

10 Trends Affecting Millennials

Kelton

Values vs. The Real World

Millennials are a generation of tensions. They are widely seen as self-interested, rule-breaking consumers. But they are also being shaped by the reality of the times. As a result, they have to balance what they want with what they need.

WANTS

"I'm out on my own" **Independence**

"I don't want to talk" **No Intrusion**

"My gen rocks" **Identity**

"Only the best" **Status**

"I choose what fits me best" **Freedom**

"Once in a lifetime thing" **Experience**

NEEDS

Support *"Catch me when I fall"*

Engagement *"I want a conversation"*

Individuality *"I am unique"*

Utility *"Value for money"*

Relationships *"Get to know me"*

Stability *"Comfortable fit"*

This underscores the importance of **looking past the headlines and conventional wisdom and at the underlying trends** shaping how Millennials behave and interact — with each other, with brands, with the world around them.

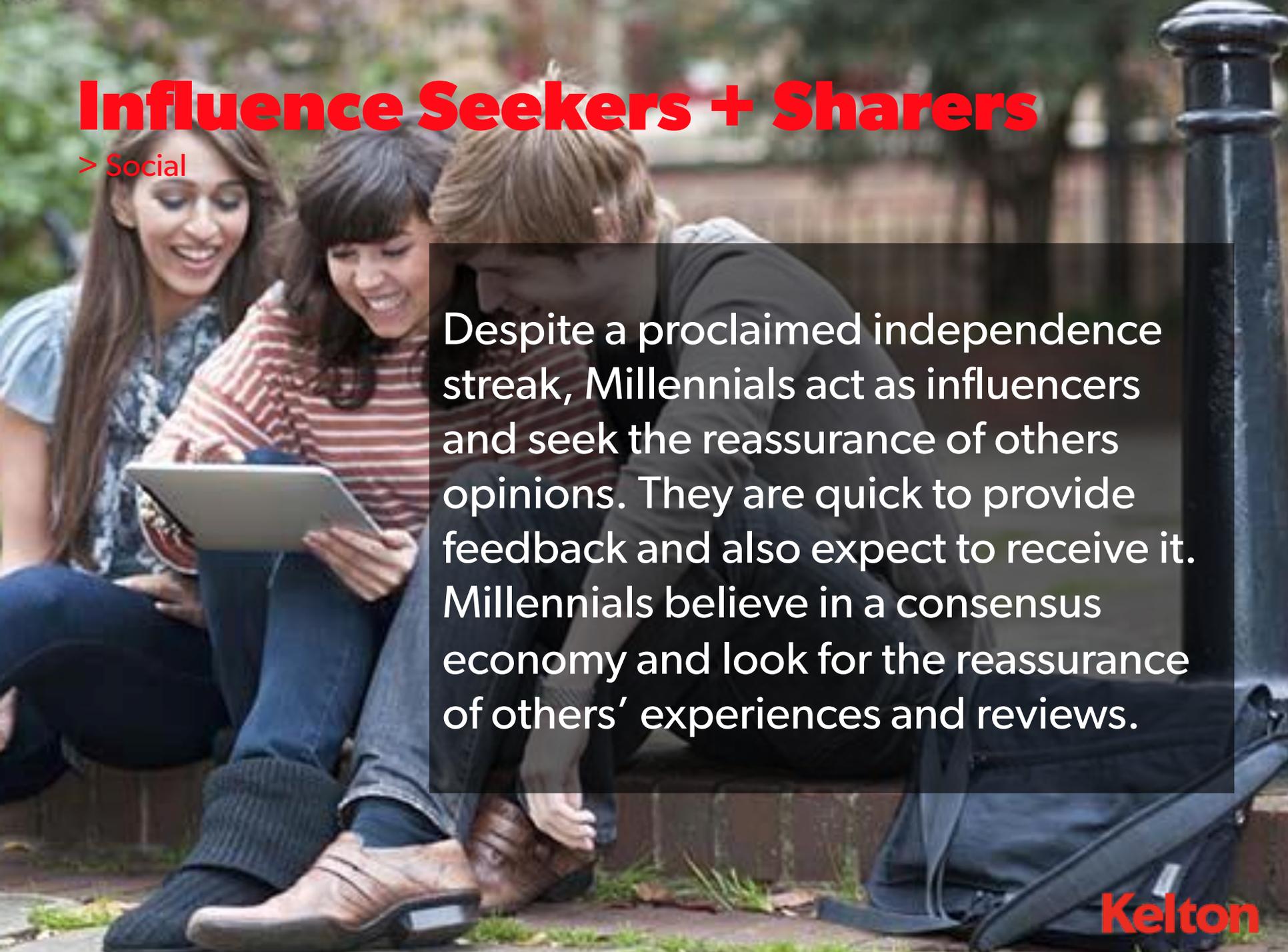
Experimentalists

> Social

Unlike Gen X and Boomers before them, Millennials have traded old ties with tradition for a remarkable openness to the “new.” They are willing to experiment not only with new brands, but wholly new ways of organizing relationships with the products and services they use. They’ve grown up in an era of disruption and are accustomed to its rapid change.

Influence Seekers + Sharers

> Social

A photograph of three young adults sitting on a stone ledge outdoors. On the left, a woman with long brown hair is smiling and looking at a tablet. In the center, another woman with dark hair and bangs is also smiling and looking at the tablet. On the right, a man with brown hair is leaning forward, adjusting his brown leather boot. A black backpack is on the ground next to him. The background is a blurred outdoor setting with a black metal post on the right.

Despite a proclaimed independence streak, Millennials act as influencers and seek the reassurance of others' opinions. They are quick to provide feedback and also expect to receive it. Millennials believe in a consensus economy and look for the reassurance of others' experiences and reviews.

Pure Authenticity

> Environmental/Political

A person wearing a camouflage hat and sunglasses is shown in profile, looking out over a vast, forested landscape under a clear sky. The person's face is partially visible, showing a slight smile. The background consists of rolling hills covered in dense green and brown vegetation, extending to the horizon under a bright, clear sky.

There is trend among leading-edge Millennial consumers for more contact with the natural world as their own worlds become increasingly synthetic, including a yearning to embrace what is pure and the authentic. Part of this movement is that Millennials know what they want and do not care for substitutes.

Communal Experiences

> Social

As children, Millennials were coddled by their parents. As a result, they relish working and participating in activities in teams, behaviors that will continue through adulthood. Millennials love to socialize and create memories together, whether it's participating in a monthly book club or a weekly game night.

Tech-Ubiquity



> Social/Technological

Millennials have shifted from the face-to-face interactions favored by previous generations towards tech-mediated interactions. From online information gathering and sharing to using Yelp or UrbanDaddy to find the hottest new bar, Millennials rely heavily on technology to find the “latest and greatest.”

Temporary Consumers

> Social, Environmental

Tight economic times mean Millennials are not able to participate in the 'ownership economy' as much as generations who have come before. The rise of the 'sale' began with the economic downturn but has made way for many more services that allow younger consumers to always find a deal when shopping. This has shaped a new consumer mindset and has shifted shopping behaviors.

A young woman with blonde hair, smiling and looking down at a laptop screen. The background is blurred, showing another person's hand holding a device.

Screened Lives

> Technological

Having grown up immersed in technology, Millennials have shifted away from the face to face interaction favored by previous generations, and toward frictionless, tech-mediated service interactions. Making reservations, checking in, giving feedback, seeking answers—all are increasingly being done digitally, taking people out of the process along the way.

Healthy on the Inside

> Environmental, Social

More and more millennial consumers are aware of the role some foods can play in preventing, treating and even curing certain illness. Fundamental to this is the understanding that it is specific ingredients and food that can contribute to health and well-being and that there is a difference between “synthetic” foods and “natural additives.”

Rich Experiences

> Social

Having grown up in an era of plenty prior to 2007, many Millennial consumers have only known an affordable “Experience Economy.” They set a high bar on expectations, though they may have a small wallet. They want even the briefest of interactions to be memorable. This is most prominent when they leave home for work, a night out or a trip.

Flexible Work

> Environmental

Millennials are more free of the cubicle and a career at one company than their parents – they are more mobile as employees and independent entrepreneurs. Being more of the entrepreneurial mindset than previous generations, these consumers also have a deeper appreciation for innovative or “home-grown” products and services .

Kelton's Experience with Millennials



bloomingdales

