



# BUY, BUY, BIRDIE

## RESEARCH SHOWS MILLENNIALS LIKE TO SPEND ON RETAIL

Much has been documented about the cash-strapped, tech-loving millennials (individuals ages 16-34). While the majority of research has examined their social media prowess, their retail spending habits have remained a mystery—until now. The latest research from the Boston Consulting Group reveals that American millennials are also interested in shopping, more so than previous generations.

### FOR THE LOVE OF RETAIL

Among American millennials, both sexes say they like clothing, like buying it, and have formed preferences when it comes to brands.

Percent who shop for clothing **more** than 2x a month:



MILLENNIALS



NON-MILLENNIALS



Millennial females buy a **third more** apparel per year than non-millennial females, regardless of income or race.

FEMALE

Millennial males spend **twice as much** on apparel per year as males of previous generations.

MALE



Percent who shop for clothing **at least** 2x a month:



MILLENNIALS



NON-MILLENNIALS

### THE OMNI-CHANNEL GENERATION

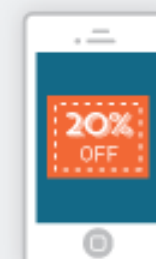
Retail stores hoping to attract millennials must provide an integrated online and in-store experience for this savvy generation.



Millennials want to research products, comparison-shop, check prices, discuss their experience, and make recommendations through brand sites and social media.



Stores still appeal to millennials, but retailers must add easy item pick-up of online merchandise, simple returns of online/offline purchases, or at-home delivery options.



Millennials want to receive special mobile or app promotions and make purchases via mobile.

### GROUP THERAPY

Millennials tend to shop in groups and seek others' opinions, more than non-millennials.



**50%**

of millennials reported using a mobile device to read user reviews and research products while shopping, compared to **21%** of non-millennials.



Millennial females shop almost **TWICE AS OFTEN** with their spouses—and twice as often with groups of friends or relatives—than non-millennial females.



Fashion magazine articles and editorials



Retailer websites



Apparel brand websites



Social media



Fashion blogs



Store associates

PLAYING INDOORS

For millennials, in-store service and overall shopping experience are key.

MILLENNIALS NON-MILLENNIALS



Value music and roomier stores



45% of millennial males said they value sales associates who are trendy, versus 22% of non-millennial males.



46% of millennial males said they want sales associates to wear store merchandise, as compared to 33% of non-millennial males.



While millennials are enthused about apparel, they also have different needs than previous generations. Retailers must recognize millennials' expectations and position their business to accommodate them.

SOURCE: BCGPERSPECTIVES.COM



([http://www.baynote.com/wp-content/uploads/2013/01/Baynote\\_BuyBuyBirdie\\_Infographic.png](http://www.baynote.com/wp-content/uploads/2013/01/Baynote_BuyBuyBirdie_Infographic.png))

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