

## Lifestyles of Millennials - UK - October 2015

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

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"Because all the traditional markers of adulthood are less available to today's Millennials, they are redefining what it means to be an adult for themselves. Marketing messages focused on traditional milestones of adulthood may no longer be as relevant; brands that acknowledge the shifting social norms will forge a much stronger connection with Millennial shoppers."

### This report looks at the following areas:

- Forging connections with Millennials via social media channels
- Raising awareness of financial services amongst Millennials
- Tapping into Millennials' desire to stay healthy/lead a healthy lifestyle

British Millennials have grown up during a time of rapid technological change and globalisation, underpinning how their priorities and attitudes vary greatly from those of other generations. Having come of age during the economic downturn and period of austerity, many in this generation show considerable restraint when spending and take pride in being savvy when they shop. In addition, lower employment levels and smaller incomes have left Millennials with less money compared with previous generations.

As they move into their prime spending years, it is important for companies and brands to understand how the attitudes and viewpoints of Millennials shape their expectations. Their unique experiences will have a lasting impact on the way companies and brands conduct their business and communicate with consumers going forward.

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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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