

Marketing to Millennials - US - February 2014

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“Companies or brands that successfully market to Millennials are ones that recognize that there is no such thing as a ‘Millennial’—just individuals or groups of individuals who are at a similar lifestage and have lived through similar experiences. They want to be treated for who they are, rather than be lumped together and labeled.”
 – Fiona O’Donnell, Senior Lifestyles & Leisure Analyst

This report looks at the following areas:

- Why is it important to understand Millennials?
- How does one reach a moving target?
- How important are emotions or making an emotional connection?

In 2014, Millennials are between the ages of 20 and 37 and account for about one quarter of the US population or 78.3 million individuals. They have been stereotyped as the “Me, Me, Me” generation yet one that is globally aware and interested in supporting causes. They have been shaped by radical changes in electronics and computers—from the iPod to Facebook—shaken by the financial crisis, and have entered the job market during the worst economic downturn since the Great Depression. To some, they are an enigma. Regardless, their success or failure will help determine the economic strength or weakness of the US economy for decades to come.

This report builds on findings from Mintel’s Marketing to Millennials—US, August 2012 as well as the March 2010 report of the same title. Other related reports include Marketing Financial Services to Millennials—US, August 2013 and Millennials’ Leisure Trends—US, February 2013.

This report explores Millennials’ purchase drivers and how they evaluate their personal finances, attitudes toward health and healthcare reform, and their opinions about work and careers. It also discusses how members of this generation use technology, how they select and interact with brands, and what social issues are important to them.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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