“Millennials have been directly impacted by the economic recession and the high levels of unemployment. On the one hand, this situation drives them to live in their parents’ house for longer and to demonstrate a pessimistic perception about the future of the country’s economy.”

– Ana Paula Gilsogamo, Research Analyst

This report looks at the following areas:

- Recession and unemployment affect Millennials’ expectation about the economy but stimulate entrepreneurship and confidence in their individual achievements
- As Millennials have taken longer to leave their parents’ house, they may feel more insecure when performing domestic tasks
- Brands and companies have the challenge of communicating with Millennials, who despite being more connected, also seek in-person experiences

On the other hand, it motivates them to develop an entrepreneurial attitude and to be confident about their individual achievements, regardless of external factors linked to the economy and government actions. Brands and companies could, therefore, help Millennials reach their individual goals, either stimulating entrepreneurial behavior or assisting in everyday tasks they do not feel confident to carry out, such as cooking meals from scratch or doing minor repairs at home. In order to be part of the Millennials’ life, it is important to interact with them online, as well as promote experiences that help them interact with friends and family in person.
Lifestyles of Millennials - Brazil - May 2018

Overview
What You Need to Know
Definition

Executive Summary
Challenges
Recession and unemployment affect Millennials’ expectation about the economy but stimulate entrepreneurship and confidence in their individual achievements
As Millennials have taken longer to leave their parents’ house, they may feel more insecure when performing domestic tasks
Brands and companies have the challenge of communicating with Millennials, who despite being more connected, also seek in-person experiences
Opportunities
Video and audio streaming services appeal to Millennials
Gender-neutral products can attract Millennials
Computers can appeal to Millennials interested in technology and games
Offering mechanisms for Millennials to feel safer can be an opportunity

What we think
Young people are the most affected by unemployment
Brazilians have postponed leaving their parents’ house
The discrepancy between genders is still great when it comes to household tasks, but young men have been more participative
Brazilians aged 18-24 are those who use the internet the most

The Market – What You Need to Know
Young people are the most affected by unemployment
Brazilians have postponed leaving their parents’ house

Market Drivers
Young people are the most affected by unemployment
Brazilians have postponed leaving their parents’ house
The discrepancy between genders is still great when it comes to household tasks, but young men have been more participative
Brazilians aged 18-24 are those who use the internet the most

Key Players – What You Need to Know
Brands and companies invest in extra services and online chats

Marketing Campaigns and Actions
Telecoms launch special plans and promotions to meet demand generated by mobile apps and streaming services
Brands use WhatsApp and chatbots to connect with their customers
Brands help consumers with household tasks

The Consumer – What You Need to Know
Subscription music services stand out among Millennials
Millennials are more likely to interact with food and drink brands online
Products advertised as gender-neutral can positively impact Millennials
Helping Millennials to get off-line can be a good opportunity
Housekeeping services can facilitate the routine of Millennials
Millennials are optimistic about their individual achievements

**Personal Usage**

Subscription music services stand out among Millennials
Figure 2: Personal usage, by generation, March 2018
Figure 3: Stranger Things + Netflix campaign

Finance and banking services and apps can attract Millennials
Figure 4: Santander Pass tutorial

Millennial men are more likely to consider dating apps indispensable
Figure 5: Personal usage, Millennials, by gender, March 2018

**Interaction with Brands**

Millennials are more likely interact with food and drink brands online
Figure 6: Interaction with brands, by generation, March 2018
Figure 7: Piece of the Pie Pursuit – Domino’s Pizza

Department stores and retailers can offer online services and contact
Figure 8: Forever 21 x Taco Bell collection

Millennials from the DE socioeconomic group interact with fitness and health brands as much as those from the AB socioeconomic group
Figure 9: Interaction with brands, Millennials, by socioeconomic group, March 2018
Figure 10: Motivatormob app

**Attitudes toward Shopping, Trends, and Advertising**

Products advertised as gender-neutral can positively impact Millennials
Figure 11: Attitudes toward shopping, trends, and advertising, gender-neutral products, by generation, March 2018
Figure 12: Unisex Line – PUC
Figure 13: Unisex Collection - Selfridge & Co

Premium restaurants can appeal to Millennials
Figure 14: Attitudes toward shopping, trends, and advertising, by Millennials, March 2018

**Attitudes toward Tech, Social Interactions**

Helping Millennials to get off-line can be a good opportunity
Figure 15: Attitudes toward tech, social interactions, by Millennials, March 2018
Figure 16: Hold app

Computers still have space as a primary source of entertainment
Figure 17: Attitudes toward tech, social interactions, by Millennials who have interacted with technology brands and companies in the last 3 months, March 2018
Figure 18: Alienware Hotel Room - Hilton Hotel + Alienware (Dell)

**Confidence Adulting**

Food and drink brands can provide shortcuts to help Millennials who feel less confident when cooking meals from scratch
Figure 19: Confidence adulting, cooking meals from scratch, by generation, March 2018

Housekeeping services can facilitate the routine of Millennials
Figure 20: Confidence adulting, personally doing DIY, by generation, March 2018

Millennials feel as confident as Generation X to interact with others, either face-to-face or using technology

Figure 21: Confidence adulting, interacting with other people, by generation, March 2018

Figure 22: The Next door Hello – Nescafé

Figure 23: Expectations about life, by Millennials, March 2018

 Expectations about Life

Millennials are optimistic about their individual achievements

Figure 24: Expectations about Millennial generation, by socioeconomic groups, March 2018

Regardless of social class, Millennials are pessimistic about crime

Figure 25: 5-star safety – Uber

Appendix – Abbreviations

Abbreviations