

Millennials: Online Shopping Behaviors - US - 2021

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Older Millennials driving the rise of ecommerce.
- The impact of COVID-19 on Millennials and their shopping behavior
- Millennials need for convenience, experiences, and sustainability as they shop online
- The critical role of social commerce and technology throughout the ecommerce journey

Millennials are the largest group of consumers and wield significant spending power, making it critical for brands and retailers to understand how to connect with this grown-up generation. Older Millennials are helping drive the uptick in ecommerce, with 30% shopping two or more times a week and 27% once a week, compared to 26% and 24% for Younger Millennials, respectively. With different responsibilities on their plate (eg families), Older Millennials look for brands and retailers to offer convenience and value through ecommerce to help them keep their life moving forward.

Millennials face further challenging employment opportunities and stunted wage growth as COVID-19 disrupted the economy in 2020 and into 2021. Over 14% of Millennials found themselves unemployed in April 2020; those who were fortunate to keep their jobs shifted to remote working which came with its own set of challenges. Millennials relied on brands' and retailers' online presence to find products, services, and entertainment to help them adjust to their new way of everyday living.

As Millennials shop online, they look for brands and retailers that respect their desire for both privacy protection and sustainability-focused business initiatives. Millennials aren't afraid to put their money where their mouth is, meaning brands and retailers need to connect with them emotionally on mutually shared values in order to earn their dollars.



“Comprising nearly 25% of the population with over \$1 trillion in spending power, Millennials are a powerful and savvy group of shoppers. They want streamlined and convenient shopping experiences with ways to add in personalized offerings as they shop online.”
 – Katie Yackey, Retail and eCommerce Analyst

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Millennials: Online Shopping Behaviors - US - 2021



Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Looking ahead, as the ecommerce landscape progresses, social commerce will be a critical avenue to engage with Millennials and streamline the shopping process. Emerging social channels such as TikTok will be important to leverage to connect with Younger Millennials as well as implementing strategies on established channels such as Instagram and Pinterest to connect with Older Millennials. Social media will continue to be a place where all Millennials discover, research, and purchase all on one platform – playing a more prominent role in ecommerce overall.

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**
- **Economic and other assumptions**
- **COVID-19: US context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
Figure 1: Population by generation, 2021
Figure 2: Distribution of generations by race and Hispanic origin, 2021
- **Impact of COVID-19 on Millennials**
Figure 3: Short-, medium- and long-term impact of COVID-19 on Millennials, June 2021
- **Opportunities and challenges**
- **Connect on social to provide convenience**
- **Creating Millennial communities**
- **Offer flexible shopping options to help Millennials manage budgets**

MILLENNIALS BY THE NUMBERS – KEY TAKEAWAYS

- **Connecting with the largest generation**
- **COVID-19 disrupted lifestyles and spurred new habits for Millennials**
- **Rocky unemployment and recessions create a generation seeking deals**

MILLENNIALS BY THE NUMBERS

- **Millennials remain a force to be reckoned with**
Figure 4: Population by generation, 2021
- **Millennial Demographics**
- **One of the most diverse generations**
Figure 5: Distribution of generations by race and Hispanic origin, 2021
- **Gender splits evenly**
Figure 6: Millennials by gender, 2021
- **Impact of COVID-19 on Millennials**
Figure 7: Attitudes toward researching, February 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

MARKET FACTORS

- **Up and down unemployment leads to a generation of deal hunters**

Figure 8: Unemployment and underemployment, January 2007-April 2021

- **Tech bridges the online and offline shopping journey**
Figure 9: CocoKind uses on-pack QR codes to share product info

- **Privacy and data collection will shape future online shopping experience**

Figure 10: Apple's app tracking transparency

- **Environmental practices are no joke to consumers**

COMPANIES AND BRANDS – KEY TAKEAWAYS

- Using experiences to drive engagement
- Environmental initiatives are a must-have
- Leveraging social along the shopping journey
- BNPL offerings help Millennials better manage expenses

COMPETITIVE STRATEGIES

- **Leveraging experiences to connect with consumers**
Figure 11: FabFitFun customization
- **Tapping into Millennials' desire for environmental initiatives**
Figure 12: Lululemon highlights resale initiative
- **Providing Millennials with safe, secure and smooth shopping**

MARKET OPPORTUNITIES

- Using social to connect, play, and shop
- Partnering with BNPL platforms to provide Millennials (financial) pliability
- Use DTC options to connect with Millennials

THE CONSUMER – KEY TAKEAWAYS

- Connect with the largest generation
- Use social media to streamline the shopping journey
- Combining platforms for a cohesive conversation
- Giving Millennials a voice in their rewards
- Equipping Millennials to make informed decisions

UNDERSTANDING MILLENNIALS

- **Millennials maintain a prominent online shopping presence**

Figure 13: Millennials online shopping frequency, February 2021

- **Older Millennials look for their prime partners**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 14: Millennials online shopping frequency, by older/younger millennials, February 2021

- **COVID-19 pushed Millennials' reliance on ecommerce**

Figure 15: Online shopping frequency – COVID-19 related, February 2021

Figure 16: Abercrombie hosts live social shopping event

- **Categories Shopped**

- **Millennials shop online across categories**

Figure 17: Items bought online, February 2021

- **The need for omnichannel options**

Figure 18: Where items are purchased, February 2021

Figure 19: Nordstrom assistance online

RETAILERS SHOPPED

- **Giving Millennials many ways to shop**

Figure 20: Retailers shopped online, February 2021

- **Reaching all with Amazon, connecting differently with beauty**

Figure 21: Retailers shopped online, by gender, February 2021

- **Being a partner for parents**

Figure 22: Retailers shopped online, by parental status, February 2021

LEARNING AND INFORMATION

- **Use a full repertoire of platforms to reach Millennials**

Figure 23: Trusted sources, February 2021

- **Older Millennials go for established channels; Younger seek out emerging options**

Figure 24: Trusted sources, by older and younger millennials, February 2021

Figure 25: Hollister Social Tourist launch on TikTok

- **Building communities and tangible access to products**

Figure 26: Trusted sources, by gender, February 2021

- **Being part of the parental community**

Figure 27: Trusted sources, by parental status, February 2021

BEHAVIORS ONLINE

- **Personally rewarding Millennials**

Figure 28: Behaviors before purchase, February 2021

- **Keeping new and rewarding consumers for loyalty**

Figure 29: Behaviors before purchase, by gender, February 2021

Figure 30: T-Mobile Tuesdays

- **Value is sought across the board**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 31: Behaviors before purchase, by HHI, February 2021

IMPORTANT FACTORS WHEN SHOPPING ONLINE

- **Acing the basics and excelling in the experience**
Figure 32: Important online shopping factors, February 2021
- **Personalization is a significant aspect of ecommerce for Millennials**
Figure 33: Top ranked online shopping factors, February 2021
- **Using each ecommerce element to connect differently with males and females**
Figure 34: Important online shopping factors, by gender, February 2021
Figure 35: Shopping on LG TV

ATTITUDES TOWARD SHOPPING ONLINE

- **Easing the search online**
Figure 36: Attitudes toward researching, February 2021
Figure 37: Consumer Reports Instagram
- **Parents investigate more and feel more overwhelmed**
Figure 38: Attitudes toward researching, by parental status, February 2021
- **Millennials put their money where their mouth is**
Figure 39: Attitudes toward brand values, February 2021
- **More Millennial males research, but all want to feel good about their purchase**
Figure 40: Attitudes toward brand values, by gender, February 2021
- **Millennials seek convenience in all aspects**
Figure 41: Attitudes toward shopping habits, February 2021
- **Parents need strong partners**
Figure 42: Attitudes toward shopping habits, by parental status, February 2021
- **Social media is a critical path to reach Millennials**
Figure 43: Attitudes toward social media, February 2021
Figure 44: HelloFresh seeks to engage consumers via social
- **Millennials with higher incomes more likely to engage on social**
Figure 45: Attitudes toward social media, by HHI, February 2021
Figure 46: Gucci promotes virtual experiences via social

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Millennials: Online Shopping Behaviors - US - 2021



Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Abbreviations and terms**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.