



Childless Millennials

Overview of the their needs energized by the pandemic

Childless Millennials (26-40 years old with no kid) are advanced users of digital and social channels, driving expectations of convenience and service. They are powering the workforce, but current pandemic has enforced a "pause button" on relationships and life stage progression.

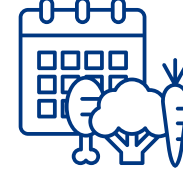
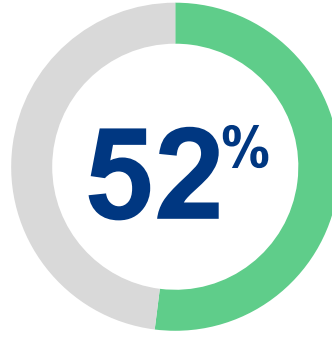
They are



Profile

26-40 y. old with no kid
Lot in common with GenZs

65% planners
65% comfort seeker
54% natural optimist and confident person



take nutrition seriously, and pay close attention to what they eat & drink

Their concerns

45%

Feel vulnerable to cybercrime: ID theft, personal data misuse, being locked out of my computer



Fear to be too dependent to public transport & not being able to guarantee «clean» mobility

39%

45%

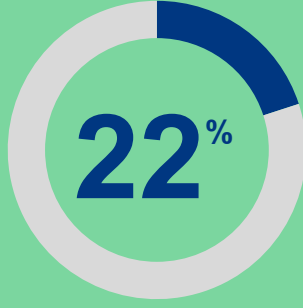
Fear to suffer from mental problems (stress, depression, burnout)



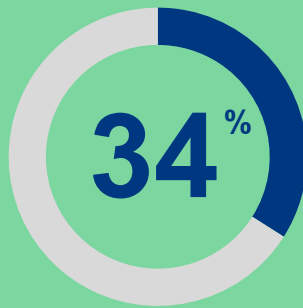
TRENDS #1

They are goal oriented

They are obsessed with self-improvement, targets and objectives. They want to see how they are progressing.



use
Tracking apps
(activity, diet, blood...)



In the future they would rather use it to **monitor their emotional state**

TRENDS #2

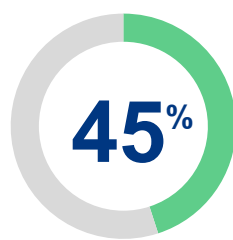
They care about values & are purpose driven



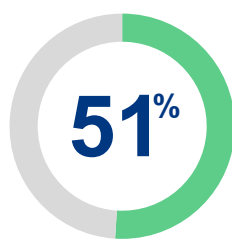
Millennials care about matters like bullying, mental health, climate change and issues of politics.

→ They will push for change, encourage allies to join them, and even create their own causes.

→ Millennials aren't satisfied with tangible products themselves.



are more sensitive to the environmental impact of their travels



At work, expect more from their employer in terms of holistic health, hygiene and well-being solutions than pre-COVID



They want to find out what drives the brand to produce what they are selling, and if the company wants to create change.

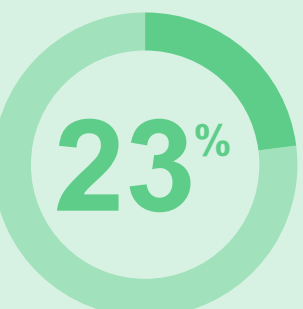
TRENDS #3

They favour freedom of access and control

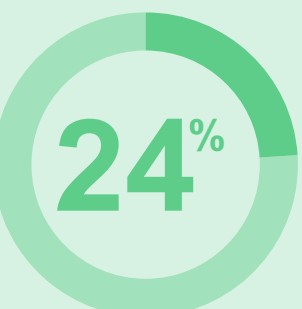
They are seeking more freedom in choosing which brands to commit to – if they commit at all. Flexibility and control are becoming core drivers of long-term loyalty.

→ Easy opt-out subscription services with no cancellation penalty reassure them. They have come to expect efficiency and convenience from all aspects of the customer experience.

→ Because of this financial instability and as they transition into a new life-stage and a new set of challenges, young Millennials seek convenience and immediate, fleeting access to products and services.



Have already rented a self-service bike



Have already used a service of car sharing



Access to their vehicle via a leasing

Access over ownership can be seen through their preference for a trusted set of always-on, on-demand services, which promise to smooth the path ahead.

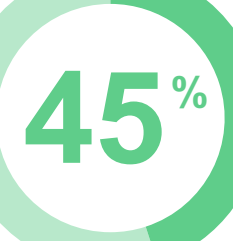
TRENDS #4

They manage their data as currency. Trust & security are paramount

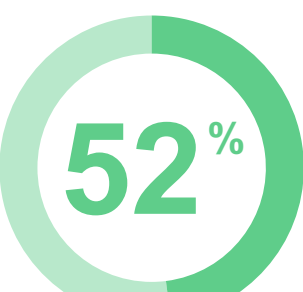


Childless Millennials seek control over personal data and are becoming aware of their data rights. Personal data is no longer an unknown entity but a valuable commodity to be traded and kept safe.

→ Young Millennials value brand trust and are ready to share their personal data over rewards. Millennials identified rewards incentive as their top factor fueling their trust. They also expect the brand to secure their personal data and to use it in an ethical matter.



are worried to loose or get destroyed their **personal digital documents**



Have high interest in **data loss protection (Europe)**

12%

Have already subscribed to it



TRENDS #5

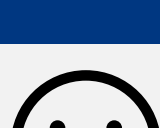
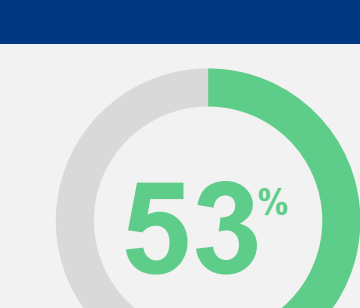
They value experience

Millennials want to experience something genuine and incredible.

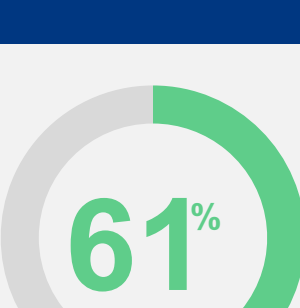
→ They want to build lasting memories.

→ Their happiness isn't as focused on possessions or career status.

→ Living a meaningful, happy life is about creating, sharing and capturing memories earned through experiences that span the spectrum of life's opportunities.



are happy with their current life



are looking for new experience when they travel