

Engaging Millennials and Generation Z in the Coronavirus Era

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MILLENNIALS AND GEN Z IN THE CORONAVIRUS ERA

Unique groups of consumers
Diversity in demographic and income levels
Real activists and influencers
Long-lasting impacts of COVID-19
The “new-normal” young consumer

HOW TO ENGAGE YOUNG CONSUMERS

Four pillars of engaging young consumers
Innovation: frequently adapting to stay new, exciting and accessible
Innovation: collaborative creativity to win with young consumers
Case Study: Squadded Shopping recreates group shopping experiences online
Price: redefine value and affordability
Price: tailored strategy for each income segment
Case Study: Public Goods reduces price and complexity with private label
Values: develop and enhance products and services around key values
Values: Gen Z - individualistic and challenging but still want fun
Case Study: Rent the Runway adapts to attract Gen Z
Values: millennials prioritise convenience but still indulge
Case Study: Villa Copenhagen offers exclusive sustainable experiences
Activism: young game changer activists connecting to demand change
Activism: embracing diversity and social inclusion
Case Study: adidas a first mover for genderless retail stores
Activism: young activists step up to save the planet
Case Study: aspiration Bank helps consumers to save the planet

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Outlook for millennials and Generation Z
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/engaging-millennials-and-generation-z-in-the-coronavirus-era/report.