



TOP 10

BUSINESSES ARE SHIFTING

more and more towards an increasingly tech-driven consumer. Although appears that everyone from ages eight to 80 has a smartphone, the largest consumer market is the millennial. In fact, by 2017, millennials will have more spending power than any other generation. They're interested in sustainability, supporting local business, a balanced work/play lifestyle, and of course, all things social media and tech.

Here are the **top 10 franchises** that are having the most success in appealing to millennial values and interests.



business move.



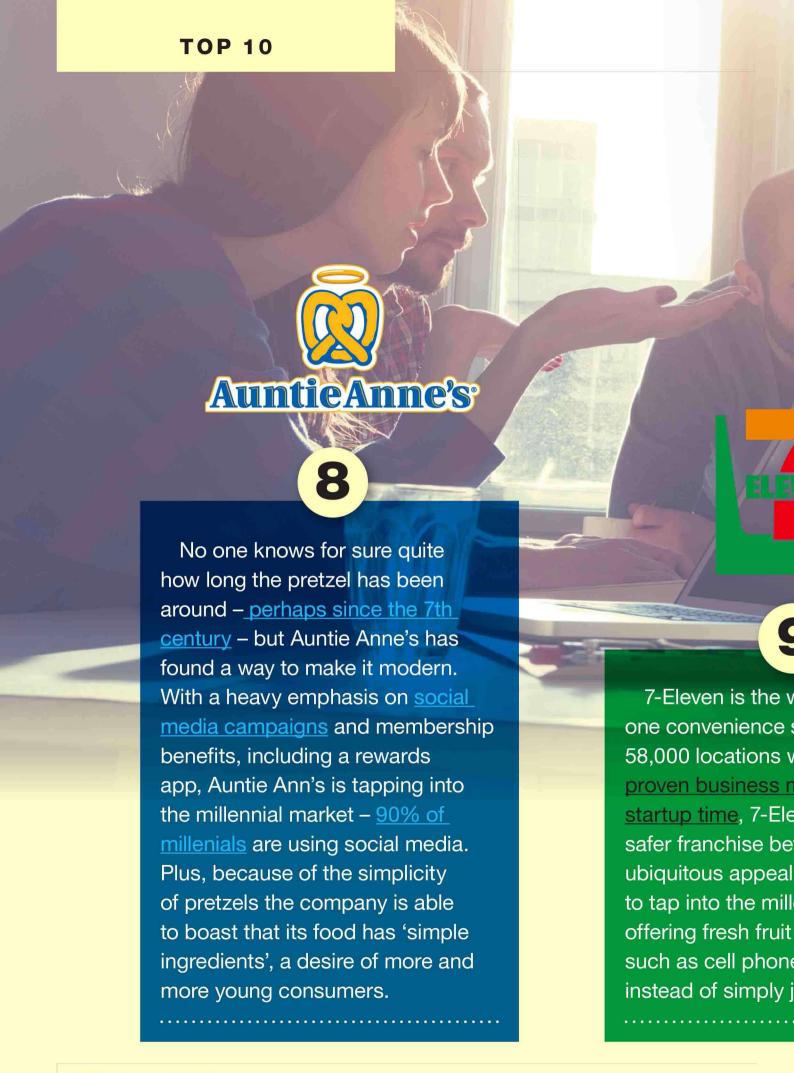
unstaffed during their low-traffic company does, however, offer the hours, mostly due to a proprietary ability to check into an appointment online, which taps into the millennial entry system as well as security and surveillance technology. marketplace perfectly. They are less The number of people with gym likely to want to make reservations, memberships has continued to and with the way hairstyles are rise, from 32.8 million in 2000 to changing to a more clean-cut and 54.1 million in 2014. Millennials in dapper style, more people are particular look for the convenience looking to get their hair cut more of anytime access as well as a often. By offering a value-driven healthy lifestyle, both of which and quality experience, Supercuts Anytime Fitness provides. hopes to acquire customers for life.



The household name known all around the world, McDonald's has experienced a recent resurgence in the past two years as it has attempted to refocus itself. The launch of a breakfast-all-day option led to a large increase in sales in the U.S. and around the world. Although McDonald's was never at risk to lose a lot of money, the menu changes all the time, and emphasis on salads and other options has made it a much more appealing restaurant choice for millennials and other consumers.

and play is not just on the minds of millennials – it's a constant battle for people of all ages. Hampton by Hilton aims to be the hotel for those on business or pleasure trips, offering free Wi-Fi and free breakfast as well as meeting spaces and gyms to its guests. The fact that Hampton is backed by the success of the Hilton Worldwide brand (who acquired it in 1999) means investors can most likely rest easy as they appeal to young professionals.





jiffylube¹

The number of vehicles on the road continues to climb despite the fact that more people are moving to cities. It was as high as 260,350,938 in 2014. These cars need to get serviced somewhere, and the drivers want them to be serviced fast. Jiffy Lube is the place many millennials go to get their oil changed or for light repairs, because it's fast and convenient. Brand recognition is one of the key factors for drivers servicing their car, and Jiffy Lube is the number one brand.

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