

Marketing to Millennials - US - 2023

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This report looks at the following areas:

- Millennial health concerns, and the role mental health plays in their overall approach to health management
- The financial dichotomy of Millennials, prioritizing their budgets yet struggling within a financially challenging time
- Millennial tech attitudes, use and interest, including social media use and perceptions
- Market opportunities for travel providers with the Millennial consumer

Millennials have fully transitioned out of the “young adult” life stage and are now more established in their careers, are buying houses, and having kids. Yet a feeling of being “behind” in life persists. Many Millennials feel financially insecure with high inflation contributing to increased financial stress. Rising interest rates, lingering student loans, and diminished earning potential has many Millennials feeling locked out of the housing market and pessimistic toward their financial future; over half of Millennials plan on working as long as possible for financial reasons.



“Millennials are in a state of flux and uncertainty as they enter new life stages and contend with financial uncertainty following high inflation. Brands must tailor their marketing messages to reflect Millennials’ current challenges and future aspirations for stability and financial independence.”

- **Caleb Bryant, Associate Director of Food and Drink Reports**

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