

A woman with long brown hair is driving a car, seen from the side. She is wearing sunglasses and a black watch. The background is a warm, golden sunset over a cityscape. The car's interior and steering wheel are visible in the foreground.

NOW TRENDING: GENERATIONS

MILLENNIALS

Numbered at 70+ million, Millennials possess more spending power than any other generation.

Who are they?

Millennials – also known as Gen Y – are a generational cohort born between the early 80s and mid-90s. Their behaviors, attitudes, and decisions have been shaped by the two most impactful events in recent history – an **Internet boom**, and **more recently, a worldwide economic recession**. Today, Millennials are one of the most connected, educated and diverse generations ever. Due in part to their sheer size, they have economically disrupted and will continue to disrupt countless industries.

Demographics

- Born between **1981-1996**, and are currently between roughly 22 and 37 years old
- The **most diverse** generation, comprised of **44%** (what were in the past) racial minorities
- More than a **third** have attained a higher level of education than any other generation
- Among metropolitan areas, the 15 with the highest shares of Millennials are primarily in the **fast-growing South and West**

Sources: The Ebco, Brookings, *Forbes*





What do
they **value**?

Health and wellness; technology; flexibility at work; product quality, transparency and authenticity; brand stories; social and environmental issues; activism

How do they see
themselves?

They define themselves by their accumulation of experiences and see brands as an extension of their identity.

How do
they **shop**?

Less brand-loyal than previous generations; Research and compare before purchasing; enjoy discovering new brands through samples and curated kits

How much are
they **spending**?

\$600 billion annually. By 2020, Millennials could account for \$1.4 trillion in spending, or 30% of total retail sales.

Anything **else**?

Slow to marry and typically wait to have kids. Their purchase drivers evolve with each milestone, driving brands to update their offerings in response.

Source: CNBC





Salad for President

Lifestyle Trends

Culture

- Obsessively curate their social media feeds
- Have a well-defined personal design aesthetic
- View pets as starter-children
- Show an enthusiasm for online dating apps
- See wellness as a status symbol
- Rely on tech and preventative care, rather than traditional medicine and doctor visits
- Known as the foodie generation

Workplace

- Have multi-hyphenate careers and “side hustles”
- Desire more flexible, dynamic workplaces, with an emphasis on the employee’s personal needs
- Show a preference for digital communication over phone calls or in-person conversations
- Aware of corporate social responsibility
- Combine business and leisure travel

Retail & Consumption

- Spend more freely than previous generations
- Enjoy an exploration and discovery of start-up brands
- High usage of subscription-based, direct-to-consumer and online-only retail models
- Embrace the sharing economy (Uber, Airbnb)
- Use streaming media over traditional cable TV due to price and convenience

Sources: The Ebco, WGSN



PANTONE®
691

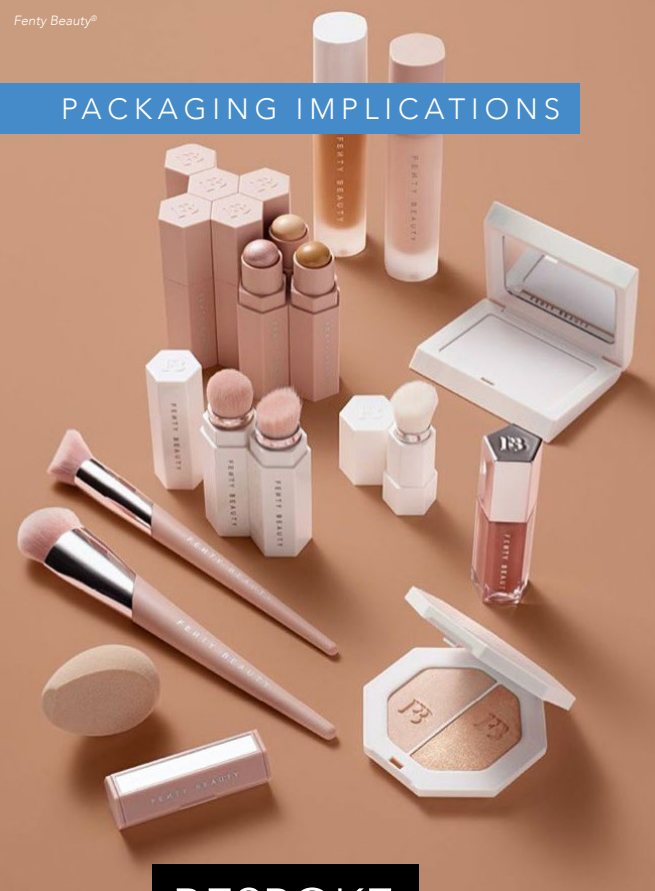
Our approach

There's an important connection between packaging design and functionality and consumers' evolving needs and lifestyles. We work to understand consumer behavior and the influence of generational dynamics on spending patterns and product selection so that your packaging not only connects with consumers, but outperforms their expectations.

When this happens, you are able to drive success with product longevity, brand loyalty and even evangelism. We can help you get there.

Let us show you what the implications of generational lifestyle trends mean in terms of consumer packaged goods (CPG) procurement, packaging design features and functionalities. Now Trending in the Millennial Generation: Bespoke, Global Wellness and Insta-Ready.

PACKAGING IMPLICATIONS



BESPOKE

THE **EXPERIENCES** THEY CRAVE

- Personalization and customization
- Goof-proof delivery and usage cadence

HOW BRANDS ARE **RESPONDING**

- Series of products segmented by functional benefit, rather than all-in-one solutions
- Online questionnaires with the goal of developing and saving personalized product preferences
- Utilizing DNA for truly personalized care

WHAT THIS MEANS FOR **PACKAGING**

- Expressive, humanized and conversational
- Designed as part of a larger kit of products
- Material selection for tactile effects (TPE, Silicone)
- Small or right sized
- Variable dosing



Commodity®



Function of Beauty®

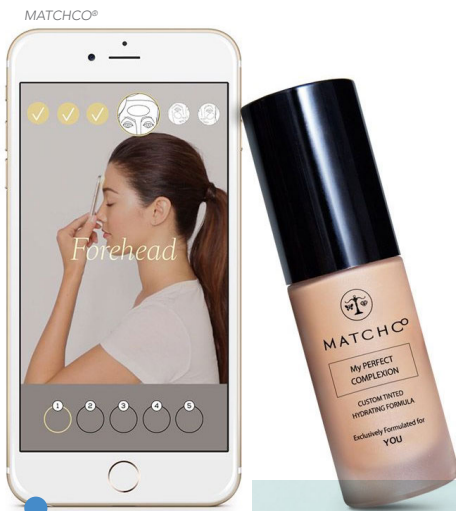




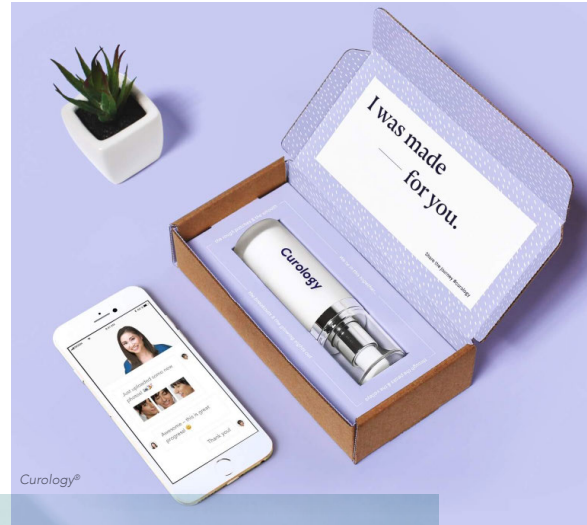
Samantha Hauger



Revere



MatchCo's app analyzes skin tone to blend a custom liquid foundation.



Curology®



Quip®

TRICORBRAUN.COM

PACKAGING IMPLICATIONS



Min Boazu



Allbirds®

GLOBAL WELLNESS

THE **EXPERIENCES** THEY CRAVE

- A mix of convenience, health, eco-consciousness, social and global-mindedness
- Everyday, accessible indulgence as a form of self care
- Inclusivity, authenticity and destigmatization

HOW BRANDS ARE **RESPONDING**

- Health-forward offerings from non-health brands
- At-home health and alternative medicine kits
- Reduced, transparent and fair pricing
- A focus on women's health

WHAT THIS MEANS FOR **PACKAGING**

- Natural substrates and colors
- Modern and eco-conscious
- Minimal branding and clear messaging
- Intuitive, safe and easy to use



Butcher's Bone Broth™

Callaló®

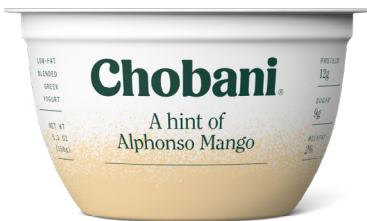


HUM®

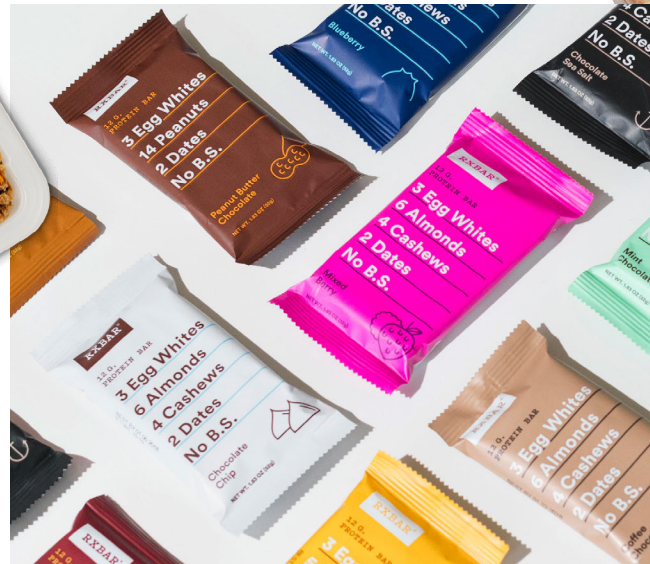


Ollie customizes fresh recipes based on dogs' unique dietary needs.

Ollie



Chobani®



RXBAR®



Hims



The Honest Co.®

TRICORBRAUN.COM

PACKAGING IMPLICATIONS



INSTA-READY

Nomadica

THE **EXPERIENCES** THEY CRAVE

- Unique, novel and share-worthy

HOW BRANDS ARE **RESPONDING**

- Branded events with corresponding hashtags
- Artist and influencer collaborations
- Pop-up shops and showrooms
- Design-focused, display-worthy products

WHAT THIS MEANS FOR **PACKAGING**

- Holographic and eye-catching
- Colorful, bold graphics
- Differentiated or niche
- Visually obvious tactile effects
- Label as a canvas for artwork
- Unboxable
- Retro or vintage



Supermoon



Wölfer Estate®



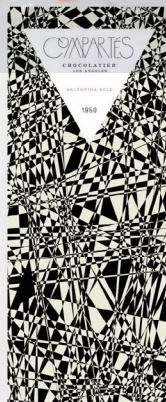
OLIKA®



Moschino®



Glamour®



Compartés

Premium chocolate brand, Compartés, is known for combining chocolate with design.



Dr.Jart+®



R+Co



Bedrock





The Millennial impact on retail

- As new retail models emerge, mass market and big box stores who ignore the Millennials' need for a share-worthy, meaningful brand experience struggle to survive
- Increased mobile commerce – 63% claim to shop on their phones every day while 84% say they use their phones for shopping assistance while in a store
- New retail models like subscription boxes, direct-to-consumer, online-only stores and showrooms
- Millennial-owned brands provide Millennial consumers with a sense of mutual understanding and authenticity

Knowing this, how can brands connect with them?

Experiences

- Share-worthy, memorable brand events that focus more on them, rather than just trying to sell a product
- Co-branding and influencer collaboration
- Continuous, multi-channel customer engagement (online, social media, in-store, etc.)
- Curated, aspirational social media feeds featuring authentic lifestyle imagery
- Ecommerce experiences that mimic the service elements of shopping in-store

Packaging

- Suitable for brick & mortar and ecommerce channels (sturdy, able to withstand shipment, display-worthy)
- Engaging, share-worthy graphic design that translates online and in person
- Visual and tactile effects can be achieved through material selection
- Inclusive, clear, on-pack messaging

Source: Alliance Data



TRICORBRAUN®

6 CityPlace Drive, 1000 | St. Louis, MO 63141 | Tel: 800-325-7782