



CONSUMER INSIGHTS

MILLENNIALS: THE INFLUENT GENERATION



POR SIL ALMADA

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¿WHAT ARE THEIR CONSUMPTION HABITS?



The term “Millennial” refers to young people born between 1981 and 1995. Since they reached their adult life with the change of century, they are part of a new generation of consumers with new needs and demands.

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As they were raised at the dawn of digital communication, and since their way of life makes the market more global, they are direct influences on consumption habits. That is why they have a comprehensive management of technology in communication through social networks. Their features define their profile:

- ▮ For being who set the pace of communication, the way of thinking and working in the future, they are defined by success.
- ▮ Catalysts of big changes. They measure their achievements according to pleasure it produces to them.
- ▮ Their interests settle in enjoying, learning, and the fact that their projects mark a difference.

“Peter Pan Generation”: tend to delay some rites of adulthood, as a response to previous generational errors. - sociologist Kathleen Shapotis.

The Millennial gene made way to new professions, with an anchor in a more social and emotional entrepreneur attitudes, giving rise to the called “creative industries”.

Their main priority seems to be to avoid unwanted work. By this motive, we see a generation that takes work as a mean and not as an end itself, which delays their entry into the working world.

They value if the work is participative and collaborative, and they are not afraid of doing it in a “remote” way. They prefer to share and possess, making flexibility and fluency its main mantras, and demand new values such as transparency, sustainability and social commitment.



TODAY THEY REPRESENT

35%

OF THE LATIN AMERICA
WORKING POPULATION .(1)

IN 2025

75%

OF MILLENNIALS WILL REPRESENT
THE WORLDWIDE WORKING FORCE.

MILLENNIALS PROFILE:

- **Digital natives:** They dominate technology as an extensión of their own bodies.
- **Digital Multitasking:** They use multiple channels and devices for their activities.
- **Extremely social:** They have the need to consult, share and comment on their daily lives. In Latin America, 88% have profiles in social networks.
- **Critical and demanding:** As costumers, they demand personalization and new values. They are self-sufficient and autonomous and want to feel as protagonists.
- **Nomophobes:** Their life is mobile and so are their screens.

Their active online participation, gave rise to the new labor formats:

Co-Working | Entrepreneur platforms

(1) - <http://www.forbes.com.mx> - Consultoría Deloitte.



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