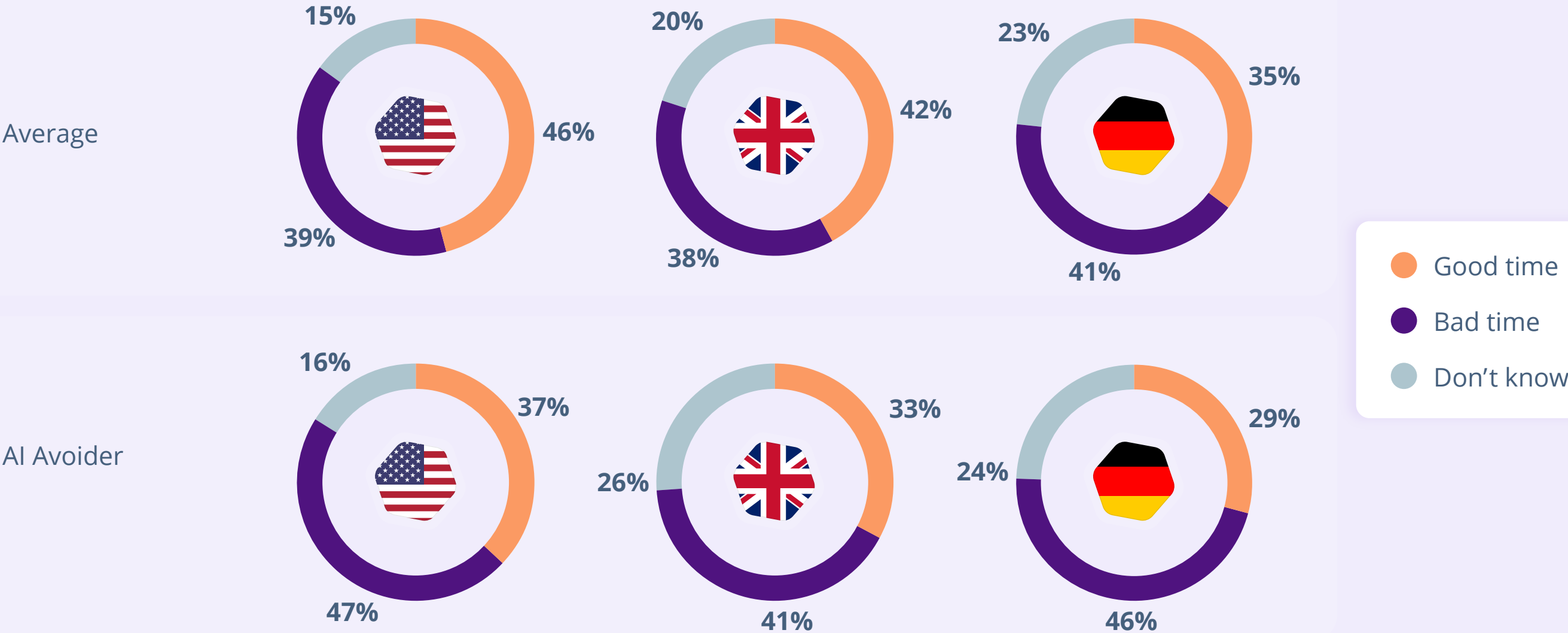
- ● Generation X (Baby Bust)
- ● Baby Boomer

AI Enthusiast
AI Skeptic
AI Avoider
AI-Assisted Shopper

Average | AI Avoider

🇺🇸
- 28% / 9%
- 32% / 10%

🇬🇧
- 31% / 9%
- 38% / 14%

🇩🇪
- 34% / 10%
- 40% / 14%

Thinking about your future in general, how optimistic or pessimistic are you about your situation? (single-pick)

Average | AI Avoider

🇺🇸
	Average	AI Avoider
Very optimistic	27%	23%
Optimistic	39%	36%
Neither	18%	19%
Pessimistic	9%	13%
Very pessimistic	4%	7%
Don't know	2%	2%

🇬🇧
	Average	AI Avoider
Very optimistic	18%	10%
Optimistic	37%	32%
Neither	22%	25%
Pessimistic	15%	19%
Very pessimistic	7%	12%
Don't know	1%	2%

🇩🇪
	Average	AI Avoider
Very optimistic	10%	10%
Optimistic	38%	32%
Neither	29%	30%
Pessimistic	15%	19%
Very pessimistic	5%	9%
Don't know	1%	1%

- ■ Very optimistic
- ■ Optimistic
- ■ Neither optimistic nor pessimistic
- ■ Pessimistic
- ■ Very pessimistic
- ■ Don't know

Is now a good or bad time to make any major household purchase? (e.g. furniture, refrigerator, TV) (single-pick)

Average

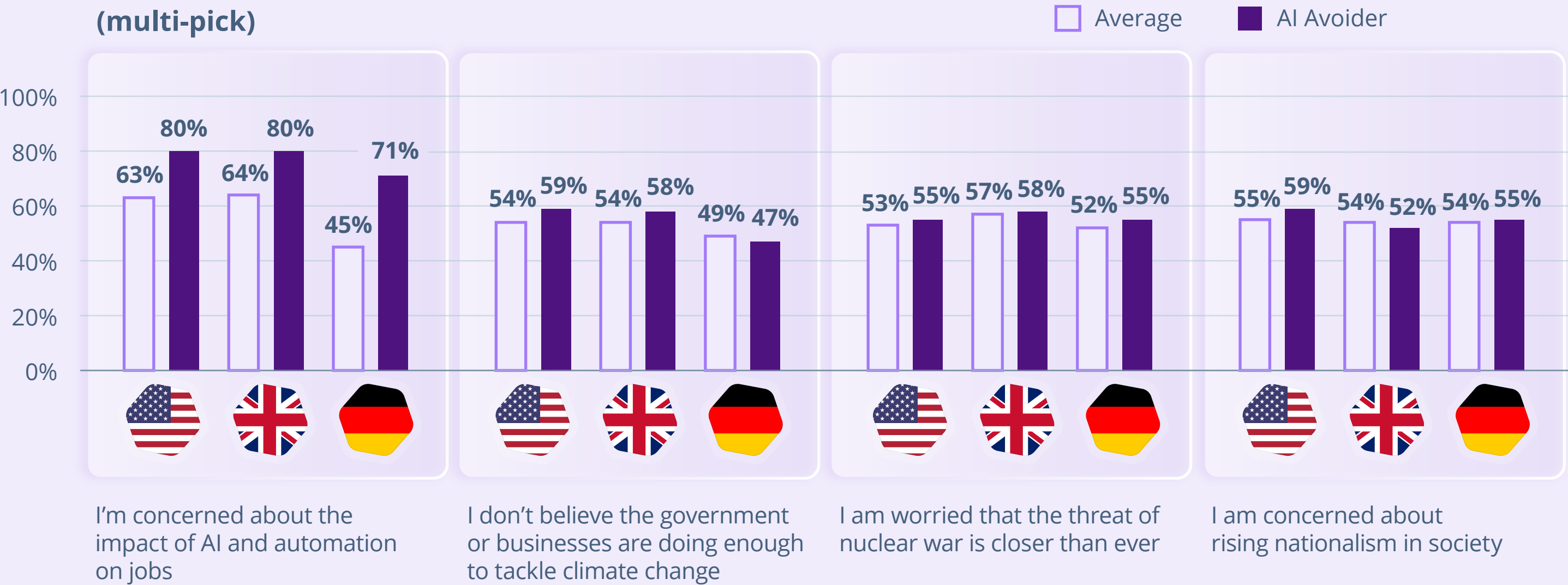USA: 15% Don't know, 46% Good time, 39% Bad time

UK: 20% Don't know, 42% Good time, 38% Bad time

Germany: 23% Don't know, 35% Good time, 41% Bad time

Legend:
- Good time
- Bad time
- Don't know

AI Avoider

USA: 16% Don't know, 37% Good time, 47% Bad time

UK: 26% / 33% Good time, 41% Bad time

Germany: 24% / 29% Good time, 46% Bad time

Which of these statements about society do you agree with? (multi-pick)

Legend: Average, AI Avoider

I'm concerned about the impact of AI and automation on jobs
- USA: 63% / 80%
- UK: 64% / 80%
- Germany: 45% / 71%

I don't believe the government or businesses are doing enough to tackle climate change
- USA: 54% / 59%
- UK: 54% / 58%
- Germany: 49% / 47%

I am worried that the threat of nuclear war is closer than ever
- USA: 53% / 55%
- UK: 57% / 58%
- Germany: 52% / 55%

I am concerned about rising nationalism in society
- USA: 55% / 59%
- UK: 54% / 52%
- Germany: 54% / 55%

Trust in people, not in tech

Shopping decisions are rarely made alone. The AI Avoider is an advice seeker: they turn first to family and friends for guidance, reflecting both caution and a preference for human connection. Their distrust extends to technology itself, especially AI and automation. They often view these innovations as greater threats to jobs and society than climate change or war.

Reliability over innovation

Unlike younger, tech-driven consumers, AI Avoiders are unmoved by brand activism and innovation-centered marketing. They value reliability, fairness, and affordability, choosing trusted, human-centered experiences rather than digital novelty.

Strategies for success

To engage and earn the trust of AI Avoiders, brands must adopt an empathetic, transparent, and human-centered approach that respects their reluctance toward AI and automation:

1. Communicate simply
Use clear language, avoiding technical jargon or gimmicky AI references. Highlight tangible, human benefits like cost savings, ease, and wellness, rather than AI capabilities.

2. Leverage social proof
Showcase customer recommendations and testimonials from relatable groups to foster credibility and trust.

3. Enable human interaction
Provide human phone support, live chat, and in-store assistance. Never make AI the only option.

4. Prioritize reliability over novelty
Promote dependability and stability while avoiding trend-driven or overly innovation-heavy campaigns.

The AI-Assisted Shopper

57%

**of U.S. AI-Assisted Shoppers
used AI platforms to search
for products when shopping online
in the past 12 months.**

Why it's important to **understand AI shoppers**

Similar to the AI Enthusiast, this 'shopper of the future' fully embraces AI and understands how it can make their lives easier, specifically when making purchases. The AI-Assisted Shopper recognizes the time-saving potential that AI has for their shopping experience. They are not afraid to let AI shopping assistants such as Amazon Rufus or the Zalando Assistant recommend items for them—in fact, they prefer it over having to scroll through product listings themselves. They prioritize convenience and value, making them more likely to use price comparison tools than their AI Enthusiast counterpart. This persona will increase its presence in 2026, making them a vital target group for future-oriented brands.
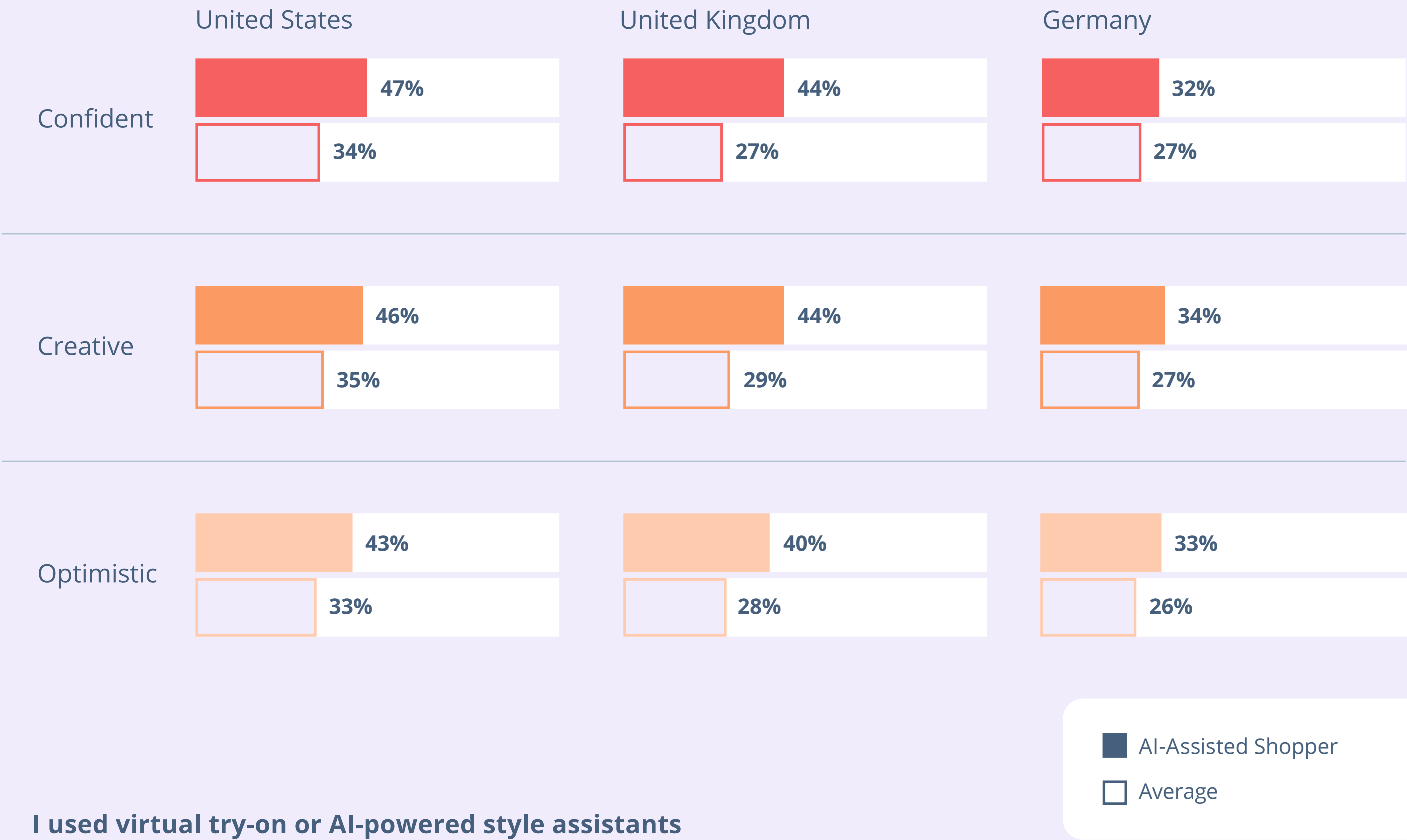
The **data** behind it

Digital-first and **confident**

The AI-Assisted Shopper represents a new breed of digital consumer, typically a younger male, Millennial or Gen Z, who eagerly embraces innovation and technology. This group skews politically right and ranges in income level by region—lower in the U.S., average in Germany, and higher in the UK. Defined by above-average confidence, ambition, creativity, and optimism, these shoppers are energized about the future. They view the present as the perfect time to invest in major purchases.
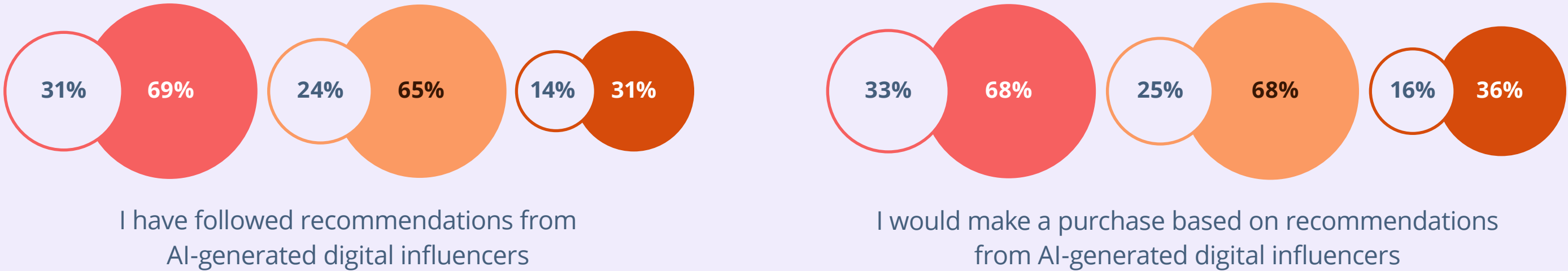
Embracing AI everywhere

Early adoption is a hallmark of this persona. They seek out new features and adapt quickly to evolving shopping trends. Convenience, personalization, and speed matter most: fast delivery, curated recommendations, and seamless shopping experiences are highly valued. These shoppers also show an above-average interest in novelty features like virtual clothing try-ons.

AI Enthusiast
AI Skeptic
AI Avoider
AI-Assisted Shopper

Which of the following qualities best describe you?

	United States	United Kingdom	Germany
Confident	47% / 34%	44% / 27%	32% / 27%
Creative	46% / 35%	44% / 29%	34% / 27%
Optimistic	43% / 33%	40% / 28%	33% / 26%

■ AI-Assisted Shopper
□ Average

I used virtual try-on or AI-powered style assistants

United States	United Kingdom	Germany
32% / 13%	27% / 9%	15% / 7%

Which of the following statements regarding AI-powered or AI-generated digital influencers do you agree or disagree with?

I have followed recommendations from AI-generated digital influencers

- 31% / 69%
- 24% / 65%
- 14% / 31%

I would make a purchase based on recommendations from AI-generated digital influencers

- 33% / 68%
- 25% / 68%
- 16% / 36%

Legend
- ● AI-Assisted Shopper
- ○ Average
- ● United States
- ● United Kingdom
- ● Germany

What are the reasons you purchased products online recently?

Personalized offers or recommendations

- 16% / 27%
- 13% / 33%
- 13% / 24%

Relevant AI-powered product suggestions

- 9% / 27%
- 8% / 29%
- 7% / 19%

What have you done when shopping online in the past 12 months?

I purchased a product on social media

- 29% / 47%
- 23% / 43%
- 15% / 28%

I used AI platforms to search for products

- 21% / 57%
- 16% / 49%
- 15% / 40%

26

Influenced and
socially connected

AI Enthusiast
AI Skeptic
AI Avoider
AI-Assisted Shopper

Social and AI-generated influencer content drives nearly half to buy through social media, making these shoppers highly receptive to integrated digital marketing. Social commerce is second nature and platforms that streamline both discovery and purchase have lasting appeal.

Value-driven and **analytical**

Value-conscious yet excited by new experiences, AI-Assisted Shoppers regularly use AI-powered price comparison tools, loyalty programs, and wish lists to navigate the online marketplace intelligently. They use AI to weigh options to get the best deals, turning to digital resources that simplify decision-making and make each purchase fulfilling. While they enjoy discovering new products and offers, they remain watchful. Shipping costs, negative reviews, and slow delivery continue to be major barriers.

Health-focused and **tech-savvy**

Curiosity about well-being strongly influences their choices in food and beverages. Reading nutrition labels and switching brands—often based on influencer or AI-driven input—is a common habit. For example, nearly half shop for beauty products online or test AI-powered beauty recommendations, seeking new ways to personalize their routines. Tech-savvy and adaptable, this segment expects every digital shopping experience to offer efficiency, tailored options, and the latest digital innovations.

Strategies for success

AI-Assisted Shoppers crave convenience, innovation, and curated experiences. To connect with them, brands must embrace personalization, social integration, and seamless digital journeys:

1. Harness AI personalization
Deliver adaptive recommendations, tailored search, and virtual style or beauty assistants to spark curiosity and create unique value.

2. Engage through social commerce
Blend shopping with entertainment via influencers, interactive platforms, and even AI-generated personalities.

3. Maximize ease and flexibility
Emphasize fast and free shipping, simple returns, transparent pricing, and low-friction onboarding.

4. Sustain excitement with innovation
Highlight new features, gamify loyalty programs, and frame AI as an empowering tool that supports consumer choice and ambition.

Conclusion

As AI continues to reshape the consumer landscape, leading with insight has never been more vital. The trends uncovered in this whitepaper help brands connect authentically, anticipate shifts, and build meaningful relationships with customers in 2026. By harnessing a data-driven understanding of today's diverse AI personas, your brand is ready to go beyond expectations, foster trust, and drive growth in an era defined by both digital innovation and human experience.

If you're ready to see how these AI personas will shape and respond to the Consumer Trends 2026 revealed by Statista, don't miss our full in-depth report, launching end of November 2025.

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Ann-Kristin Hamke,
Chief Product Officer at Statista

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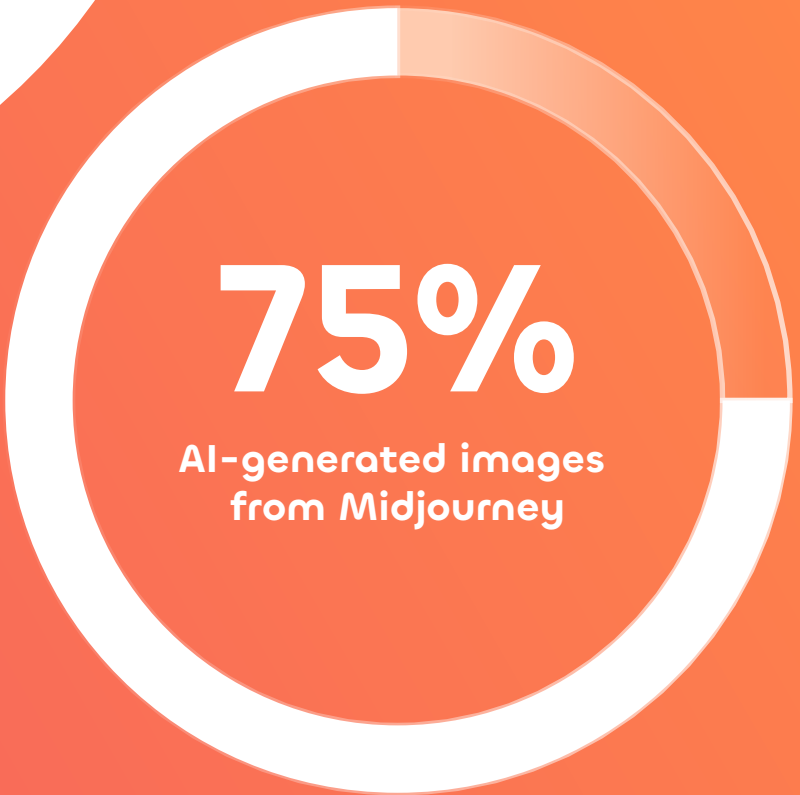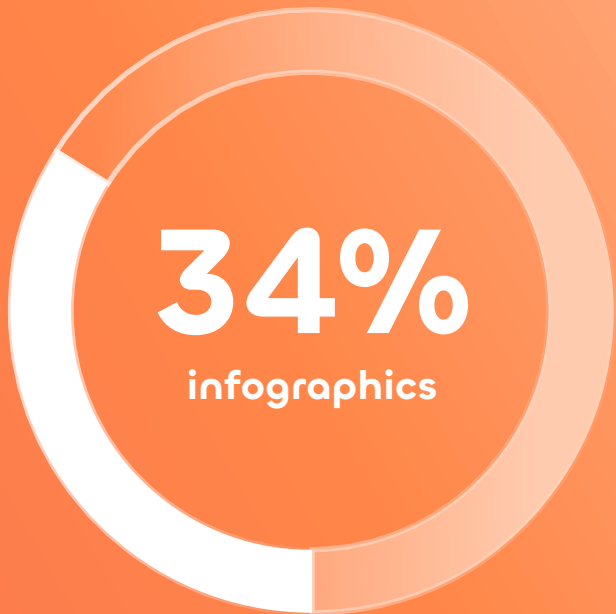AI-generated images from Midjourney

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