

## Marketing to Millennials - UK - July 2019

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“As Millennials continue to grow up, the needs of this broad generation become ever more diverse. Older Millennials are increasingly looking to settle down and start a family, while Younger Millennials are mostly now finished with their education and entering into the workforce.”

– Jack Duckett, Associate Director – Consumer Lifestyles

This report looks at the following areas:

- A focus on Millennial savings
- Opportunities to nurture real-world socialisation
- Millennials: the linchpin for family connectivity

Millennials account for 26% of the total population in 2019, making them the largest generational group. As Older Millennials increasingly look to settle down and start a family, there are particular opportunities for financial services providers to engage with them about their savings and financial goals. Equally, with Younger Millennials mostly now finished with their education and entering into the workforce, their new and growing incomes make them a more important commercial prospect for all brands.

Millennials remain the biggest user of social media and while this engagement has brought a great deal of commercial benefits for businesses, there is now scope to encourage Millennials to return their socialising to the real world.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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26% of 20-34s living with parents  
Millennial financial confidence could support better saving habits

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