

# MARKETING TO MILLENNIALS – GERMANY – 2020

Despite a reputation to the contrary, Mintel research shows that Millennials still aspire to traditional life goals, but need help from brands to achieve them.



Dr. Christina Wessels,  
Category Director,  
Lifestyles, Health &  
Wellbeing, Household  
Care & Leisure, Germany



# Report Content



## EXECUTIVE SUMMARY

- Mintel's perspective

### Market context

- Appealing to the maturing Millennial consumer

### Mintel predicts

- Brands will be more diverse
- The digitalisation of life will fuel social isolation
- The concept of adulthood will change

### What consumers want and why

- Millennials want: more real-world interactions
- Millennials want: to grow their savings
- Millennials want: to enhance their skills
- Millennials want: experiences over possessions
- Millennials want: to embrace diversity
- Millennials want: authentic inspiration on social media

### Opportunities

- Offer services that help build up savings
- Create brand communities that nurture real-world socialisation
- Ramp up the experience factor
- Quick download resources

## MARKET DRIVERS

- Demographic overview
- Wider Millennial generation enters adulthood
- Older Millennials are starting their own families...
- ...but there is a trend towards delayed motherhood
  - Graph 1: average age of mothers at birth of the first child (amongst married women), 2016
- Younger Millennials are more likely to still be single
- Millennials continue to enter the workforce
  - Graph 2: working status by generation, October 2019
- Millennials are financially stable and will become important shoppers

- A quarter of Millennials describe their finances as 'healthy'
  - Graph 3: financial situation by generation, October 2019
- The connected generation
- Millennials' social media usage
  - Graph 4: social media platform used, October 2019

## WHAT CONSUMERS WANT AND WHY

### Satisfaction with aspects of life

- Millennials' attitudes towards aspects of life
  - Graph 5: how Millennials feel about aspects of their personal, professional and family lives, October 2019
- Millennials are happy with their personal relationships...
- ...but real-world interactions decline
- Are Millennials the loneliest generation?
- Opportunity to offer more real-world interactions
- adidas Runners creates communities
- German Millennials are proud of their educational achievements
- Helping Millennials to grow their savings
- 22% of German Millennials somewhat or very unhappy with their mental health
  - Graph 6: satisfaction with mental health, by gender, October 2019
- Millennial women are less satisfied with their mental health...
- ...but men can also struggle in silence when it comes to their mental wellbeing
- The Movember movement raises awareness about men's mental health
- Creating products that focus on mental wellbeing

### Millennials' life goals

- German Millennials aspire to traditional life goals
  - Graph 7: Millennials' life goals, October 2019
- Traditional life goals remain important to most German Millennials...
- ...but they are taking their time to commit
- Handling their savings is a big priority
- Millennials find their own definition of adulthood
  - Graph 8: childless Millennials' views on having children, October 2019
- Appealing to a new group of women
- Break down gender stereotypes

### Alternative life goals

- Millennials are eager to develop their skills
  - Graph 9: Millennials' alternative life goals, October 2019

# Marketing to Millennials – Germany – 2020

---

- Millennials are eager to learn
  - Graph 10: [no title]
- Millennials are eager to learn
- Bakenight offers baking workshops with professional bakeries
- Mintel Trend, Redefining Adulthood
- Millennial men are slightly more interested in starting their own business
- Supporting female founders

## Attitudes towards life

- Millennial attitudes towards life
  - Graph 11: Millennials attitudes towards life, October 2019
- German Millennials value family time
- The opportunity to give back and make new friends
- Experiences are more important than possessions
- Brands ramp up the experience factor
- The danger of a 'burnt-out' generation
- Attract Millennials with new working models
- German Millennials want to show their individuality
- Mintel Trend, The Next Generation
- 8X4 communicates inclusivity

## Social media inspiration

- Sources of social media inspiration
  - Graph 12: social media inspirations, October 2019
- Social media is an important source of inspiration for recipes
- Use social media to build up a community
- Millennial women are generally more likely to use social media for inspiration
  - Graph 13: social media inspirations, by gender, October 2019
- Millennial women look for fashion and home styling inspiration
- Engage Millennial men more on social media
- Gucci launches a universal scent that transcends gender
- Harry Styles in Gucci Mémoire d'une Odeur – The Campaign Film
- Bring more credibility to influencer marketing

## APPENDIX

### Appendix – abbreviations and consumer research methodology

- Abbreviations
- Consumer research methodology

# About Mintel Reports: Germany

Access our reports now and get the most accurate, credible and powerful data, insights and analysis. Mintel Reports Germany gives you everything you need to know about what German consumers want and why.

In each report, we're analysing the market, new product innovations and the competitive landscape, as well as consumer behaviours across Germany. Our local analysts, supported by our team of global experts then translate it into what it means for you.

## What makes us unique?

- ✔ A 360-degree view of German markets
- ✔ Experienced analysts based in Germany
- ✔ Expert-led support from global category experts

## How Mintel Reports Germany will help your business grow:

01

Identify future opportunities by understanding what German consumers want and why

02

Make better decisions faster by keeping informed on what's happening across your market

03

See the trends and innovations impacting Germany both on a local and global level

**BUY THIS REPORT NOW**

**€2600.00 | £2195.00 | \$2995.00\***

[store.mintel.com](https://store.mintel.com)

Americas: +1 (312) 932 0400  
China: +86 (21) 6032 7300  
Germany: +49 (0) 211 3399 7411  
India: +91 22 4445 1045  
Singapore: +65 6653 3600  
Thailand: +66 2 821 5122  
UK: +44 (0) 20 7606 4533

\*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

**MINTEL**

### Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a German licensed market survey agent ([See Research Methodology for more information](#)).

### Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

### Published by Mintel Group Ltd

[www.mintel.com](http://www.mintel.com)

### Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
Germany	+49 211 2409023
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850