

12 Industries Experts Say Millennials Are Killing — And Why They're Wrong

What is disrupting to these businesses?

1. Cereal
2. Casual dining
3. Department stores
4. Luxury goods
5. Cable TV
6. Gyms
7. Cheese
8. Beer
9. Canned tuna
10. Motorcycles
11. Golf
12. Raisins

Cereal

too “inconvenient”

Or too sugary

“instead of eating a bowl of cereal for breakfast, many millennials are opting for quick-cooked hot grains, breakfast sandwiches, fruit-flavored smoothies, and yogurts. With less sugar, more protein, and more fiber, these options align better with millennial nutrition standards than sugary, processed cereals”

Casual Dining

Not eating out

Or not sitting in booths

“Fast casual eateries like Chipotle and Panera put more emphasis on healthy, organic, and even locally sourced ingredients, which align with millennial concerns about nutrition and sustainable consumption. These restaurants are easy grab-and-go options, appealing to millennials’ desire for efficiency.”

Department stores

Only shopping
online?

Or too pricey and
Limited selection

Still, 50% of millennials say they prefer going to physical store locations.

Not all in-store retailers have fallen out of favor with millennials the way department stores have. 70% of millennials say that they shop at off-price retailers like TJ Maxx and Marshalls. Between 2006 and 2015, off-price retail sales went from \$18B to \$35B — a jump of 94%

Luxury Goods

Not Luxury?

Or rent first
buy later

The clothing rental model has struck a chord among millennials, likely because of its emphasis on flexibility. 17% of millennials have rented clothing or accessories, according to a recent survey by Price Intelligently.

Cable TV

Not Watching

Or watching more for
less

The average cable subscription is \$85/month. Netflix subscriptions cost \$8.99 – \$15.99 a month, and Hulu subscriptions run \$7.99 — \$39.99 a month for streaming and live TV. This matters to a generation struggling to pay off student loans and find gainful employment.

Gyms

Not exercising

Or Group exercise vs.
solo exercise

Millennials spend an average of \$40 per month on fitness, compared to \$25 for Gen Xers and \$15 for baby boomers. But instead of traditional gym memberships, millennials' tastes have driven a new trend toward fitness classes. They're willing to pay as much as \$35 a class for a personalized, high-intensity workout experience.

Cheese

Against Cheese?

Or avoiding fake,
processed foods

Millennials are favoring more natural cheeses made by smaller producers. Specialty cheese is actually drove a 40% increase in US cheese factories between 2000 and 2017. Notably, sales of Annie's mac and cheese — which features real cheese — doubled from around \$200M to \$400M between 2014 and 2017, following the brand's acquisition by General Mills

Beer

Against Beer?

Or against mass
market beer.

When millennials do drink beer, they're more likely to choose craft beers. They enjoy the range of flavors and styles of small-batch beers, and the community that's grown up around them

Tuna

Against tuna?

Or against the Can?

“A lot of millennials don’t even own can openers,” Andy Mecs, vice president of marketing and innovation for StarKist, told the Wall Street Journal.

Motorcycles

Freedom and mobility

Or expensive toys are
a waste of cash

Electric scooters are much more eco-friendly than gas-guzzling motorcycles, which appeals to environmentally conscious millennial consumers. Scooters are also more conducive to urban riding, an important factor for a generation that is significantly more likely to live in a city than their parents

Golf

exclusivity and luxury

Or value inclusiveness and accessibility, and are more likely to have a distaste for country club activities.

As with gyms, millennial golfers want customization and personalized service. Over half (51%) say they'd prefer a flexible membership combining a low social fee for full access to the club, with golf on a pay-per-use basis.

Raisins

Health snack

Or unhealthily high in
sugar and low in
vitamin C

Takeaways

- Disruptions = losing touch with customer preferences
- More adaptive brands have zeroed in on habits and preferences
- Brands that prioritize convenience, personalization, and sustainability will thrive
- Industry disruption was happening long before millennials came along, and it will continue long after.
- Listen, adapt, and realize that shifting markets are not a threat, but an opportunity for creative transformation.

Thanks and credits

<https://www.cbinsights.com/research/millennials-killing-industries/>