

Marketing to Millennials - US - June 2017

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"The Millennial generation is aged 23-40 in 2017, with many on the precipice of major life decisions, which will likely have them reconsidering their purchase habits. At this stage, Millennials provide fertile ground for marketers looking to win over new customers."

- Dana Macke, Senior Lifestyles and Leisure Analyst

This report looks at the following areas:

- **Sharing economy is still niche – even among Millennials**
- **Millennials are confident, but not experts**
- **Millennials more optimistic about issues within their sphere of influence**

In order to appeal to a Millennial target, marketers should throw out their preconceived notions of a generation still living at home, unsure of how to do their own laundry. Millennials are gaining confidence in their management of adult tasks, yet haven't become so set in their routines that they aren't willing to try out new products and services that might meet their needs.

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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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