

Marketing to Millennials - US - 2021

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on Millennials and consumer behavior
- Financial impact of the COVID-19 pandemic on Millennials
- Millennials' views on marriage and parenthood
- Millennials' relationship with social media and technology

Millennials are the largest generation in the US, making up 23.2% of the population. Feeling knocked down by life, they report seeing themselves as more overwhelmed and less resilient than other generations. Having suffered through two recessions, they are prioritizing growth and stability in their careers and finances. They desire to achieve major life events like purchasing a home, getting married and having kids, but they are choosing to delay these decisions – ultimately leaving them feeling behind and rushing to catch up.



"Having just survived their second economic recession in 15 years, Millennials are prioritizing a stable career and financial independence before making any other major life decisions."

- Ariel Horton, Lifestyle and Leisure Analyst

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