

Millennials: Impact of their Behaviour on Global Consumer Markets

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Abstracts

Millennials – defined here as consumers aged 25-34 years – represent a sizable demographic, ranging from 11% of the population in ageing Japan, to 18% in more youthful markets, such as Vietnam and South Africa, to 31% in extreme cases such as the UAE, where there is a large group of workforce age expats present.

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Contents

Executive Summary

Millennials: A Large Demographic - But Not Always A Wealthy One

Chart 1 Millennial Population vs Gross Income 2015

We Are Not All the Same: Consumer Segmentation

Chart 2 Global Millennials by Consumer Type 2013

Developed Market Millennials Vs Developing Market Millennials: A Tale of Two Economic Patterns

What Does the Millennial Want? - Experience, Value, Interactivity

Hyperconnectivity - the Smartphone As the Centre of Life

Translating Wishes Into Market Drivers - Food

Chart 3 Retail Sales of Sweet and Savoury Snacks in Selected Markets 2014-2019

Translating Wishes Into Market Drivers - Leisure

Chart 4 Total Spending by Outbound Travellers by Region 2014-2019

Translating Wishes Into Market Drivers - Appearance

Chart 5 Total Retail Sales of Beauty and Personal Care by Region 2014-2019

Targeting the Right Millennial

Summary 1 The Undaunted Striver

Summary 2 The Impulsive Spender

Summary 3 The Secure Traditionalist

Summary 4 The Balanced Optimist

Introduction

Euromonitor International Surveys

Demographics

Largest Millennial Populations

Table 1 Largest Population of Millennials by Market and by % of Total Population 2014

Table 2 Largest Population of Millennials by Market and by Age Group 2014

Largest Millennial Populations Vs Millennial Gross Income

Table 3 Highest Average Gross Incomes Among Millennials by Market 2014

Table 4 Index of Millennial Gross Income vs Average Gross Income by Market 2014

Chart 6 Highest Average Gross Incomes by Market among Millennials vs Population 2014

Millennial Unemployment: A Blocker To Growth

Table 5 Unemployment Rates in the Largest Millennial Markets 2014

Highest Potential Developing Markets

Summary 5 Highest Potential Developing Markets

Who Is the Millennial?

Who Is the Millennial?: Consumer Segmentation

Chart 7 Global Millennials by Consumer Type 2013

Summary 6 The Undaunted Striver

Summary 7 The Balanced Optimist

Summary 8 The Secure Traditionalist

Summary 9 The Conservative Homebody

Summary 10 The Impulsive Spender

Summary 11 The Aspiring Struggler

Summary 12 The Independent Sceptic

Millennials Are Far From Globally Homogeneous

Chart 8 Millennials by Consumer Type and by Country 2013

Chart 9 Millennial Consumer Types in France 2013

Chart 10 Millennial Consumer Types in Germany 2013

Chart 11 Millennial Consumer Types in the UK 2013

Chart 12 Millennial Consumer Types in the US 2013

Chart 13 Millennial Consumer Types in Brazil 2013

Chart 14 Millennial Consumer Types in China 2013

Chart 15 Millennial Consumer Types in India 2013

Chart 16 Millennial Consumer Types in Russia 2013

Chart 17 Millennial Consumer Types in Japan 2013

Consumer Behaviour

Changing Life Priorities: Millennials Put More Emphasis on Careers and Social Status

Chart 18 Happiness Factors (set 1) 2013

Chart 19 Happiness Factors (set 2) 2013

Table 6 Top Scoring Happiness Factors by Country: Factors Where Millennials Over-index 2013

Deprioritising the Traditional: Marriage, Homes and Family

Table 7 Average Age of Women at First Marriage 2000/2014

Table 8 Average Age of Men at First Marriage 2000/2014

Table 9 Average Age of Women at First Childbirth 2000/2014

Chart 20 Happiness Factors: Having Children

Belief Systems: Rejecting Spirituality, Embracing the Environment, Engaging in the Community

Summary 13 Spirituality as a Factor in a Happy Life 2013

Summary 14 'Being active in the community is important to me' 2013

Summary 15 'I am worried about climate change' 2013

Anti-materialism: Experiences, Not Things

Summary 16 'Over the next 12 months I plan to increase my spending on.' 2013

Indulgence and Individualism

Table 10 'I regularly buy myself small treats because I feel I deserve them' 2013

Anti-branding? No, Anti the Wrong Branding

Summary 17 'I prefer branded goods to non-branded alternatives' 2013

Communication and Engagement With Technology: Hyperconnectivity

Summary 18 'I spend over three hours a day on my personal smartphone' 2013

Table 11 Areas of Life That Mobile Technology has Significantly Transformed 2014

Chart 21 Online Purchase of Item or Service in the Last Month by Device and by Age 2015

Market Impact

Eating: We Want Quick, Healthy Food Which Is Sustainable and Gives US An Experience. Oh, and Please Make It Just for Me.

Chart 22 Total Retail Sales of Packaged Food by Region 2014-2019

Chart 23 'I am willing to pay more for fresh food when it offers me.' Priorities by Consumer Type 2013

Chart 24 'I am willing to pay more for packaged food when it offers me.' Priorities by Consumer Type 2013

Chart 25 'I am willing to pay more for packaged food when it offers me health and nutritional benefits' 2013

Chart 26 Retail Sales of Gluten-Free Food in Selected Markets 2014-2019

Chart 27 Retail Sales of Bread in Selected Markets 2014-2019

Chart 28 Retail Sales of Reduced Sugar Packaged Food in Selected Markets 2014-2019

Chart 29 'I am willing to pay more for packaged food when it is environmentally/ethically conscious' 2013

Chart 30 Retail Sales of Organic Packaged Food in Selected Markets 2014-2019

Chart 31 'I am willing to pay more for packaged food when it offers me convenience' 2013

Chart 32 How Often Do You Eat A Ready Meal or Feed A Ready Meal to Others by Country? 2013

Chart 33 Retail Sales of Sweet and Savoury Snacks in Selected Markets 2014-2019

Chart 34 Retail Sales of Ready Meals in Selected Markets 2014-2019

Summary 19 'I plan to spend more on restaurants in the next 12 months' 2013

Chart 35 Retail Sales of Spicy Table Sauces in Selected Markets 2014-2019

Leisure: Health, Technology and Experiences

Table 12 Do you Participate in the Following Once a Month or More? 2013

Summary 20 'I plan to spend more on new technology in the next 12 months' 2013

Chart 36 Global Retail Sales of Consumer Electronics by Type 2015-2020

Chart 37 Retail Sales of Luxury Electronic Gadgets by Country 2014-2019

Summary 21 'I plan to spend more on visits to cinema/concert/theatre in the next 12 months' 2013

Summary 22 'I plan to spend more on travel/vacations in the next 12 months' 2013

Chart 38 Total Spending by Outbound Travellers by Region 2014-2019

Appearances

Chart 39 Total Retail Sales of Apparel and Footwear by Region 2014-2019

Summary 23 'I plan to spend more on clothing/footwear in the next 12 months' 2013

Chart 40 Retail Sales of Luxury Fashion Brands by Market 2014-2019

Chart 41 Total Retail Sales of Beauty and Personal Care by Region 2014-2019

Chart 42 'I am willing to pay more for toiletries when they offer me.' 2013

Chart 43 'I am willing to pay more for toiletries when they offer me.' Priorities by

Consumer Type 2013

Chart 44 'I am willing to pay more for beauty products when they offer me.' Priorities by
Consumer Type 2013

Chart 45 'I am willing to pay more for beauty products when they offer me a limited
edition' 2013

Table 13 Online Retail Sales of Beauty and Personal Care by Country 2009/2014

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