

Millennials and Financial Services - UK - May 2015

Report Price: £2195.00 | \$3554.69 | €2788.33

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Millennials are conservative when it comes to their personal finances. They understand the importance of prioritising saving and paying off debt over spending, and the financial crisis has pushed these young adults to think and worry more about their financial future."

– Chryso Kolakkides, Senior Financial Services Analyst

This report looks at the following areas:

- Tech-savvy Millennials still appreciate the value of branches
- Millennials need help when making financial choices

Companies need to keep this in mind when aiming to capture their attention. In order to win the longer-term loyalty of this consumer group, financial providers should step up their creativity and consider greater digitalisation. But they also need to avoid falling into the trap of thinking that Millennial = digital. Mintel's consumer research consistently shows that most Millennials are still firmly attached to the idea of at least having the option of speaking to their financial services partners face-to-face.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Millennials and Financial Services - UK - May 2015

Report Price: £2195.00 | \$3554.69 | €2788.33

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Introduction

Executive Summary

The market

Millennials account for a quarter of the UK population

Figure 1: Projected populations at mid-year in the UK, by age, 2009-22 (proj)

A tough environment for younger Millennials

Figure 2: Current working situation, by generation, March 2015

Relationships and finances prioritised over social lives

Figure 3: Millennials' life goals, March 2015

Figure 4: Number of life goals among Millennials, March 2015

The consumer

Simple financial products have the highest ownership among Millennials

Figure 5: Millennials' financial product ownership, March 2015

Holidays and protection from the unexpected are Millennials' main reasons for saving

Figure 6: Millennials' reasons for saving or investing, March 2015

Family is Millennials' number one single source of information on financial products

Figure 7: Millennials' sources of information for financial products, March 2015

Online is the key channel – but Millennials are not ready to give up the branch yet

Figure 8: Channels used by Millennials for their financial activities, March 2015

Millennials carry a heavy load...

Figure 9: Millennials' financial concerns, March 2015

...and take a conservative stance on personal finances

Millennials understand the importance of keeping up with the market...

Figure 10: Millennials' interest in the market, March 2015

...but also the confusion that comes with it

Millennials label high street banks and building societies as more old-fashioned, but secure

Figure 11: Correspondence Analysis, March 2015

Global technology companies are considered more forward-thinking

Issues and Insights

Tech-savvy Millennials still appreciate the value of branches

The facts

The implications

Millennials need help when making financial choices

The facts

The implications

The Market – What You Need to Know

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Millennials and Financial Services - UK - May 2015

Report Price: £2195.00 | \$3554.69 | €2788.33

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Millennial population continues to grow
 Declining unemployment among Millennials, but still high
 Increasingly more Younger Millennials entering the workforce
 Financial health is greater among university graduates
 More than half of all Millennials are renting
 Nearly half of Younger Millennials live with their parents
 Millennial families
 Tech takes lead among Millennials
 Millennials with numerous aspirations

Who Are The Millennials?

Millennial population continues to grow
 Figure 12: Projected populations at mid-year in the UK, by age, 2009-22

Declining unemployment among Millennials, but still high
 Figure 13: Number of unemployed in UK, by age, 2013-15

Tuition fee increases have hit undergraduate enrolments
 Figure 14: Current working situation, by generation, March 2015

Older Millennials reaping the reward of career progression
 Figure 15: Gross annual household income, by generation, March 2015

Financial health is greater among university graduates
 Figure 16: Current financial situation, by highest educational attainment, March 2015

More than half of all Millennials are renting
 Figure 17: Current housing situation, by generation, March 2015

Nearly half of Younger Millennials live with their parents
 Figure 18: Current living situation, by generation, March 2015

Millennial families
 Figure 19: Marital status, by generation and presence of children in the household, March 2015

Tech takes lead among Millennials
 Figure 20: Millennials' technology product ownership, March 2015
 Figure 21: Personal ownership of smartphones, by age, September 2013 and November 2014

Millennials' Life Goals

Health and family are still key priorities
 Figure 22: Millennials' life goals, March 2015
 Figure 23: Number of life goals among Millennials, March 2015

Younger Millennials concentrate on their education and careers...
 Figure 24: Selected Millennials' life goals, by generation, March 2015

... while Older Millennials rate their health more highly

Married Millennials look towards home ownership
 Figure 25: Millennials' life goals, by presence of children in the household and marital status, March 2015

Travelling is a high priority across most Millennial demographics

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: reports@mintel.com

Millennials and Financial Services - UK - May 2015

Report Price: £2195.00 | \$3554.69 | €2788.33

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The Consumer – What You Need To Know

Simple financial products have the highest ownership among Millennials
 Holidays and protection from the unexpected are Millennials' main reasons for saving
 Family is Millennials' number one single source of information on financial products
 Online beats all other channels
 Millennials carry a heavy load
 Millennials understand the importance of keeping up with the market...
 ...but also the confusion that comes with it
 Millennials label high street banks and building societies as more old-fashioned, but secure
 Global technology companies are considered more forward-thinking
 Social networks are friendly and accessible, but also untrustworthy

Financial Product Ownership

Simple financial products have the highest ownership among Millennials
 Figure 26: Millennials' financial product ownership, March 2015
 Older Millennials have higher ownership across all financial products
 Figure 27: Millennials' financial product ownership - 'Already own', by generation, March 2015
 Even among higher earners, investment ownership is low
 Figure 28: Millennials' financial product ownership - 'already own', by gross annual household income, March 2015
 More than one third of Millennials own five or more financial products
 Figure 29: Number of financial product types owned by millennials, March 2015
 Figure 30: Number of products owned by Millennials, by age, March 2015

Reasons for Saving or Investing

Holidays and protection from the unexpected are Millennials' main reasons for saving
 Figure 31: Millennials' reasons for saving or investing, March 2015
 Older Millennials take a more forward-looking stance
 Figure 32: Millennials' reasons for saving or investing, by generation, March 2015
 Parents and married Millennials most likely to save for their children
 Figure 33: Millennials' reasons for saving or investing, by marital status and presence of children in the household, March 2015
 Majority of Millennials save towards a maximum of two goals
 Figure 34: Number of reasons for saving or investing, March 2015

Information Sources for Financial Products

Millennials still rely on their family for advice
 Figure 35: Millennials' sources of information for financial products, March 2015
 Nearly three in four Millennials would use online sources for financial information
 Price comparison sites are a key information source for Millennials
 Professional financial advice can be particularly valuable for Millennials

Channel Preferences in Financial Services

Online beats all other channels

BUY THIS
REPORT NOW

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: reports@mintel.com

Millennials and Financial Services - UK - May 2015

Report Price: £2195.00 | \$3554.69 | €2788.33

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 36: Channels used by Millennials for their financial activities, March 2015

Mobile apps have the greatest potential among the Younger Millennials...

Figure 37: Channels used by Millennials for their financial activities, by generation, March 2015

...despite security concerns

Millennials still value personal contact in retail banking...

Figure 38: Channels used by Millennials for their financial activities, by generation, March 2015

...while online dominates the insurance market

Millennials' Financial Concerns

Millennials carry a heavy load

Figure 39: Millennials' financial concerns, March 2015

Millennials have a negative outlook for their generation's future...

...and so take a conservative stance when it comes to debt

Millennials' Interest in the Financial Services Market

Millennials understand the importance of keeping up with the market...

Figure 40: Millennials' interest in the market, March 2015

...but also the confusion that comes with it

Making finance more fun for a 'gamified' generation

Associations with Non-Traditional Players in Financial Services

Non-traditional players entering the financial services space

Figure 41: Correspondence Analysis, March 2015

Millennials label high street banks and building societies as more old-fashioned...

Figure 42: Millennials' associations with various players in financial services, March 2015

...but secure

Global technology companies are considered more forward-thinking

Social networks are friendly and accessible, but also untrustworthy

Correspondence analysis: methodology

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com