

# Retail Merchants Are Missing the Boat on Millennials

While marketing has obsessed with **Millennials**, retail has failed to deliver.  
**Why?** The answer may be in the products

Millennials: Born between 1982-2000

In th US: Baby Boomers: 75.4M<sup>1</sup>  
 Gen Xers: 65M<sup>2</sup>  
 Millennials: 83.1M<sup>1</sup>

Retail Merchants ▶ Challenged By Consumers:

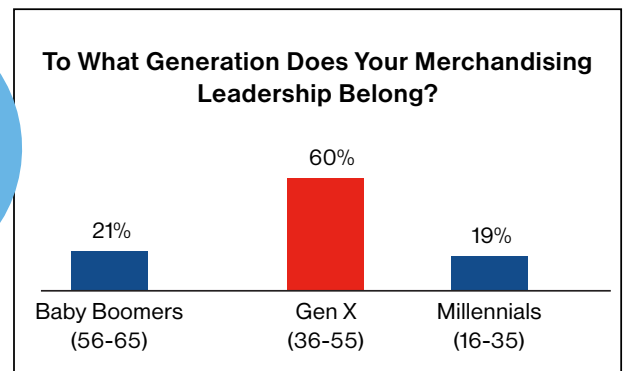
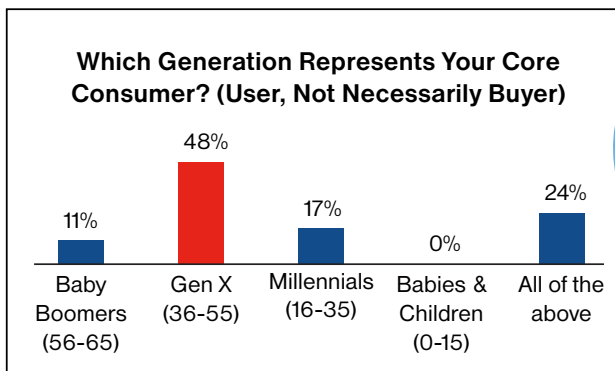
**45%**

say understanding customer preferences is their biggest merchandising challenge

<sup>1</sup> www.census.gov/newsroom/press-releases/2015/cb15-113.html

<sup>2</sup> www.adweek.com/brand-marketing/5-reasons-marketers-have-largely-overlooked-generation-x-170539/

Even though **Millennial** shoppers now outnumber **Baby Boomers**, most retailers are still predominantly catering to **Generation X**.



Marketers have obsessed about **Millennials** for years, but merchants have not kept up.

## Overcome the Gap:

- Bring more customer data and personas into the merchandising process
- Bring more Millennials to the table when it comes to big product decisions
- Implement assortment reviews by customer segment to make sure your planned assortment meets the needs of strategic, if under-served, segments

**Learn more** about the generational shifts impacting Merchandising in Retail:  
[www.rsresearch.com/research/merchandising-2017-the-real-and-the-unreal](http://www.rsresearch.com/research/merchandising-2017-the-real-and-the-unreal)

