

Marketing to Millennials - US - June 2018

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Millennials are the largest generational group in the US and as they age they are only becoming a more important part of the consumer economy. Millennials are growing their incomes and entering new markets as they buy homes and start families. Marketers interested in reaching this group will need to go beyond expectations and create products and services that have both purpose and value.

This report looks at the following areas:

- Millennials exceeding their expectations for family life
- Family is a top priority for 2018
- Personal experiences and passions set Millennials apart
- Millennials want to stand out in a crowd
- Kids are seen as a big responsibility and expense
- Brands are clued in to the Millennial experience

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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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The Market – What You Need to Know

Millennials are the largest generational group
This group is aging up, and catching up
Working their way up
Managing their money

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Characteristics

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Opportunity

Characteristics

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Opportunity

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