

Family Car Buying - US - July 2014

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“New family car sales are outpacing the general market due to an ongoing influx of first-time Millennial buyers who are beginning to form married couple families. Millennials have a slightly different take on the family car than non-Millennials do, by wanting a vehicle that is not only versatile but also one that is sporty to drive and that features the latest styling and cutting-edge tech features.”
- Colin Bird, Automotive Analyst

This report looks at the following areas:

- How should carmakers cater family vehicles to the burgeoning Millennial consumer?
- Why are women family car intenders less interested in minivans?

The new family car market is set to continue to outpace the overall new car market over the next few years as Millennials start to settle down, marry, and have children. Millennials, more so than Generation X before them, want more tech features that help aid the convenience aspect of their family car, including rear-seat entertainment for children. This younger consumer base also wants their family vehicles to be fun to drive. However, as the total amount of married couple families remains flat, and the number of single-parent or nontraditional households increases, family car manufacturers must also pay careful attention in crafting messages that cater to the wider reality that is the modern family car market, including the influences of stepparents or stepchildren, former in-laws (following a divorce), and multigenerational households.

This report builds on the analysis presented in Mintel's *Buying the Family Car— US, July 2012*.

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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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