



# OUTLOOK ON THE MILLENNIAL CONSUMER 2014

NATIONAL SYNDICATED RESEARCH BY THE HARTMAN GROUP



## EXECUTIVE SUMMARY

Millennials are not the fragile, spoiled and overprotected generation that they have been portrayed to be. These consumers are maturing, and many of their values can be traced to life stage more so than generational differences.

Millennials are at a stage in their lives where they are proactively crafting their futures and making distinct choices about how they want to live their lives. The concept of happiness is a complex one, composed of a delicate balance of family and friends, good food, fun activities and meaningful purpose.

Millennials define wellness as more than just health; wellness, or well-being, is holistic, an evolution and includes indulgence. They are actively trying to find ways to avoid being bored, increase their energy levels and reduce anxiety. They seek balance and prefer to focus on the delicious things they love to eat rather than on the unhealthy things they should avoid.

Expanding on the notion of food, Millennials want the facts; however, they don't always care enough to change their purchase behaviors. Millennials are knowledgeable and passionate about social and environmental issues (e.g., organic, non-GMO); however, their current economic reality limits their ability to act on these concerns.

While all generations want information, Millennials take a big-picture view when deciding what to buy; they love a good story that allows them to personally connect with a brand or product. Millennials tend to be skeptical of claims, so authenticity and transparency are paramount when trying to connect with them.

Take advantage of the digital literacy of this generation and reach Millennials on all things mobile, social and digital. Mobile media is the buzz right now, but it is the Millennial generation that is driving usage of this resource. Over one-quarter purchase on a mobile device, up 11 points from 2011, making this an important media of the future.

While Millennials are wanting more face-to-face relationships, social networks are still the place Millennials get their news. Companies and brands can be part of the social news connection. Ensuring your product ranks high on Internet search results will allow not just this generation but consumers from all generations to be exposed and find information; however, to make it into their basket, personal recommendations matter most.

As Millennials mature, they are changing in ways that are important to understand. Millennials are in a state of major transformation. They are waking up to the responsibilities of adulthood and are engaging in more "adult-centric" activities, like maintaining demanding jobs and starting families. This report helps you overcome your biggest challenge: how to effectively connect and communicate with a generation raised in an era of new technology and social connectivity.



## Table of Contents

- Executive Summary
- Introduction and Methods
- Lifestyle and Values
- Health and Wellness
- Food and Beverage
- Food Service
- Shopping
- Technology and Communication
- Recommendations
- Appendix