



How Retailers Should Sell to *Millennials*



Why



What

Understanding *Why, What, Where and How* millennials shop will help you plan your next targeted retail campaign.

Where

How



Why *millennials*

Millennials Have Spending Power

spending **\$600 Billion** annually.

They have the **most spending power of any generation** in 2018.

By 2020, they will spend **\$1.4 Trillion** annually
and be **30% of total retail sales**.



What *millennials buy*

Authentic, Select Brands

buy less, buy better - 94% would rather have only one luxury item versus many less valuable items

Self Care Products

a \$10B industry among millennials, growing 6.1% per year

Cause-Related

37% are more likely to buy items that are related to a cause

Convenient & Organic

50% of millennials buy only (mostly) organic

*“the generation that
purchases cheap beer...
but fine wine”*

What millennials trust

Awareness

TV - e.g. Hulu
Radio
OOH/Outdoor
Social Media Content
Digital Display Ads &
Prospecting
SEO

Consideration

Social Media Offers
Showrooming
WOM

Purchase

Mobile Purchases
Online Purchases
Mobile Interaction
Social Media
Store Experience
Coupon on/in pack
Digital Coupons

Loyalty

Mobile Connection to
Social Media
Mobile Communication
Texting
Coupon via email
Coupon on/in pack
Rebates
Rewards



Where *millennials buy*



46% made a purchase online in last 7 days

37% made a purchase on a mobile device in last 30 days

72% of millennials search for a discount before purchasing online

52% search for a discount before purchasing offline

Where millennials buy

Millennials Shop Online, Then Purchase In Store

Showrooming:
the act of 'window shopping' online
but purchasing in-store

61% of millennials use the internet to
help plan their shopping trip.

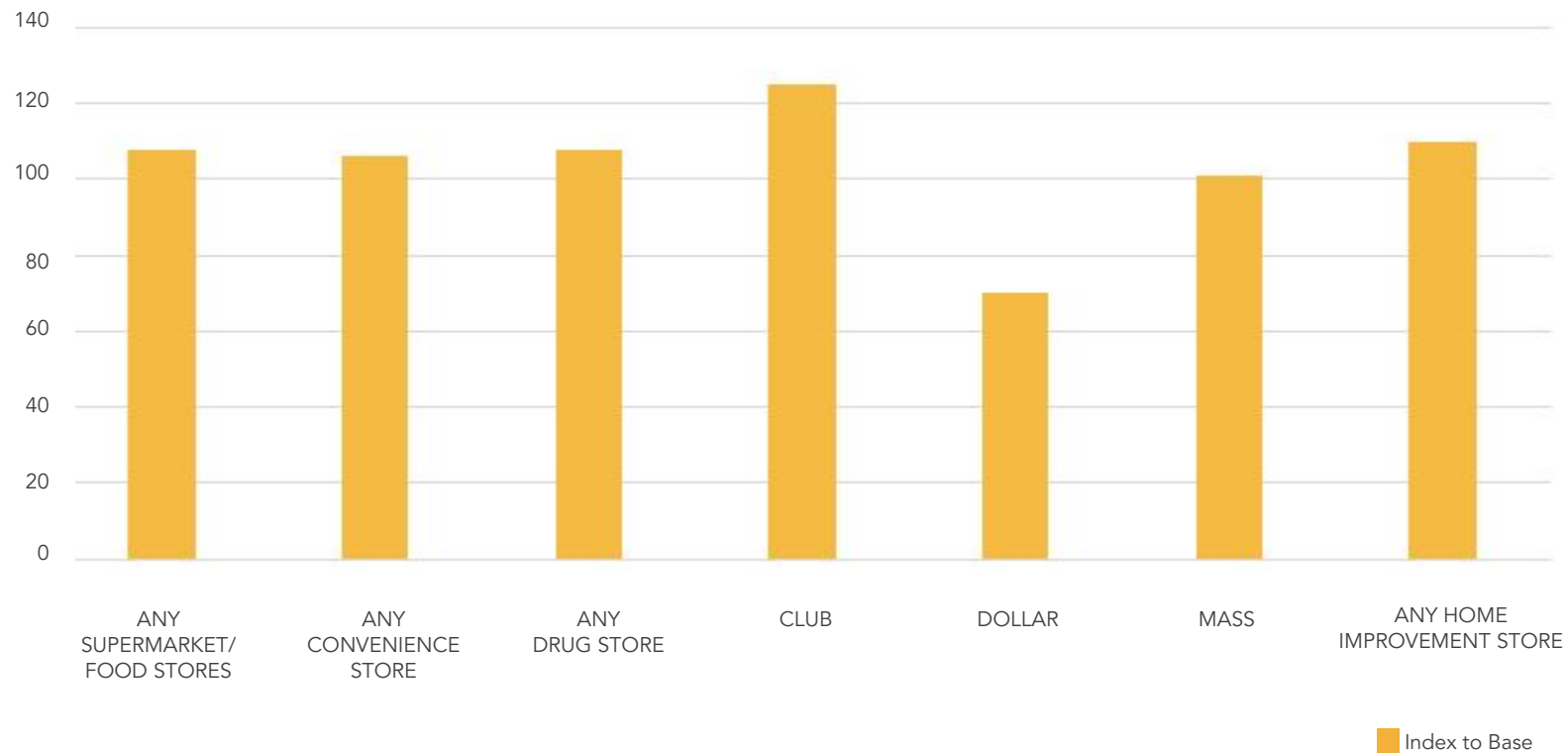
They spend an average of
3 minutes searching for discounts
before they make a purchase.



Where *millennials buy*

Even though 54% of millennials research online, this generation is more likely to then go to a “real” store to make the actual purchase.

Millennials are channel agnostic and over-index in 5 of the 7 retail channels.



How millennials buy

In-Store is Still King

Millennials spend **\$21** more a month shopping in-person than online.

82% prefer brick & mortar.

But E-Commerce is Growing

E-commerce will be **15%** of all retail sales by 2020.

M-commerce (mobile) may reach **45%** of the total U.S. e-commerce.



68% of all millennials demand an integrated, seamless experience regardless of the channel

How millennials buy

Online Grocery Trends for Millennials

Today

50.8% of online grocery shoppers **pick up their orders**

45.3% of online grocery shoppers **have them delivered**

Tomorrow

46% of internet users said they expected to buy or might buy groceries digitally in the next 12 months



Takeaways

1

Explore ways to leverage the importance and buying power of millennials

2

Speak to millennials in an authentic voice through touchpoints they trust

3

Provide a seamless campaign strategy throughout all channels

4

Ensure in-store shopper marketing is part of the go-to-marketing strategy

Let us help.

To learn more about how to market to millennials, please contact us:

Robin Emiliani

robin@catalystmarketing.io

catalystmarketing.io

