

Maximising Opportunities in the Millennial Market

March 2025

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Why read this report? Key findings

INTRODUCTION

Meet the generation with the highest total gross income: Millennials Under pressure: Financial caution, time crunch and shifting values create opportunities

FINANCIAL CAUTION

The roots of Millennials' financial caution Understanding Millennials' financial caution in developed and developing markets Strategies that work for cautious Millennials H&M tailors its offerings to suit diverse consumer needs and budgets Taco Bell's new app helps customers tailor their orders to a specific budget

TIME CRUNCH

Leveraging Al to ease Millennials' time crunch in the workplace Driven by personal priorities, Millennials prioritise work-life balance Samsung helps caregivers maintain the care receivers' independence Commune from France offers convenience for single-parents Stronger together

VALUES DILEMMAS

Top three values of Millennials under pressure Health: Between mental health and technological dependency Relaxation and stress-reducing food and drinks are gaining momentum Sustainability: Squeezed between "greenwashing" and purpose-led behaviour Clean beauty brand Attitude expands its skin care line, focusing on sustainable efficacy Experiences: Affordability leads to higher adoption of digital experiences Oceané hyper-personalisation with AR/Al virtual try-on: New battleground for CX

CONCLUSION

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