

Marketing to the iGeneration - US - April 2016

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"Until recently, the iGeneration has been largely overshadowed by the preceding generation: Millennials. As iGens begin to edge Millennials out of the key 18-34 demographic, marketers need to pay closer attention to this generation's priorities and how their behavior differs from the dominant Millennials."

- Fiona O'Donnell, Category Manager - Multicultural, Lifestyles, Leisure and Travel

This report looks at the following areas:

- They are even more racially and ethnically diverse.
- They are the true digital natives – this doesn't know a time without instant connection.
- They view social media as a way to influence and be inspired by the world around them.

While iGens have a good deal in common with Millennials, there are a few key differences that are helpful to understanding this up-and-coming generation:

- They are even more racially and ethnically diverse.
- They are the true digital natives – this doesn't know a time without instant connection.
- They view social media as a way to influence and be inspired by the world around them.

For the purposes of this Report, Mintel has used the following definitions:

- Tween/teen iGens: internet users aged 9-17
- Adult iGens: internet users aged 18-21

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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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