

Millennial Online Shopping Habits - US - June 2019

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This report looks at the following areas:

They want to connect with retailers, especially through social media, but also want options designed to meet their shopping preference based on the occasion or type of purchase.

- Amazon is popular, but it's not the only place Millennials shop
- Reviews can prevent or prompt purchases



"Millennials are more digitally native than older generations and consequently, are comfortable making a variety of purchases for various needs and recipients online. Still, many also see value in shopping in stores, depending on the occasion and need."

– Alexis DeSalva, Retail & Apparel Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Definition

EXECUTIVE SUMMARY

- Overview
- Issue: Amazon is popular, but it's not the only place Millennials shop
- Opportunity: In-store shopping is still relevant
- Issue: reviews can prevent or prompt purchases
- Opportunity: Social media is a tool for customer communication and encouraging purchases
- What it means

THE MARKET – WHAT YOU NEED TO KNOW

MARKET PERSPECTIVE

- Who are Millennials?
Figure 1: Millennial consumer by key demographics, March 2019

MARKET FACTORS

- Single Millennials possess different shopping priorities versus married Millennials
Figure 2: Distribution of households, by age of householder and type of household, 2018
- Older Millennials may have more income, but potentially face more financial responsibilities
Figure 3: Household income distribution, shares by age of householder, 2017
- Millennials: not digitally native, but digitally integrated

KEY PLAYERS

- Overview: Millennials' brand perceptions
Figure 4: Retailer perceptions, March 2019
- The good:
- The struggling:
- The unaware:
Figure 5: Correspondence analysis – Principal map – Retailer perceptions, March 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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WHAT'S WORKING?

- **The race to reach customers: expedited delivery is a hot topic**
- **Target keeps Millennials happy with revamped assortments**

Figure 6: Target email campaign, April 2019

Figure 7: Target Email campaign, May 2019

WHAT'S STRUGGLING?

- **Department stores' efforts to evolve multichannel shopping go unnoticed by many Millennials**

Figure 8: Macy's Instagram post, May 2019

Figure 9: Nordstrom email campaign, September 2018

WHAT'S NEXT?

- **Renting is the new owning**
- **Social media will become an integral part of online shopping**

Figure 10: American Eagle email campaign, February 2019

Figure 11: Shop Instagram profile, May 2019

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Millennials prioritize fashion and entertainment purchases online**
- **Amazon is preferred, but emerging retailers are of interest**
- **Millennials are multichannel shoppers**
- **Social media plays a role in Millennials' purchases**

ITEMS PURCHASED AND FREQUENCY

- **Key takeaways:**
- **Fashion and entertainment purchases are a top priority**
- **Millennials replenish online**
- **Dads are targets for expanding grocery initiatives**
- **Hispanic Millennials fulfill beauty and personal care needs online**

Figure 12: Items Purchased, March 2019

Figure 13: Purchase frequency – NET (any monthly purchase), March 2019

Figure 14: Birchbox in Walgreens stores, May 2019

Figure 15: Weekly grocery purchase (NET), by parental status, March 2019

Figure 16: Items purchased, by Hispanic origin, March 2019

ITEM RECIPIENTS

- **Key takeaways:**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Recipient influences purchase**

Figure 17: Item recipients, March 2019

- **Surprising shoppers: men fulfill beauty and fashion purchases online**

Figure 18: Item purchased for others (select), by gender, March 2019

- **Millennial parents shop for the whole family**

Figure 19: Item recipients, by parental status, March 2019

Figure 20: Kohl's email campaign, June 2019

RETAILERS SHOPPED

- **Key takeaways:**
- **Millennials shop a mix of established and emerging retailers**

Figure 21: Retailers shopped, March 2019

- **Gender divide exist in retailers shopped dictated by purchase type**

Figure 22: Retailers shopped (select), by gender, March 2019

Figure 23: Nordstrom email campaign, December 2018

- **Millennial shoppers drive interest in alternative retailers**

Figure 24: Etsy Instagram post, April 2019

ONLINE SHOPPING BEHAVIOR

- **Key takeaways:**
- **Most Millennials aren't exclusively shopping online**

Figure 25: Online shopping behavior, March 2019

- **Parents are socially influenced shoppers**

Figure 26: Shop Instagram post, May 2019

Figure 27: Online shopping behavior, by parental status, March 2019

- **Young men experiment with alternative purchasing options**

Figure 28: Online shopping behavior, by gender and age, March 2019

ATTITUDES TOWARD ONLINE SHOPPING

- **Key takeaways:**
- **Most Millennials' purchase decisions are situational; fewer are intentional**

Figure 29: Attitudes toward online shopping, March 2019

- **Online shopping concerns still exist**

Figure 30: Feather Instagram post, January 2019

- **Parents want to try before buying**

ATTITUDES TOWARD SOCIAL MEDIA AND REVIEWS

- **Key takeaways:**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Reviews are important and can prompt or prevent purchases**
Figure 31: Attitudes toward social media and product reviews, March 2019
- **Younger Millennials value product reviews**
Figure 32: Attitudes toward product reviews, by age, March 2019
- **Connecting to parents through social media**
Figure 33: Attitudes toward product reviews (select), parents vs non-parents, March 2019
Figure 34: Tips & Tricks: Keeping Baby Dry Overnight, April 2018

PURCHASE INFLUENCERS

- **Key takeaways:**
- **Peers, displays and digital influence Millennials' purchases**
Figure 35: Purchase influencers, March 2019
- **Younger Millennials are swayed by many sources**
Figure 36: Purchase influencers, by gender and age, March 2019
- **The Influence of Influencers**
- **Parents value brand influence more than those without children**
Figure 37: Purchase influencers (select), by parental status, March 2019

IMPORTANT BRAND ATTRIBUTES

- **Key takeaways:**
- **Return policy and security are most important**
Figure 38: Important brand attributes (any rank), March 2019
- **Gender divides: women's considerations versus men's**
- **Women consider returns, recalls and eco-friendly products**
Figure 39: The Honest Company Instagram post, April 2019
- **Men consider alternative options, sustainability and other causes**
Figure 40: Brandless Instagram post, February 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Direct marketing creative**
- **Abbreviations and terms**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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