

TECHNOLOGY HABITS OF MILLENNIALS – GERMANY – 2021



While Millennials show pronounced tech engagement, brands need to speak to their demand for green tech products and their safety concerns to leverage purchasing power.



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Report Content

EXECUTIVE SUMMARY

Key issues covered in this Report

- Overview

The impact of COVID-19 on Millennials' technology habits

- COVID-19's impact on German Millennials' consumer behaviour

Market context

- Millennials – mind this large generation's diversity
- Tapping into Millennials' purchasing power
 - Graph 1: net monthly household income, by generation, 2021

Opportunities

- Use a mix of new and traditional media formats to advertise to Millennials
 - Graph 2: any type of media formats used at least once in a typical week, NET, by generation, 2021
- Embrace green branding to appeal
- Cater to Millennials' sense for multitasking
- Address the safety concerns of German Millennials
- Speak to the pronounced career orientation of Millennials
- Quick download resources

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- COVID-19: market context
- The impact of COVID-19 on the German economy
 - Graph 3: key economic data, in real terms, 2019-22
- The impact of the economy on Millennials
 - Graph 4: changes in financial situation since the start of the outbreak, 7-20 July 2021

Population

- Demographic overview

Generational characteristics

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- Support Millennials in building their careers
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Financial situation

- Tap into Millennials' purchasing power
 - Graph 6: net monthly household income, by generation, 2021

WHAT CONSUMERS WANT AND WHY

The impact of COVID-19 on consumer behaviour

- Millennials show higher lifestyle concerns
 - Graph 7: Mintel's COVID-19 lifestyle concerns index, all vs Millennials, 3 March 2020-20 August 2021
- Key shifts in consumer behaviours

Media formats used

- Millennials – at the transition point between traditional and new media
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- Capitalise on 'both worlds' to effectively target Millennials
- Use a mix of TV and streaming to engage with German Millennials
 - Graph 9: usage of video media formats at least once in a typical week, NET, by generation, 2021
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 - Graph 10: usage of audio media formats at least once in a typical week, NET, by generation, 2021
- ...by emphasising decision support and convenience benefits
- Utilise work life benefits to drive the adoption of smart earbuds
 - Graph 11: personal ownership of smart earbuds, by generation, 2021
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 - Graph 12: usage of podcasts at least once in a typical week, by generation, 2021
- Cater to Millennials with online magazines/newspapers...
 - Graph 13: usage of any magazines and newspapers at least once in a typical week, NET, 2021
- ...but also tap into the 'screen escape' benefits of print
- Don't overlook the power of print advertising
- Seek alternative targeting methods to maintain appeal...
 - Graph 13: usage of any magazines and newspapers at least once in a typical week, NET, 2021
- ...by embracing the power of contextual targeting

Preferred devices by activity

- The smartphone is a central device for a wide range of digital activities among German Millennials
 - Graph 14: Millennials' preferred devices by activity, 2021
- Adjust to Millennials' device preferences
- Cater to German Millennials' demand for mobile streaming...
 - Graph 15: preferred devices for watching clips on online video streaming services, by generation, 2021
 - Graph 16: preferred devices for watching shows or films on online video streaming services, by generation, 2021

Technology Habits of Millennials – Germany – 2021

- Speak to German Millennials' demand for mobile streaming...
- ...by promoting foldable smartphones
- Cater to younger Germans' demand for reading on mobile devices
 - Graph 17: preferred devices for reading online newspapers and magazines, by generation, 2021
- Financial service providers need to bet on multiplatform accessibility to maximise their reach...
- ...and need to put an emphasis on safety
- Embrace multiplatform shopping...
- ...and provide convenient shopping experiences
- Make it easier for Millennials to switch between their devices
- Let online shopping blend in further with Millennials' lives...
- ...and allow them to shop for products placed in movies

Reasons for preferring a laptop/desktop computer over a smartphone for online shopping

- Screen size is the key driver for shopping via laptop/desktop computers, but safety concerns also play a role
 - Graph 18: reasons for preferring laptop/desktop computers over smartphones for online shopping, by generation, 2021
- German Millennials love to multitask
- Address the safety concerns of German Millennials
- Google caters to German Millennials' demand for secure online experiences

Behaviours regarding technology

- The brands of tech devices are key drivers for Millennials' purchase decisions
 - Graph 19: Millennials' behaviours regarding technology brands and purchases, 2021
- Allow Millennials to identify with the brand...
- ...by tapping into their sense for the environment
- Apple promotes its plan to protect the Earth
- Overcome budget limitations with refurbished devices...
- ...but don't sacrifice battery life
- German Millennials are open to digital health solutions
 - Graph 20: Millennials' behaviours regarding technology and health, 2021
- Align wearables with health apps to boost their utility
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- ...and tie them in with wearables and digital health apps
- Millennials rely on ad blockers but are open to targeted ads
 - Graph 21: Millennials' behaviours regarding technology and advertising, 2021
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APPENDIX

Appendix – abbreviations, consumer research methodology and language usage

- Abbreviations
- Generational groups in Germany
- Consumer research methodology
- A note on language

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