



MILLENNIALS WANT MORE: RETAIL CONCEPTS WITH PURPOSE

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CONVENTION
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About Millennials



The Millennials Potential

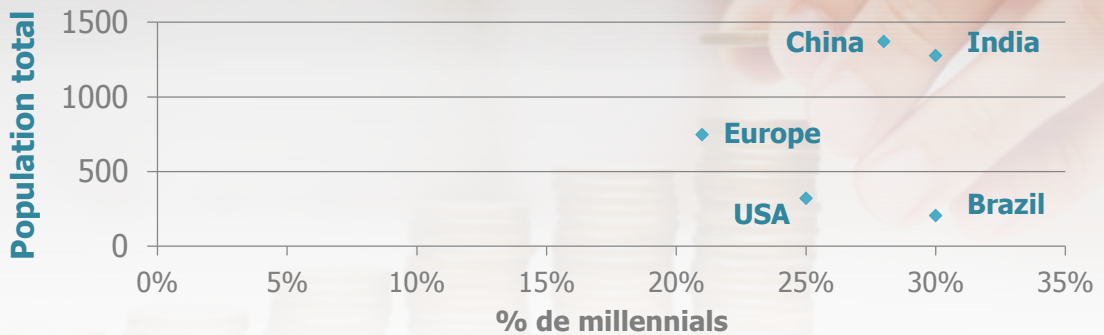
The **Millennials** influence in business increased with their purchasing power



The Millennials Potential

2 BILLION PEOPLE WORLDWIDE, HALF OF THEM FROM CHINA

Millennials share



Source: FMI, Nielsen. Adapted: GS&Inteligência-GS&MD



The Millennials Potential

They will represent **75%** of the workforce in 2025 worldwide and their expenses are expected to exceed the boomers.

IN BRAZIL, CHINA AND U.S. ALREADY EXCEEDED IT.



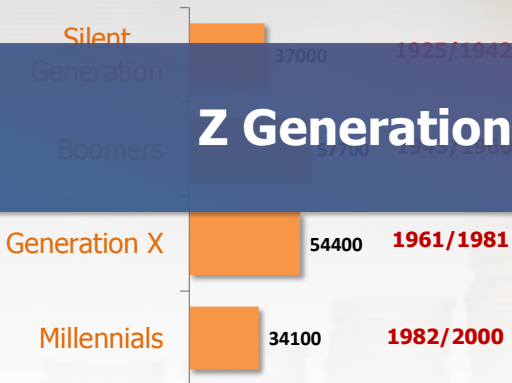
Source: Nielsen. Adapted: GS&Inteligência -GS&MD



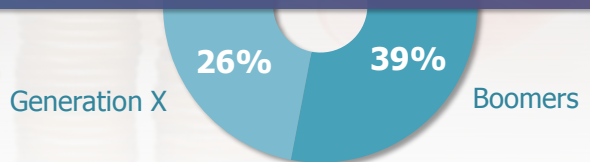
The Millennials Potential

Average individual income, among employed adults – US\$ annual

Average individual income, among employed adults



Z Generation: 2001 / 2018-2020



Source: Experian- Consumer Speak. Adapted by: GS&Inteligência / GS&MD



RETAIL
IN A
BIG WAY

Behavior

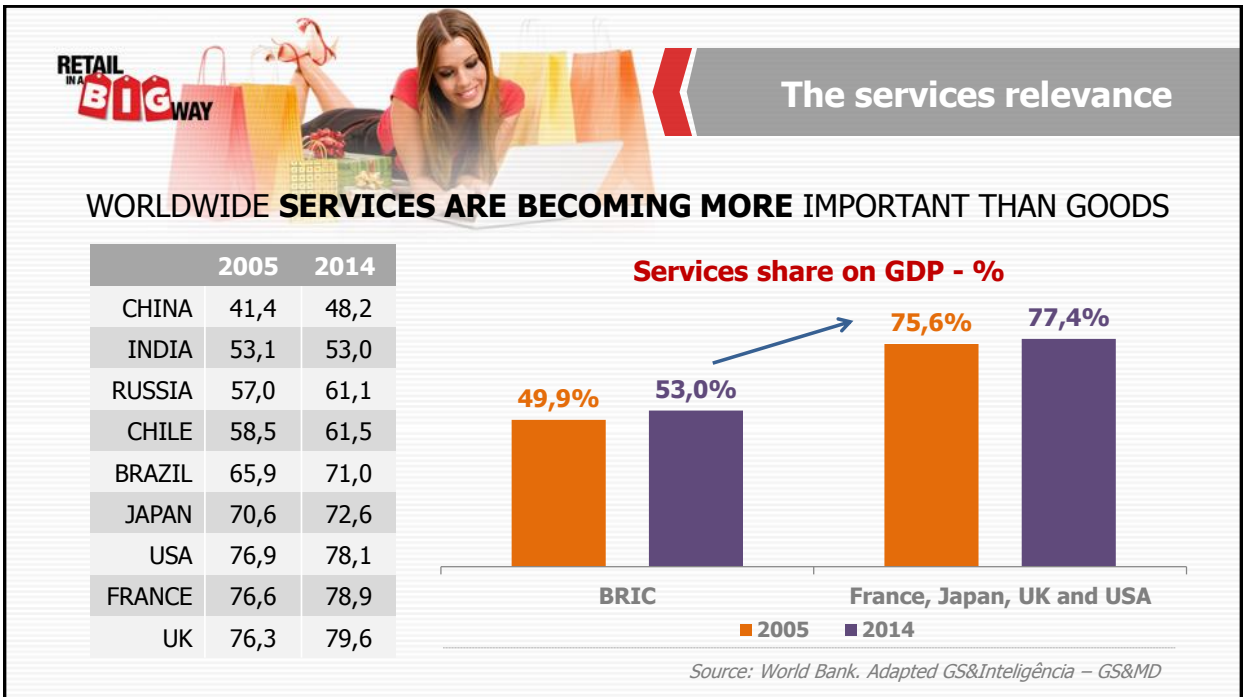
Multiconnected

- ▶ **55%** of global internet users between 13 and 24 years old spend more than **4** hours per day on mobile internet
- ▶ This generation associates the internet with leisure time. Daily, **71%** use some kind of social media application
- ▶ Around **90%** use smartphones and **41%** tablets

Source: SSA (Sample Survey International)



Purchasing Behavior (how different millennials buy...)





**RETAIL
IN A
BIG
WAY**

Purchasing Behavior

- ▶ “Experience” is the new status symbol; **71%** prefer to talk about something that they have **done/experienced/lived** instead of something that they have **bought**
- ▶ Spend money to create memories is better than buy **“stuff”**
- ▶ **78%** of Millennials would choose to spend money with an **event** or any kind of **meaningful** experience than buy goods in general
- ▶ **55%** are spending more than ever in events and **live experiences**

Source: Forbes, Bauer Millennials, ABEOC.





ROCK IN RIO 2015

- 595 thousand people visited the event during the 7 days Festival



Services instead of products What about opportunities?





Consumption Purposes and Causes

**What makes
millennials generation
different from
the others?**

The main point is: they are looking for
retail and brands with purposes and
causes in their purchase decision process



What makes millennials generation different from the others?

CHIPOTLE MEXICAN GRILL COMBINES **PASSION, PURPOSE AND PROFIT**







RETAIL
IN A
BIG WAY

Whole Foods



365
BY
WHOLE FOODS
MARKET



Conclusion

- ▶ The millennials generation is changing the whole retail environment due to its increasing consumption power and particular way to think about everything
- ▶ Brands and retailers must embrace the opportunities and threats generated, especially via new concepts, originally created with this focus
- ▶ Beyond the right strategy and perfect execution, to succeed in this new scenario, retailers and brands must create alignment and engagement based on genuine Purposes and Causes for their business.



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