

Marketing to Millennials: Incl Impact of COVID-19 - US - June 2020

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“Fate has not favored Millennials – hitting them first with the Great Recession as the oldest were starting careers and again with a pandemic just as some were finding stability.

Most want the consistency of homeownership and employment benefits, but those goals are out of reach for some.”

– **Kristen Boesel, Senior Lifestyles Analyst**

This report looks at the following areas:

- The impact of COVID-19 on the Millennial generation
- The impact of the current recession on Millennials
- Details on Millennials’ education, employment and families
- Millennial attitudes toward careers and parenting

There are more than 80 million Americans between the ages of 26 and 43 living in the US. Even before the COVID-19 pandemic they were behind previous generations in terms of earning income and acquiring wealth, and as a result, got married and started families later in life. The current economic downturn threatens the progress Older Millennials have made since the Great Recession and pushes milestones like homeownership farther down the road for Younger Millennials. As a result, these consumers will look for value as they provide for their families and try to save for the future.

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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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Table of Contents

Overview

What you need to know
Key issues covered in this Report
Definition
Millennial generation
COVID context

Executive Summary

Market overview
Two in five Millennials say they are disappointed with their careers
Opportunities
Millennials are grateful, but only a third feel stable or content
Opportunities
Homeownership means success
Opportunities
Impact of COVID-19 on Millennials
Figure 1: Short-, medium- and longer-term impact of COVID-19 on Millennials, June 2020
What it means

Impact of COVID-19 on Millennials

What you need to know
Figure 2: Short-, medium- and longer-term impact of COVID-19 on Millennials, June 2020
Threats and Opportunities
Financial setbacks challenge Millennials
Figure 3: Share of Millennials who have six months' worth of emergency savings, February 2020
Lean in to working from home
Figure 4: Higher spending priorities since COVID-19 outbreak, June 11-24, 2020
Millennials drive a return to travel
Figure 5: Percentage for whom going on vacation or going to the movies are among the three things they look forward to most, by generation, June 2020
Mintel's Global Consumer Trend Drivers
Figure 6: Mintel Global Trend Drivers
Resurgence of Black Lives Matter protests draw attention to Rights
Coronavirus triggers greater interest in Wellbeing
Figure 7: Millennials' exercise locations, by generation, January 2020
Pandemic makes Younger Millennials more engaged with their Surroundings
Figure 8: Higher personal priorities since COVID-19 outbreak, June 11- 24, 2020
How the COVID-19 crisis will affect Millennials
A recession depression is coming
COVID-19 stalls Millennial plans to get pregnant

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Distance learning will take a toll on parents

How a COVID-19 recession will reshape Millennials

Figure 9: Experienced and expected loss of employment income, by age, May 28-June 2, 2020

COVID-19: US context

The Market – What You Need to Know

One in four Americans is a Millennial

Inequalities in education and earnings along racial lines

30 is still the new 20

Two different worlds

Millennials by the Numbers

Millennials are not homogenous

Figure 10: US population by generation, 2020

Don't overlook the multicultural Millennial market

Hispanic Millennials

Black Millennials

Figure 11: US civilian noninstitutionalized population aged 25-44, by race and Hispanic origin, 2019

Education, Employment and Earnings

Higher education gives some Millennials a slight financial edge

Stuck with debt

Advantages for accumulating wealth

Figure 12: Percentage with bachelor's or graduate degree, by age, 2019

Figure 13: Median wealth among families with heads of household born between 1981 and 1996, 2016

Educational attainment is one factor in income disparity

Figure 14: Educational attainment, among adults aged 25-44, by race and Hispanic origin, 2019

Figure 15: Median total household income in 2018 among householders aged 25-44, by race and Hispanic origin

Millennials represent largest generation in the workforce

Figure 16: Employed persons by age and employment sector, annual average, 2019

Families and Households

Adults continue to delay marriage

Figure 17: Living arrangements of adults aged 25-34, living with spouse, 1970-2019

Millennials still rely on Baby Boomer-aged parents

Figure 18: Age of Millennials' parents, February 2020

More are living with their parents into their 30s

Figure 19: Living arrangements of adults aged 25-34, living with parents, 1970-2019

Household income gets a boost after mid-thirties

Figure 20: Median total household income in 2018, by age of householder

Age 35 represents a significant threshold

Figure 21: Marital status by age, 2019

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Figure 22: Parents with co-resident children under 18, by parent age, 2019

Boomer grandparents offer time and funding

Figure 23: Involvement of Baby Boomer grandparents, February 2020

Homeownership is happening later

Figure 24: Homeownership rates for the US, by age of householder, 1982-2019

Figure 25: Homeownership rates for the US, by type of household, among householders aged 25-44, 2019

Key Trends – What You Need to Know

Millennials could use some guidance with domesticity

Homeownership may still be out of reach for some

Benefits are great if you can get them

What's Working

Whirlpool helps give moms a break

Business on top, party on the bottom

Most Millennials agree they're becoming more like their own parents

Figure 26: Millennials' attitudes toward their parents, among homeowners and non-homeowners, February 2020

Figure 27: Dr. Rick | Group Outing | Progressive Insurance Commercial, April 2020

What's Struggling

Millennials' health is declining faster than Gen Xers

Cities see an exodus

Homeownership gets tougher for Younger Millennials

What's Next

The disruption of dentistry

Employer-sponsored activism

Legacy brands are breaking through

The Consumer – What You Need to Know

Younger Millennials feel life has improved

Success is a job with benefits and owning a home

Optimized Millennials build sense of self around skills and talents

Millennial parents seem to have it all

For many, youthful career ambitions did not see fruition

Black Millennials face more challenges

Outlook on Life

Financial security not as certain as emotional support

Figure 28: Millennials' feelings about emotional support and financial resources, February 2020

Millennials feel their lives have improved

Figure 29: Millennials' perspective on their lives vs 10 years ago, February 2020

Figure 30: Improvement compared to 10 years ago, Younger vs Older Millennials, February 2020

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Feelings of gratitude are strong, but fewer feel stable or content

Figure 31: Millennials' feelings about life, indexed against total adults, February 2020

Black Millennials more frustrated and disappointed than others

Figure 32: Millennials' feelings about life, by race and Hispanic origin, February 2020

Signs of Success

Homeownership, a good job and savings define success

Figure 33: Signs of success in America, February 2020

Younger Millennials still reach for the stars

Figure 34: Signs of success in America, Younger vs Older Millennials, February 2020

Women's needs and motivations inform their concept of success

Figure 35: Signs of success in America, men vs women, February 2020

Black Millennials face greater challenges to achieving success

Figure 36: Signs of success in America, men vs women, February 2020

Millennial Identity

Millennials were raised to optimize their skills and talents

Figure 37: Elements that influence Millennials' personal identity, February 2020

Becoming a parent dramatically changes one's sense of self

Figure 38: Influence of skills and talents on Millennials' personal identity, February 2020

Figure 39: Influence of role in family on Millennials' personal identity, February 2020

Brand Spotlight: Facebook Portal

Figure 40: "Thank-You" Portal advertisement, April 2020

Racial/cultural background is important for multicultural Millennials

Figure 41: Influence of role in family on Millennials' personal identity, February 2020

Parenting

Marriage and kids more likely to mean success for younger generations

Figure 42: Signs of success in America, marriage and parenthood, by generation, February 2020

Parents have a more positive outlook than Millennials without kids

Figure 43: Millennials' feelings about life, by presence of children in household, February 2020

Dads think they're killing it

Figure 44: Millennial attitudes toward success and expectations, February 2020

Brand Spotlight: Clorox

Figure 45: Fight Back with Clorox - Basketball TV, September 2020

Teaching hard work and respect are top parenting goals for Millennials

Modeling religious devotion is more important to Black Millennials

Figure 46: Manners Millennial parents would want to teach their own kids, February 2020

Career

Career hopes were high

Figure 47: Millennial attitudes toward success and expectations, February 2020

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One third say they did not get a job they were qualified for

Figure 48: Percentage did not get a job they were qualified for, by gender, race, Hispanic origin, February 2020

The higher the hopes, the greater the potential for disappointment

Figure 49: Agreement that career has been disappointing, February 2020

Black and Hispanic Millennials are especially disappointed

Figure 50: Agreement that their career has been disappointing, by race and Hispanic origin, February 2020

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Data Appendix – The Consumer

Figure 51: Share of Millennials looking forward to returning to their exercise routine, April-June 2020

Figure 52: Educational attainment, among adults aged 25+, 2019

Figure 53: Higher priorities since COVID-19 outbreak, June 11-24, 2020

Figure 54: Anticipating future activities, June 11-24, 2020

TURF Analysis Methodology

Figure 55: Table - TURF analysis – Success in America, February 2020

Figure 56: TURF analysis – indicators of success in America, among Millennials, February 2020

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