

Marketing to Millennials - Brazil - January 2017

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“Sustainability and healthy eating habits are areas in which Millennials still lag behind other previous generations, as people tend to adopt more sustainable and healthier habits as they age. There is room for brands to tap in to help Millennials adopt healthier and sustainable habits, especially older Millennials.”

– **Renata Pompa de Moura, Research Manager**

This report looks at the following areas:

- How can advertisements help ease the stress of Millennials?
- How to further engage older Millennials with restaurant loyalty schemes
- Shared services have higher appeal than renting

As the Millennial group is entering key earning and spending age, they are gaining the attention of marketers searching to reach out to a large audience. However, this group is also very diverse, with an age span of almost 20 years, and it is important for marketers to acknowledge this and adapt their strategy to the specific needs of younger and older Millennials.

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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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