

GfK Consumer Life
NEED-TO-KNOW Reports



The Millennial Generation

About this report



The Millennial Generation

Business across a variety of industries have been fascinated by Millennials. This group has in some cases already overtaken Baby Boomers as the largest generation. Young people are a desirable target, yet many brands have struggled to market to Millennials. Perhaps that is because they comprise two distinct groups.

The “Selfie Generation”, often known as Gen Z, are Millennials aged 15 to 24. The majority are still teenagers living with their parents and are only beginning to exercise their purchasing power.

The “Mature Millennials” are consumers aged 25 to 35. They have more adult responsibilities than their younger counterparts, especially since the majority of them have bought houses and started families.

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Notes about this report:

The term global consumers refers to those age 15+ surveyed in the core 20 countries of the GfK Consumer Life Reports® Worldwide 2014 study

“**Selfie Generation**”, “**Gen Z**” or the “**Younger Generation**” refer to respondents aged 15-24.

“**Mature Millennials**” or the “**Older Generation**” refer to respondents aged 25-35.

NA refers to countries surveyed in North America

WE refers to countries surveyed in Western Europe

APAC refers to countries surveyed in Asia Pacific

LATAM refers to countries surveyed in Latin America

Table of Contents

	page
1 Today’s “Selfie Generation”	3
2 Today’s “Mature Millennials”	4
3 Millennials and brands	5
4 Millennials and technology	8
5 Millennials and lifestyle	11
6 Millennials and sustainability	14
All Summary	16