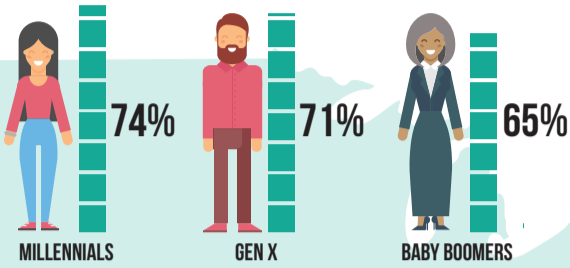


The State of Consumer Spending: Millennials Flexing their Retail Market Influence in U.S. and U.K.

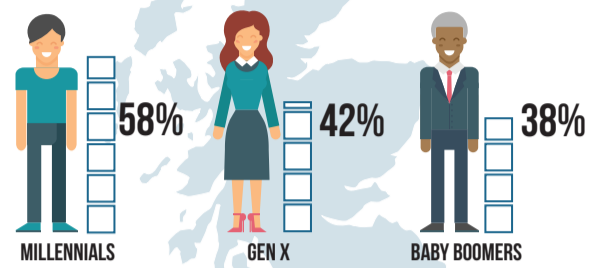
U.S. RESPONDENTS

U.K. RESPONDENTS

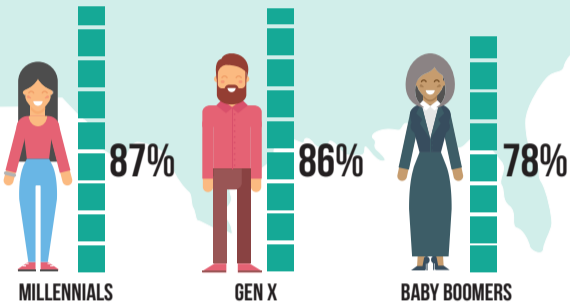
MILLENNIALS BIG SPENDERS IN THE U.S. AND U.K.



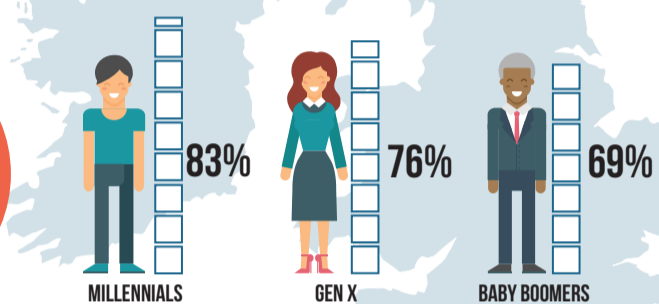
RESPONDENTS WILLING TO SPEND MORE THAN \$50/50£ IN-STORE & ONLINE



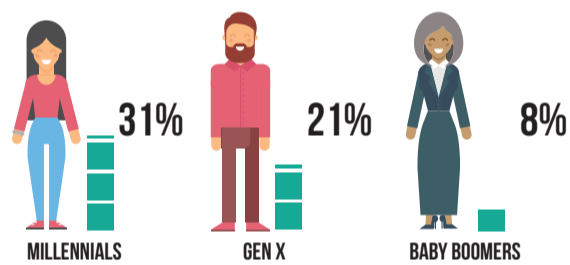
MILLENNIALS MOST LIKELY TO IMPULSE SHOP IN BOTH U.S. AND U.K.



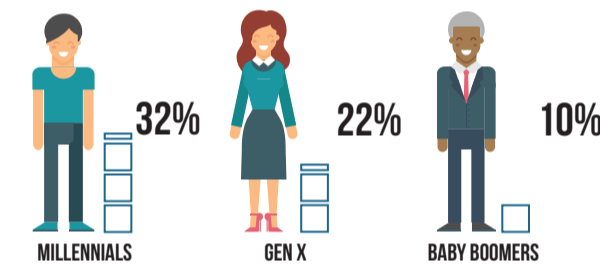
SOMETIMES OR ALWAYS ADD ITEMS TO THEIR CARTS WHEN SHOPPING IN-STORE



MILLENNIALS ARE THE BIGGEST USERS OF SUBSCRIPTION BOX SERVICES



RESPONDENTS WHO CURRENTLY USE SUBSCRIPTION BOXES



32% SAID THEY WILL SUBSCRIBE IN THE NEXT SIX MONTHS

WHAT'S THE FUTURE OF THE SUBSCRIPTION BOX MODEL?

13% SAID THEY WILL SUBSCRIBE IN THE NEXT SIX MONTHS

BOTH U.S. AND U.K. SHOPPERS PREFER TO FLEX SPORTS BRANDS OVER LUXURY BRANDS, WITH MILLENNIALS FLEXING MOST OFTEN

MILLENNIALS



AVERAGE OF ALL GROUPS (U.S.)



WHAT IS 'FLEXING'?

FLEXING IS TO WEAR BRANDS TO SHOW A PERSONAL ASSOCIATION WITH THE BRAND. THIS CAN BE DONE TO DISPLAY WEALTH OR STATUS OR TO MAKE A STATEMENT.

AVERAGE OF ALL GROUPS (U.K.)



MILLENNIALS



26% FLEX SPORTSWEAR

20% FLEX HERITAGE BRANDS

20% FLEX LUXURY BRANDS

AVG. 23% FLEX SPORTSWEAR

AVG. 19% FLEX HERITAGE BRANDS

AVG. 17% FLEX LUXURY BRANDS

SPORTWEAR



AVG. 24% FLEX SPORTSWEAR

HERITAGE BRANDS



AVG. 23% FLEX HERITAGE BRANDS

LUXURY BRANDS



AVG. 21% FLEX LUXURY BRANDS

27% FLEX SPORTSWEAR

25% FLEX HERITAGE BRANDS

23% FLEX LUXURY BRANDS