

MILLENNIAL TRENDS

Edmonton Vital Signs is an annual checkup conducted by Edmonton Community Foundation, in partnership with Edmonton Social Planning Council, to measure how the community is doing. Vital Topics are a quick but comprehensive look at issues that are timely and important to Edmonton.

Unless otherwise stated, "Edmonton" refers to Census Metropolitan Area and not solely the City of Edmonton.

Who are the MILLENNIALS?

Alpha Generation

The youngest generation, born 2011 to present.

iGEN (Gen Z)

Post millennials, born between 1997 & 2010.

Millennial (Gen Y)

Born between 1981 & 1996.

GENERATION X (Gen X)

Born between 1965 & 1980.

BABY BOOMER (Boomers)

Born between 1946 & 1964.

The SILENT Generation

Born in 1945 or earlier.

Millennials make up 1/4 of the population and are changing the way the world works.

Characteristics

DIGITAL NATIVES – smartphones and computers are second nature.

EGALITARIAN ATTITUDES (raised in a very ethno-diverse time, after the legalization of same-sex marriage.)

ECONOMICALLY CHALLENGED (high rates of debt – tuition, housing costs, childcare – and unstable economy.)

TIME IS A COMMODITY – they want convenience and will spend money to save time.

SHARING is important on social media or sharing experiences with other millennials.

Behaviours

- Willing to skimp on some things in order to splurge on a unique experience.
- Digital natives prefer to order by app or online.
- Want customization (one size does not fit all.)
- Seek unique experiences.
- Lean towards ethical (green) choices.

Travel

Millennials value travel as an essential part of their lives but cannot afford large, expensive trips.

- They prefer online ordering and research best choices.
- Canadian millennial travellers prefer micro-trips – several smaller trips per year.

SPLURGETTING – Budgeting for bucket-list trips and trading comfort for experiences. Canadian millennials are seeking authentic experiences and are willing to travel economically to splurge on an experience.



56% of the 1 million campers in Canada are millennials.

GLAMPING – Combining "glamorous" and "camping".

- 48% of North American millennials tried glamping in 2018.
- Couples with children represent close to half of all glampers.
- 56% of glampers are looking for unique accommodations such as treehouses, yurts, teepees or covered wagons during a vacation.



Economics

Share Economy – Thrives when goods and services are expensive, but incomes are low. Sharing a car, home, or other goods and services is being embraced by millennials. **Global revenues from the share economy are expected to reach \$335B by 2025.**

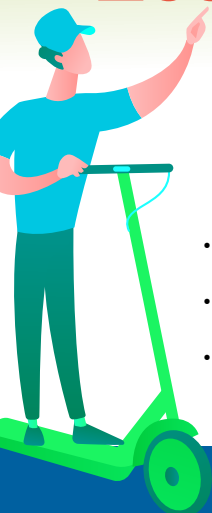
Micromobility refers to programs such as bike-share or electric-scooter rental that allows the users rent for a single trip.

- Rental scooters are activated via mobile apps and charge fees to unlock and per minute after.
- According to the scooter rental company *Lime*, 73% of their users were male, 78% were using it for commuting.
- As of July 30, 2020 there were 1,921 e-scooters on the streets of Edmonton.

Second-hand Economy

- 88% of those under 45 years of age and 84% of Albertans participate in the second-hand economy.
- In 2018 the second-hand economy was worth \$27.3B.
- Clothing, shoes, and accessories account for 30% of the second-hand economy in Canada.

Gig Economy – Freelance work or side hustles – is common among millennials due to the lack of well-paying, consistent work. **Often these jobs are virtual** (Instagram, Youtube, Etsy, etc.)



Dining

Millennials want unique experiences (*food as an event*), but also want convenience and value. When they take time to 'dine' it needs to include others or be social. They prioritize local (ethical) over fast food.

- Millennials are the largest category of food service spenders in Canada.
- More than 40% of Canadians based their restaurant decision on whether there is free Wi-Fi.
- **71% OF MILLENNIALS ORDER FOOD OR BEVERAGES FROM A RESTAURANT ONCE A WEEK OR MORE.**
- Millennials prioritize environmental stewardship and social responsibility in their restaurant choices.



Shopping Habits

Millennials shop online for convenience and value. This trend is changing the landscape for brick and mortar business.

In 2018:

- **More than 80% of Canadians shopped online.**
- **95% of internet users 25 to 34 years shopped online, while only 64% of internet users 65 years of age or older did so.**

HYPER SHOPPERS (affluent, educated, diverse and most likely millennial and female) account for 48% of all online purchases.

- Since the beginning of the COVID-19 Pandemic, online revenue has doubled.

INFLUENCERS

- Millennials are more likely to try a product, service, volunteer, or donate if another millennial were to recommend it. "Influencer" is a Revenue Canada recognized occupation.
- Nearly three quarters (72%) of all millennials and iGens follow influencers on social media.
- 50% of millennials say they trust influencers.

Food Delivery Services

- According to Abacus Data, **60% of millennials have used third-party food delivery apps** such as Uber Eats and Skip the Dishes to order meals each month.
- In 2018, food-service orders made online, through websites and mobile apps, totaled more than \$4.3B in 2018 (a 44% increase from 2017).

MEAL KITS

- 1 in 5 Canadian millennials have subscribed to a meal kit because they are affordable, convenient, healthy, and customizable.
- The kits offer Instagram-worthy food photos, and a step-by-step guide to prepare food.



FOOD CHOICES

Those age 18 to 29 are:

3X MORE LIKELY TO IDENTIFY AS A VEGETARIAN, COMPARED TO THOSE 45+.

2X AS LIKELY AS BOOMERS OR THE SILENT GENERATION TO IDENTIFY AS A VEGAN.

FROZEN FOODS

- Gourmet frozen foods are on the rise with millennials for quick, affordable meals for families.
- **43% of millennials shop frozen food** and spend 9% more per shopping trip than other cohorts.
- In Canada, frozen food is **now valued at \$4.9B and growing.**
- Family-size portions are outpacing single-serve portions.

Beverages

Alcohol

Millennials treat alcohol as an experience. They want to know the story behind the drink, find unique flavours, support local, and have something to share. Overall, they are drinking less than their older counterparts.

LOCAL, CRAFT BEERS

- According to Statista, those aged 18 to 34 consume 38.7% of the beer in Alberta.
- 120 Independent craft breweries in Alberta, a jump from 18 in 2014.
- Local Alberta beer currently has a 10% market share.

SPIRITS

- **Craft distilling has grown at an annual rate of 30%**, driven by millennials entering their prime earning years.

Coffee

Millennials love coffee and are willing to pay more for gourmet.

- **70% of coffee consumed** by millennials is considered gourmet – cold brew, iced, or flavoured – and ethically sourced.
- **34% of millennials** factor in the cost of coffee to their decision-making process.
- The Coffee Association of Canada reported **16% of coffee drinkers used a loyalty card in 2018, while 7% ordered coffee through an app.**

Seltzers & Carbonated Water

Many millennials have turned to seltzers and flavoured sparkling waters as a healthy alternative to sugary carbonated drinks.

- The primary market for carbonated water is 25-40-year-olds.
- Millennials prefer gourmet flavours.
- Carbonated bottled water sales has grown 21%.

Houseplants are big with millennials who are delaying having children until they have some financial stability. Plants allow them to travel and still have something to nurture.

- **Garden-tainment:** Ways to enjoy the garden with friends and family by transforming outdoor spaces into entertaining spaces.
- **Portable Gardening:** Millennials want to be able to garden where ever they live, no matter how small the space or how long they'll be there.

Overall plant sales increased by eight per cent to \$1.5B from 2013 to 2018.