

The Impact of Coronavirus on Millennials and Generation Z

May 2020

Table of Contents

Millennials and Gen Z: generations shaped by crises
COVID-19 impact: (1) rise in youth unemployment
COVID-19 impact: (2) expected lags on key milestones in life
COVID-19 impact: (3) higher stress and anxiety
Key traits of millennials in light of COVID-19
Key traits of Generation Z in light of COVID-19
Shifts in behaviour: (1) spending cautiously
Apple: launch of a new budget iPhone
Shifts in behaviour: (2) embracing virtual living
Servier China: digital health services in COVID-19 affected areas
Shifts in behaviour: (3) focusing more on health, family and society
Biti's Vietnam: tailoring products for the times
Key takeaways: reaching millennials and Gen Z in COVID-19 era
Scope and analytic tools

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/the-impact-of-coronavirus-on-millennials-and-generation-z/report.