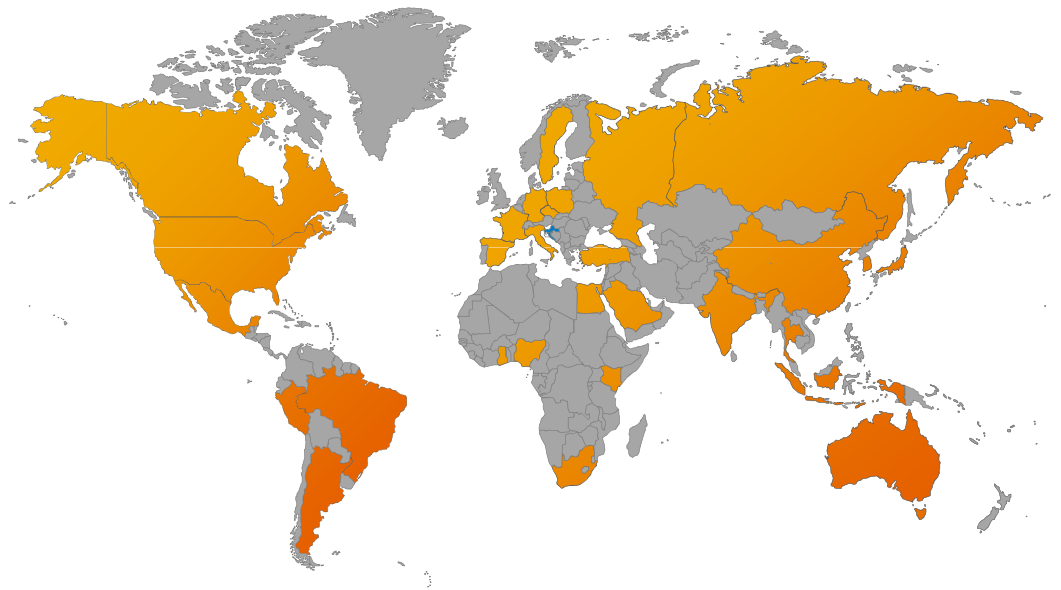




We @re the Czech
Millennials

Tomáš Drtina
Managing Director GfK CZ & SK

Sources of information



Consumer Life[®]

Macro research study of **global trends**

27 countries

Online Panel

1.000 individuals in Czechia

Issues related to:

Leisure and lifestyle

Personal values

Food and drink

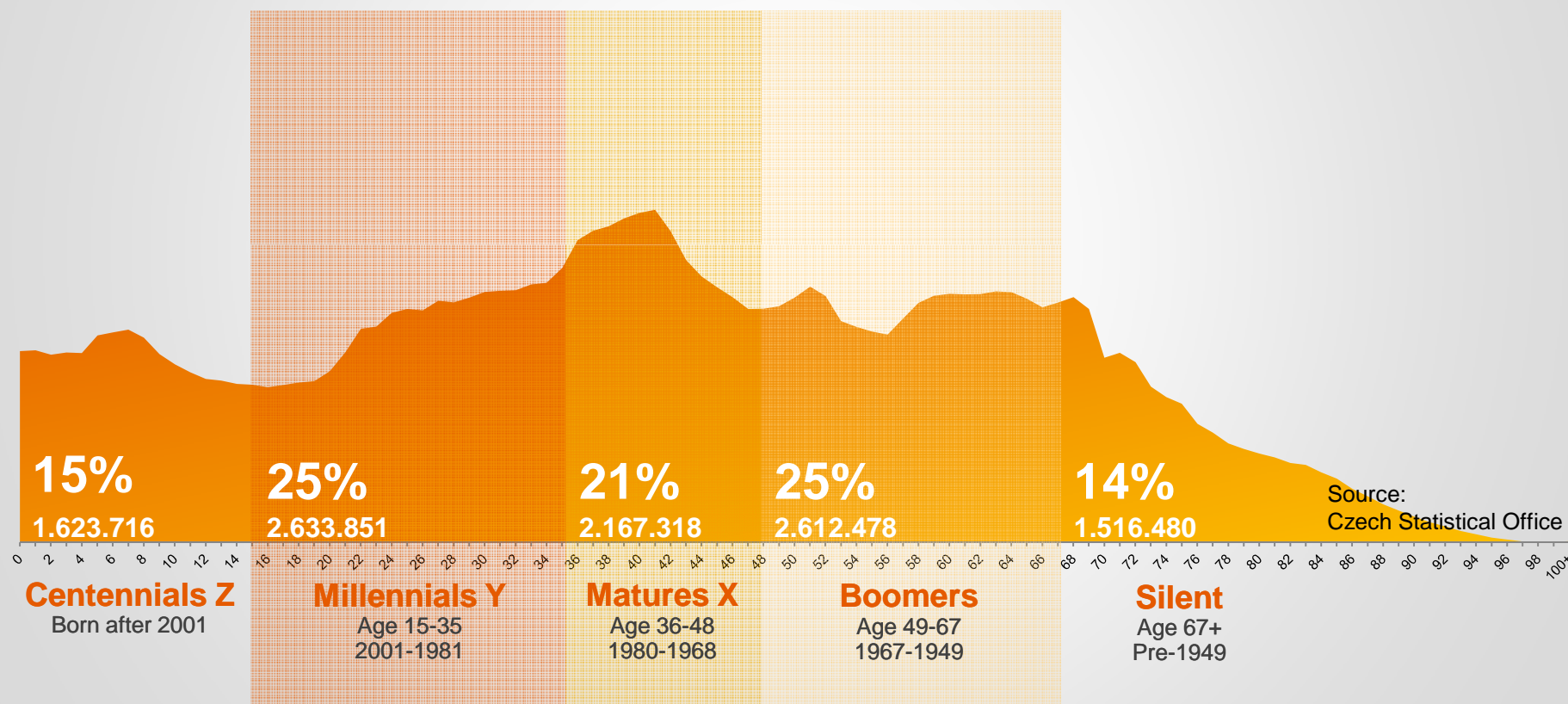
Attitudes towards life

etc...



There's 2.633.851 of us and we represent...

25% of Czech population (10.553.843)





...we can not deny that the „generational gap” exists. There is a difference in opinions between one generation and another regarding beliefs, politics or values.

Also, Millennials are important . They make for 1/4 Czech population and also, they will be the main labor force in next 10 years.

„Birth year isn't the only thing that defines you, but elements of a generation bind us together.”
Lindsey Polak

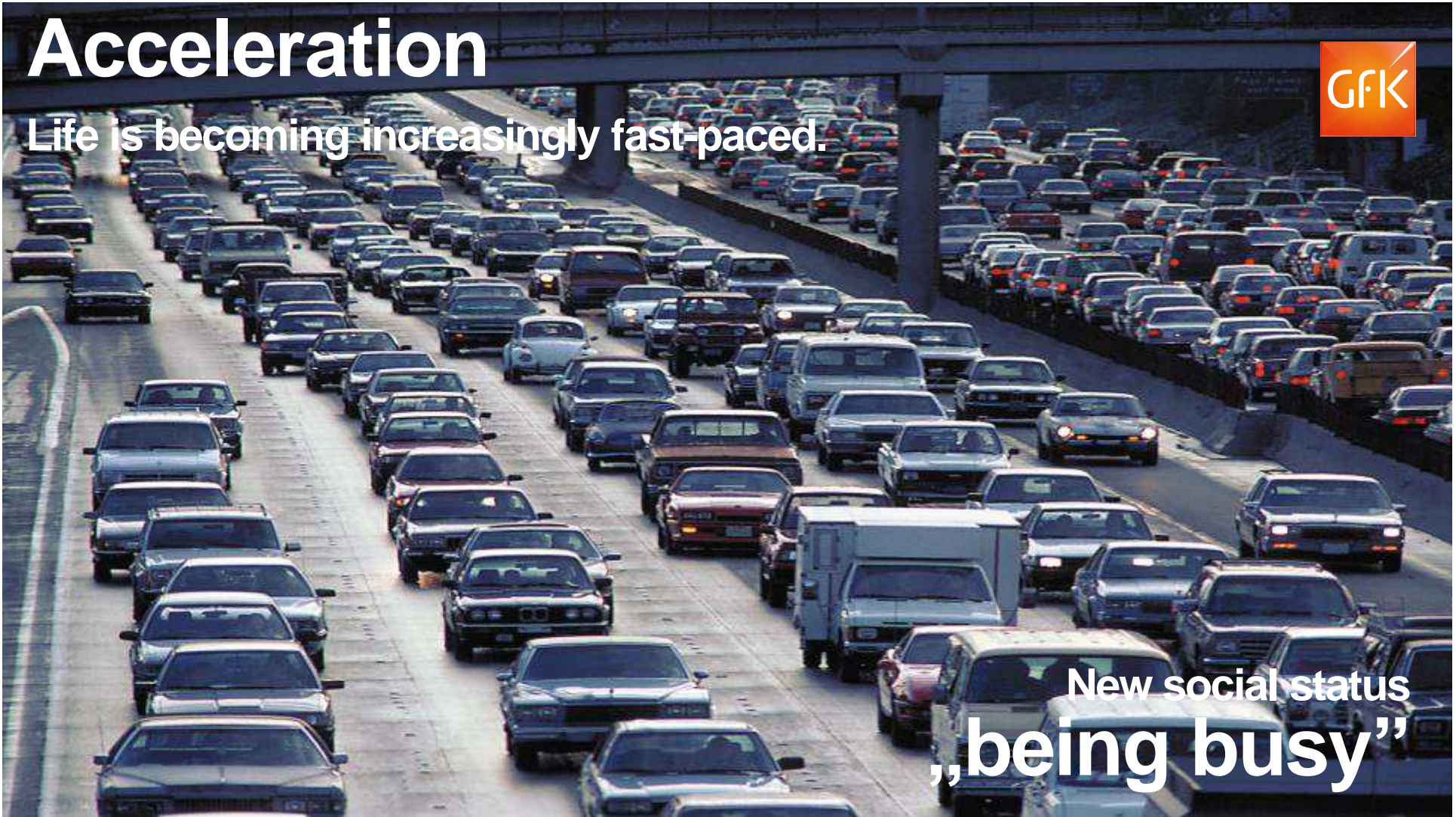


Acceleration

Life is becoming increasingly fast-paced.



New social status
„being busy”



Freedom



...cyber chat on the go
Like to share posts even at nights

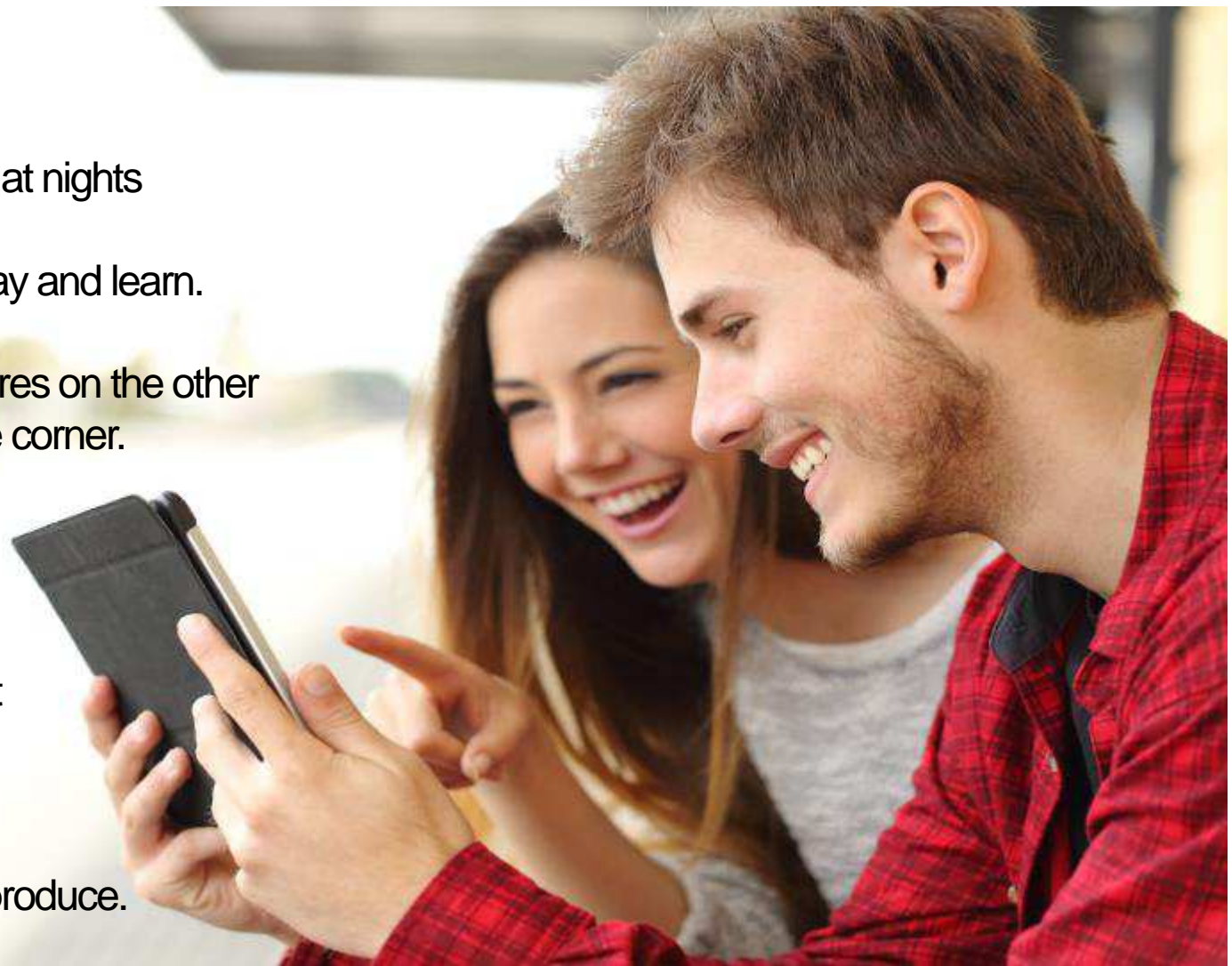
Use apps to navigate, play and learn.

They buy online from stores on the other
side of the world or at the corner.

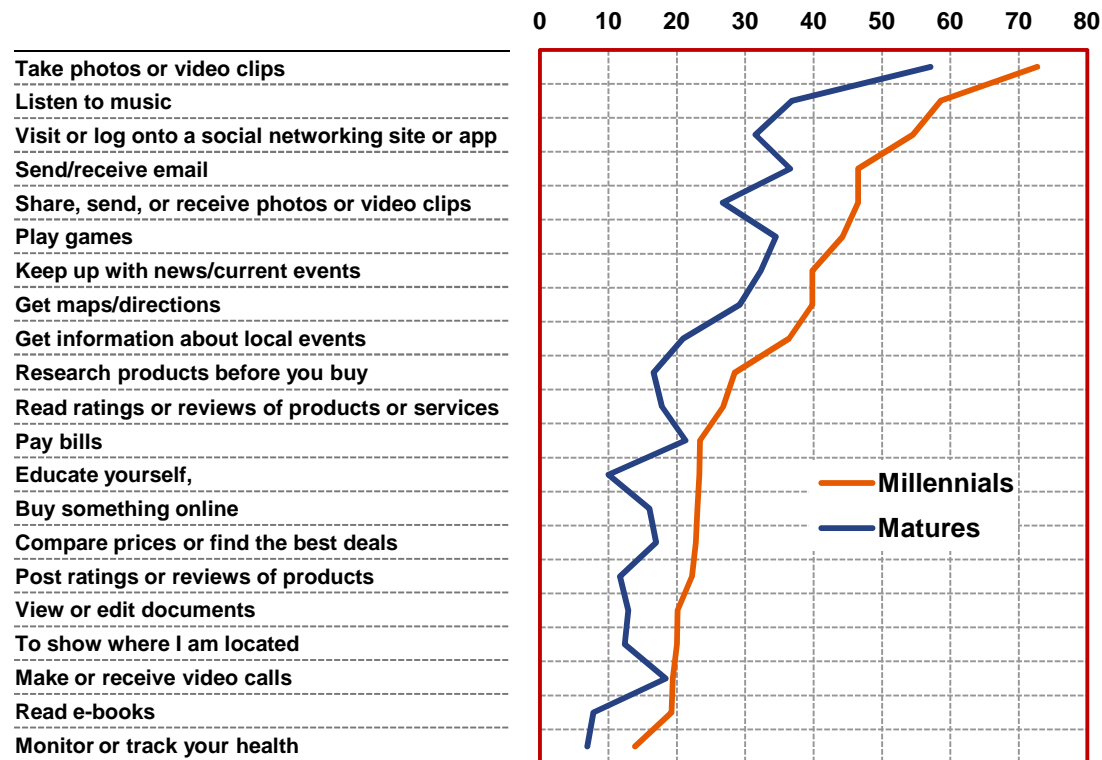
At home watch (time)
shifted TV ...

Outside check their heart
rate on smartwatch.

Today eat organic food,
tomorrow the cheapest produce.



We like mobile phones and we are using them more than our parents....



Source: GfK Consumer Life CZ 2015

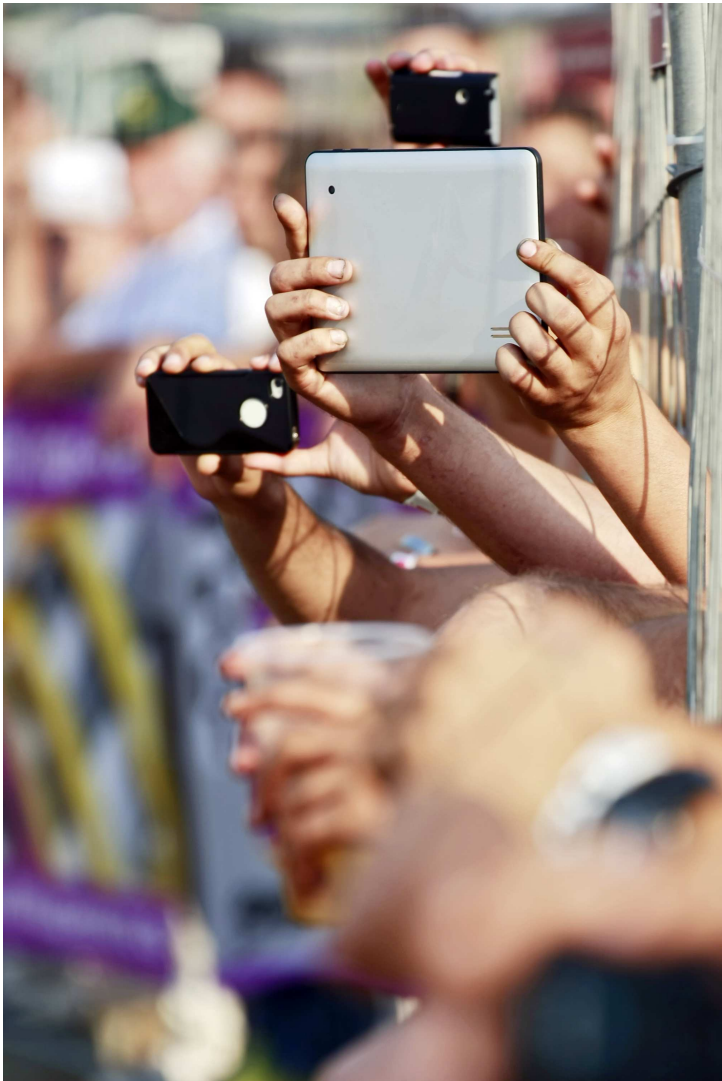


Being available
at any time, in any place ...



Connectivity is important for **45 %**
of consumers around the world.

Smartphones create
independence.



Sharing creates closeness



56 %

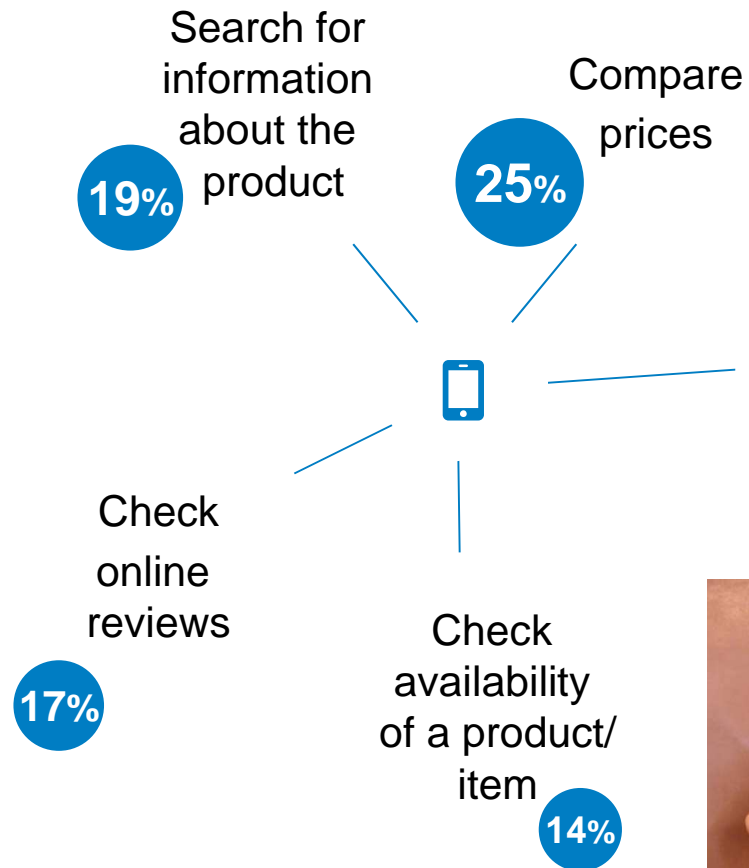
Global mobile phone users have visited a social networking site or app in the past 30 days.

72 %

Consider sharing, sending, and receiving photos or video clips as part of their daily life.

29 %

Consider virtual interactions with people and places to be as good as real-life encounters.



Massive use of mobile devices during shopping experience



WHO AM I???



**WHAT ARE MY
VALUES???**

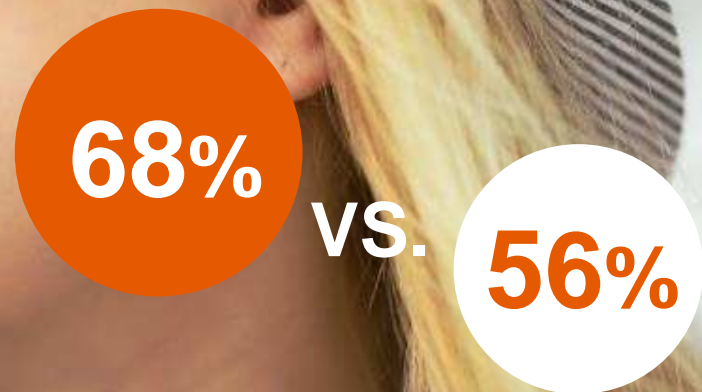




When talking about our financial future we are more optimistic than the rest of the population

- Millennials
- Total CZ population (15+)

Source: GfK Consumer Life



We are ...



...adventurers

35%

vs.

21%

... open minded

23%

vs.

18%

- Millennials
- Total CZ population (15+)

Source: GfK Consumer Life CZ 2015



AND, WE WANT TO HAVE FUN...

We want to have a good time

We seek for adventures and risk

We indulge our desires

LEISURE TIME!

Source: GfK Consumer Life





Capturing tomorrow's opportunities ...

Experience is the #1 trend seen in the market today

57%

Experiences are more important than possessions

52%

The look, feel and smell of a product is very important to me

40%

I am always looking for novelty and fun, even in everyday products

**WE VALUE
EXPERIENCES
MORE THAN
POSSESSIONS**

**and STILL CARE ABOUT OUR PERSONAL
SAFETY**



Source: GfK Consumer Life



Things that worry us are the same as our parents:

to have enough money
terrorism
crime

We do not care about **corruption** so much, but **education quality** matters.



**SIMPLICITY IS A
MIDDLE NAME OF OUR
GENERATION.**

**WE WILL TRY TO MAKE
OUR LIFE AS SIMPLE AS
POSSIBLE**

Source: GfK Consumer Life



We travel a lot.

70% of us has traveled somewhere in the last year (overnight).

Leisure trip (40%)

Leisure trip with kids (30%)

Business trip (17%)

Source: GfK Consumer Life CZ 2015



WE ARE ALL
INFLUENCERS NOW

“Technological developments have made it easier than ever for consumers to influence one another.”

INSTANT EVERYWHERE

“What do I want? Everything.
When do I want it? Now!”




ECO-CITIZENSHIP

“Modifying my behavior to reduce my personal impact on the environment.”

HOUSE TO HOME

“In an ever-changing world, we all value somewhere or something we can call home.”



Maybe you'll be surprised, but we
enjoy spending free time at home.
Why?
HOME is our personal refuge where
we relax and get away from
everything (64%)

Source: GfK Consumer Life



My home is my castle

My home is a private retreat where I can relax and get away from it all (64%).

My home is a place where I feel safe and secure from the outside world (56%).



Source: GfK Consumer Life CZ 2015

We like parties...



My home is an entertainment center where I have fun (23%).
My home is a social hub and I often socialize there (14%).



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We like to chat, exchange experience ...



- I like to talk about product I am buying (44%)
- I am interested in other people's opinions (54%)
- My individuality is reflected in how I look and what I buy (44%)



**We are interested in movies,
music, internet.
And we want to look cool.**



**All age categories want to look well
*to feel good and please the partner***

Millennials

- 43% **impress opposite sex**
- 42% **good first impression**
- 42% **express my individuality**



Some of us like prestigious brands

19%

VS.

9%

■ Millennials

■ Matures



■ Millennials
■ Matures

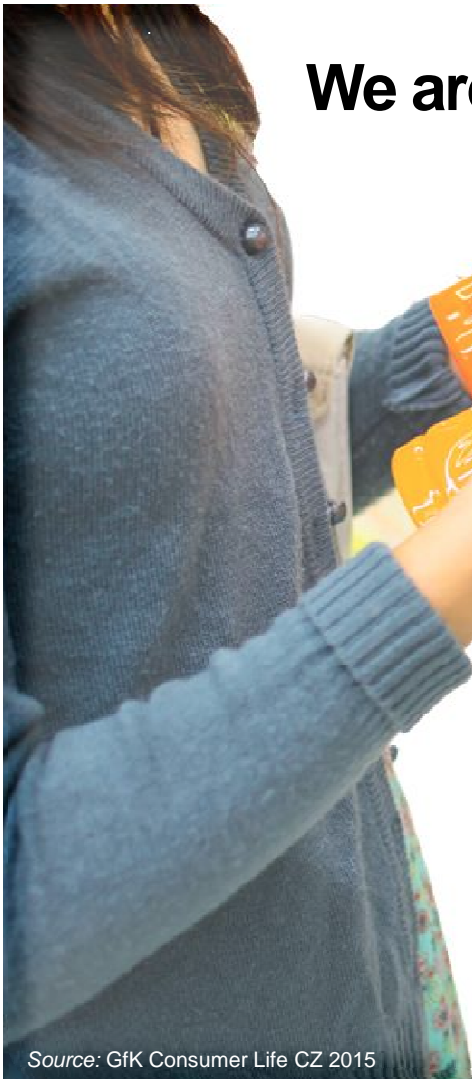
38%

VS.

26%

We like to buy products on sale

Source: GfK Consumer Life CZ 2019



We are looking for....



... products that have proven
health benefits

... are free from **GMO**
(*genetically modified organism*)

... have **low sugar**

... products which are fortified with
vitamins and minerals

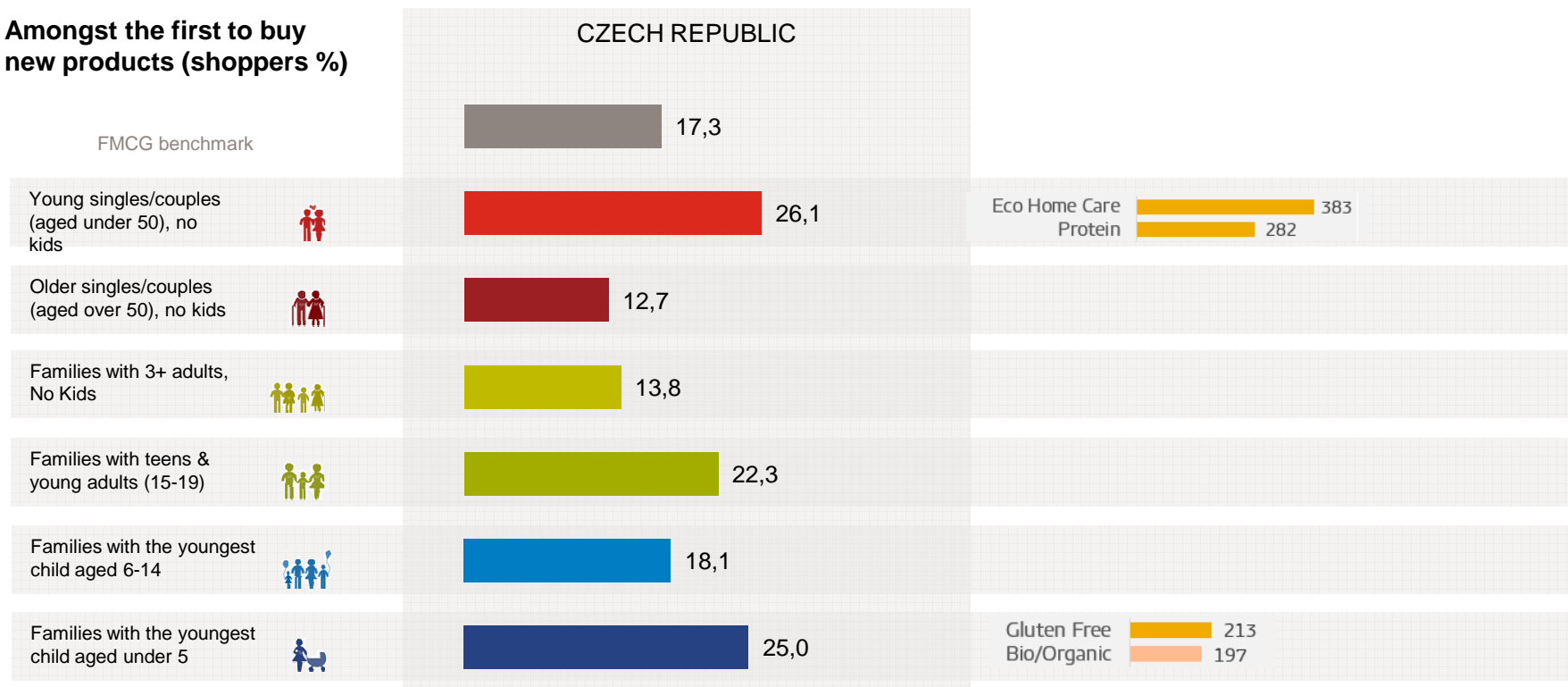
... and are manufactured in **my country**

Innovation welcome!....



Young singles/couples without children with the highest innovation affinity

Amongst the first to buy new products (shoppers %)





We share many common features.
Nevertheless, each of us is unique and individual!



DĚKUJI ZA POZORNOST!

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