

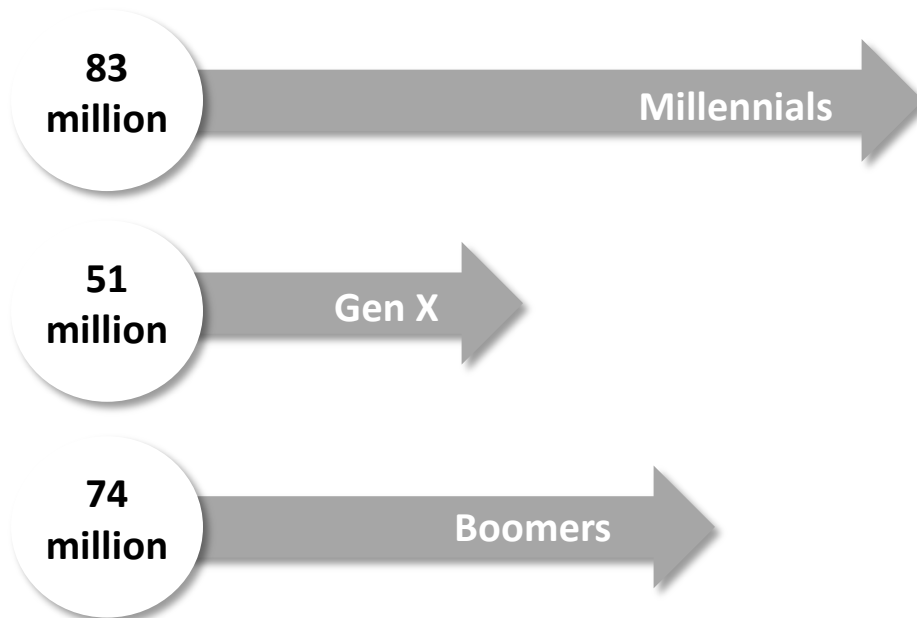
# The Milieu of Millennials

While the generation of young adults born between 1977 and 1995 are known by various names, - Millennials, Gen Y, the Net Generation, or the Trophy Generation, - one thing is for certain; they are a highly influential consumer group who have a vastly different set of values and attitudes from any previous generation.



# Millennials Number Over 80 Million and Are the Largest Generation of Young People In History

Their sheer size alone coupled with their unique qualities are not just causing subtle adjustments in the way today's business environment is functioning, they are causing a whole realignment of *how* business is conducted.



- ✓ Technologically savvy
- ✓ Brazen personalities
- ✓ Impatient
- ✓ Intelligent and educated
- ✓ Social media users
- ✓ Short attention span
- ✓ Confident
- ✓ Flexible to change

# How Does Business Need to Align with Millennials?

## Millennials....

- ❖ Demand genuineness and transparency from companies
- ❖ Are highly influential,- good news travels fast, bad news travels faster
- ❖ Value social networking – they share opinions
- ❖ Don't want to be insulted- they're pretty smart
- ❖ Expect to participate in product development so that you do it right
- ❖ While experiential, they realize you are selling a product, tell them what it is
- ❖ Need it to be easy to order – they do have short attention spans

# Millennials Are Influential and Early Adopters (and also influenced by others)

Millennials spending power is estimated to be \$2.45 trillion by 2015

If I like something,  
I'll influence  
others to try it

**71%**



I will try a new product  
because someone I know  
thinks they're good

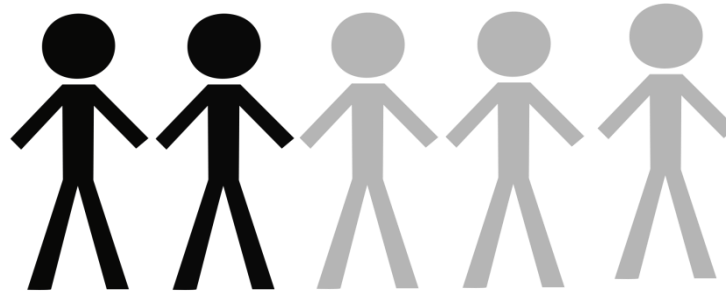
**67%**



I'm usually one of the first  
in my circle to try a new  
product

**44%**

# Millennials Are Engaged in Protecting the Planet and Its People and Want Companies to Be as Well



Approximately 2 out of 5 Millennials indicate that  
when given the choice to buy a product or service...

... I make my decisions with an  
understanding of the effect they  
will have on the health and  
sustainability of the world, its  
environment, and people

... I'm more likely to buy products  
from companies who donate to  
worthwhile causes

# In Fact, a Company's Environmental and Societal Involvement Has Significant Impact on How Millennials Conduct 'Business' with the Company

Knowing that a company is mindful of its impact on the environment and society makes me....

more likely to **try their products** or services



more likely to **talk with my friends** and family about the company



**less concerned with the price** of their products



# Their Healthy Eating Attitudes and Behaviors Reveal They Are Striving but Are Still Met with Challenges

## Significantly more Millennials than all other generations ...



- ✓ Eating organic is important to a healthy lifestyle
- ✓ Significant use of organic foods/beverages
- ✓ Use soy foods more
- ✓ Consider themselves strict vegetarians

- ✓ Feel it can be a challenge to eat right
- ✓ Know they should eat healthier but don't
- ✓ Typically choose foods on how they make them feel emotionally rather than nutritional content



# Their Disregard for Established Authority May Be Fueling Their Penchant for 'Alternatives'

Millennials are significantly more likely than older generations to...

- ✓ Use alternative healthcare
- ✓ Want health related products that are hip, cool, trendy
- ✓ Want to find about about products on their own compared to traditional advertising
- ✓ Wish their doctor knew more about alternative therapies
- ✓ Gather their own information to make investment decisions on their own





# Millennials' 'Headstrong' Lifestyle Is Not Without a Downside



About two-thirds indicate...



They are so stressed out sometimes that it affects their ability to think clearly

2 out of 5 indicate...



Their stress level is worse compared to several years ago

About a third are managing...



Stress  
Some type of digestive issue

## What's Next?

- ❖ Companies with practices which align with the environmental and social ideals of this aspiring, altruistic consumer will possess the fundamental framework for building a solid brand relationship with this generation.
- ❖ Millennials seek ways to make their 'aspirational' attitudes actual behaviors; attract them to products/services by providing easy and engaging ways to connect
- ❖ They are using technology and social media, Twitter, Facebook to check on brands- they research, tell others and are influenced by what others say – brands will need to have a positive presence in the online world
- ❖ When it comes to shopping, Millennials want it to be convenient; - transactions between in-store, online, mobile shopping should be easy and seamless
- ❖ Food and beverage products which provide healthy attributes, including energy, detox, stress relief and which are aligned with natural, organic, and sustainability should attract this consumer

