



Euromonitor  
International

# Engaging Millennials and Generation Z in the Coronavirus Era

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## INTRODUCTION

Scope  
Key findings  
Why millennials and Gen Z?  
Four pillars of engaging millennials and Gen Z

## MILLENNIALS AND GEN Z IN THE CORONAVIRUS ERA

Unique groups of consumers  
Diversity in demographic and income levels  
Real activists and influencers  
Long-lasting impacts of COVID-19  
The “new-normal” young consumer

## HOW TO ENGAGE YOUNG CONSUMERS

Four pillars of engaging young consumers  
Innovation: frequently adapting to stay new, exciting and accessible  
Innovation: collaborative creativity to win with young consumers  
Case Study: Squadded Shopping recreates group shopping experiences online  
Price: redefine value and affordability  
Price: tailored strategy for each income segment  
Case Study: Public Goods reduces price and complexity with private label  
Values: develop and enhance products and services around key values  
Values: Gen Z - individualistic and challenging but still want fun  
Case Study: Rent the Runway adapts to attract Gen Z  
Values: millennials prioritise convenience but still indulge  
Case Study: Villa Copenhagen offers exclusive sustainable experiences  
Activism: young game changer activists connecting to demand change  
Activism: embracing diversity and social inclusion  
Case Study: adidas a first mover for genderless retail stores  
Activism: young activists step up to save the planet  
Case Study: aspiration Bank helps consumers to save the planet

## CONCLUSION

Outlook for millennials and Generation Z  
Key takeaways

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/engaging-millennials-and-generation-z-in-the-coronavirus-era/report](http://www.euromonitor.com/engaging-millennials-and-generation-z-in-the-coronavirus-era/report).