

MILLENNIAL SHOPPER

IN MINUTES



Millennials are driving the shift from how consumers engage with retail brands, expecting omni-channel experiences. And as men are focusing more spending on fashion, it's time to expand your target demographics.

Trending Spending

A Millennial's Journey Through Retail.

Millennials will be responsible for **30% of all retail sales** by 2020. (Business Insider)

2x

How much more Millennial males spend on clothes annually vs. previous generations. (Market-Truth)

57%

Percentage who say they've confirmed an item's availability online and then found it unavailable in the store. (ResearchNow)
The question now is: are retailers ready for omni-channel shoppers?

89%

Say they wouldn't return to a store if the inventory they confirmed was there online wasn't actually there in the store. (ResearchNow)

\$77 million

Estimated number of Millennials in the US. (Nielsen)

30% of Millennial men and **28%** of Millennial women typically use shopping apps on a mobile phone. (DDB Worldwide Survey)

25% of Millennial men and **21%** of Millennial women have requested a price match using a mobile phone. (DDB Worldwide Survey)

24% of Millennial men and **19%** of Millennial women typically shop for and make purchases for items on their mobile phone. (DDB Worldwide Survey)

52% of Millennials say shopping is often a solo experience vs. shopping with friends or family. (Omnicom Media Group Study)

The number one reason Millennials buy the brands they do (**32%**) is to save money, followed by longevity of the product (**31%**). (OMG Study)

81%

Said they buy clothing, shoes, books, DVDs and/or music online. (Statista)

43%

"Like" 20 or more brands on Facebook. (Mr. Youth)

40% of male Millennials and **33% of female** Millennials said that ideally they would buy everything online. (DDB Worldwide Survey)

55%

Said when they hear about a good deal they like to spread the word to their friends. (OMG Study)