

Family Millennials

key customer generation for insurance & assistance

Needs energized by the pandemic

The new Millennials' behaviors span all areas of life, from how they work, how they shop, how they travel, to how they move around. Many of the longer-term changes in their behaviors are still being formed, giving an opportunity to help shape the Next Normal.

They are

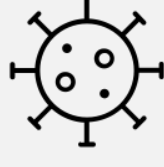


Profile

26-40 y. old with
at least 1 kid
81% family oriented
72% planners
70% comfort devoted

The arrival of a child is a major tipping point in terms of behaviours and attitudes. Their needs, hence interest towards assistance & insurance coverages increase drastically

Their concerns



Being exposed to infections illnesses while on public transport

66%

61%



see travel as riskier than before the COVID-19 pandemic



pay close attention to their mental state

67%

TRENDS #1

They crave for resilience

As Family millennials are looking ahead to an unknown future, they are thinking of how to prepare for the rainiest of days, and taking active steps to weather the storm in style.

→ It takes great determination and planning to restrict spending and maintain physical fitness. They act on their need for safety, security and hope for the future.



62%



Actively adapting their home to create a space that contributes to their physical & mental wellbeing

65%

have done some renovations in their home during the pandemic

30%

have moved or considered a move

TRENDS #2

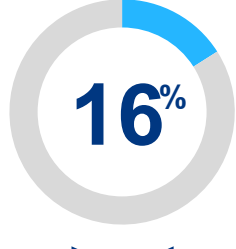
They search for convenience



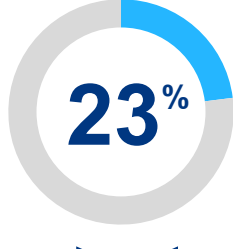
Time is a currency

- They want maximum results with minimum time and effort
- they are willing to pay for speedy and convenient service.

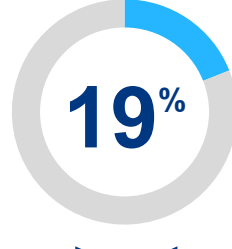
Since the pandemic



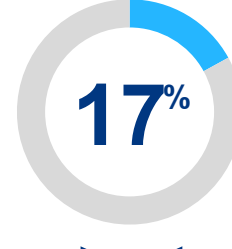
have experimented an E-THERAPY



made a TELECONSULTATION



have used more often an E-SCOOTER



have used more often a VTC

From immediate delivery to perfectly automated, effortless service, they expect **on-demand services and friction-free interactions** as standard

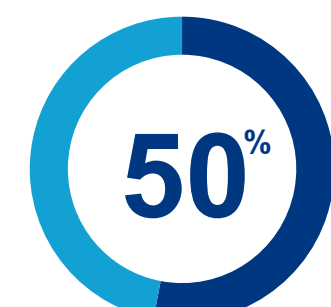
TRENDS #3

They look to mastering their body & mind, and the wellness of their family

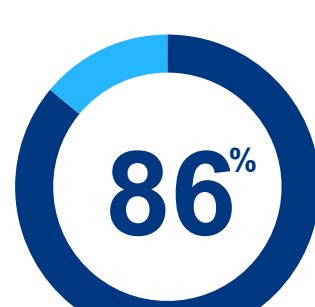
They are extremely focused on their health and wellness, both physical and mental.

→ Their mind is a vital arena. Inner wellbeing has become a new priority for health-aware Millennials.

→ Wellbeing goes (even more) holistic and every sector will require a wellbeing proposition. An increasingly holistic definition of wellbeing takes root: healthy & hygienic habitats, social wellness,...



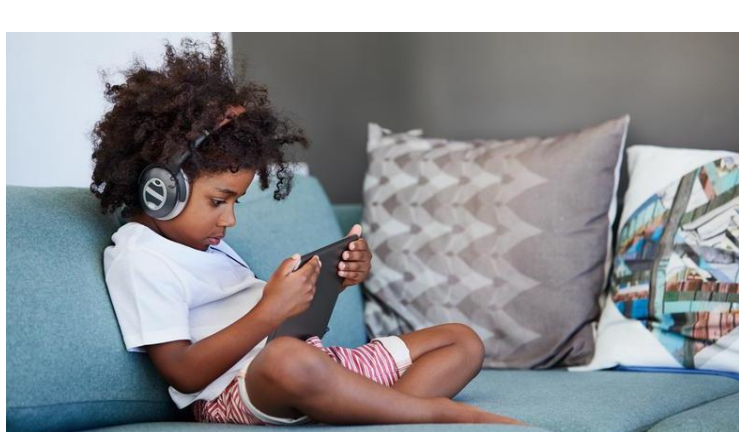
are concerned by their home spaces ambient environment (pollution, air quality, sound or light pollution)



have high interest in Home energy consumption assistance

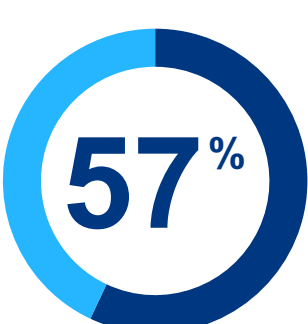
TRENDS #4

Privacy & security are paramount

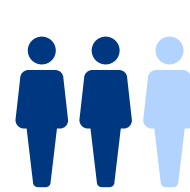
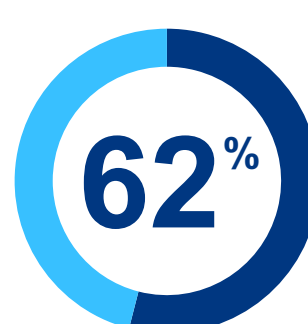


In today's digitally connected world, parents have to manage their own relationship with the internet and mobile devices, along with managing their children's use of and exposure to the same technology.

Parents are concerned about their children's online safety and data privacy. Young children are all too often being exposed to an internet with little or no age barrier.



feel vulnerable to **cybercrime** (ID theft, personal data misuse, being locked out of my computer)



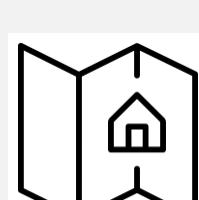
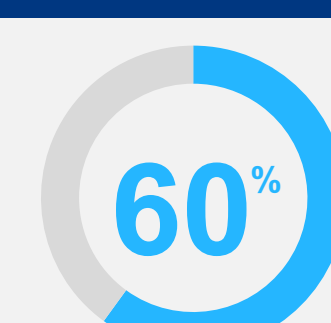
have high interest in **E-reputation protection**

TRENDS #5

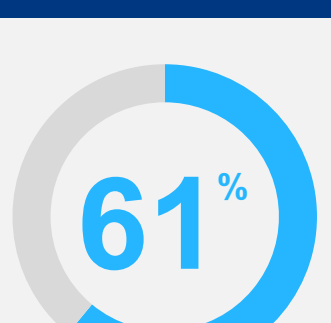
They value local connections

With their growing sensitivity towards environmental and social justice, Millennials are switched on to the importance of "going local".

Whether it's keeping supply chains for goods short to improve a product's ecological footprint, or using local providers to ensure that they are supporting the proximity economy (and resisting the slow process of off-shoring and outsourcing).



will travel closer to home in the future



are more sensitive to the environmental impact of their travels