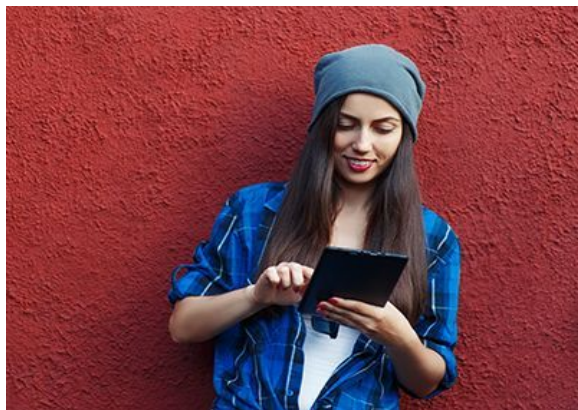


Marketing to Older and Younger Millennials - UK - April 2017

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“While Millennials have been at the forefront of a physical health revolution in recent years, their mental health has fared less well. A growing number of studies have cited social media as the dominant factor behind the generation’s self-esteem crisis.”

– **Jack Duckett, Senior Consumer Lifestyles Analyst**

This report looks at the following areas:

- Millennial mental health and social media
- Tapping into Millennials’ charitable side

As the largest generational group, Millennials are set to increasingly dominate the UK and global workforce over the next 10 years as those currently still in education complete their studies and look for a job. This is likely to carry significant implications for employers, with Millennials exhibiting different workplace priorities in comparison to preceding generations.

Millennials have proven the most engaged when it comes to health and fitness trends in recent years. However, their mental and emotional wellbeing has fared less well, paving the way for brands to help educate them about the importance of a healthy mind alongside a healthy body and provide guidance on how best to achieve this.

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