

Marketing to Asian Millennials - US - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Life satisfaction and future aspirations
- Key anxieties and stressors
- Self-assessment of professional and personal capabilities
- Current contentment with life
- Financial and social behaviors

Millennials are currently the largest generational segment in the US, and one of the most critical for marketers to win. Spanning ages 27-43, they are starting and raising families and growing their careers, putting them in their peak years of consumption. The 5.6 million Asian American Millennials make up just over 7% of this important group and are particularly influential. On average, Asian Millennials are highly educated and affluent, and with their significant disposable income and fluency with social media they are often trendsetters and early adopters.

However, connecting with Asian Millennials can be challenging. The group is highly diverse, coming from many different countries with unique languages and cultures. Asian Millennials also have many priorities when it comes to spending. Their educational achievement means they are more likely to be paying off student debt, and buying a home is also a particularly strong goal for this group. Developing strategies that reflect the varying needs of this group will thus be essential to breaking through.



"Asian Millennials have influence beyond their numbers, thanks to their high income and education levels and growing cultural clout. However, this audience is far more complex than it seems, with numerous languages, cultures and socioeconomic factors at play."

- Carol Wong-Li, Director – Consumers & Culture

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