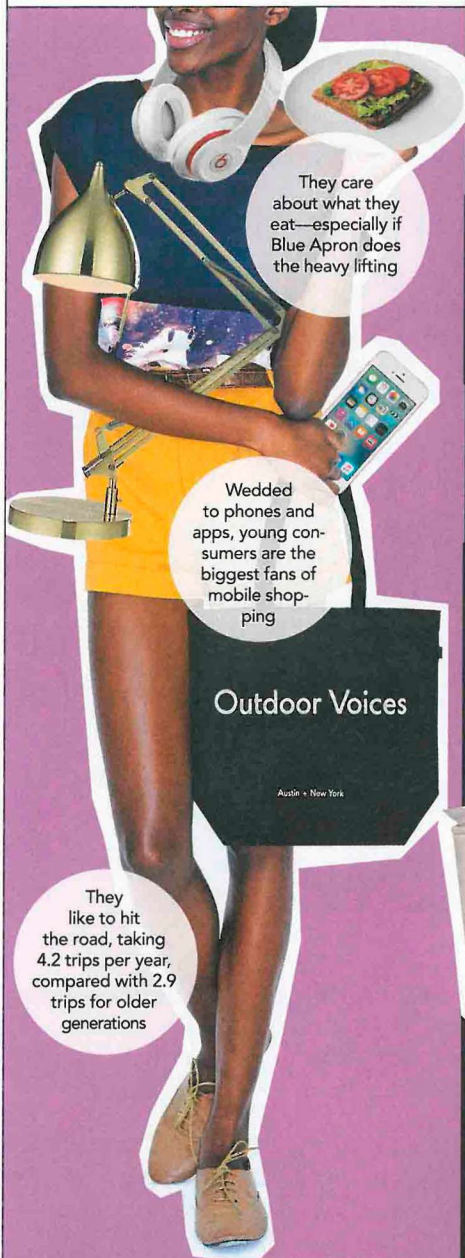


HEY, BIG SPENDERS

RETAILERS IN 2017 FACE AN INCREASINGLY **FRAGMENTED MARKET**, FROM BABY BOOMERS TO GEN Z. THE BIGGEST UNKNOWN: CAN MILLENNIALS TAKE UP THE SHOPPING SLACK AS BOOMERS AGE?

MILLENNIALS

Born from about 1982 to 2004, they started entering the workforce just as jobs went south



They care about what they eat—especially if Blue Apron does the heavy lifting

Wedded to phones and apps, young consumers are the biggest fans of mobile shopping

They like to hit the road, taking 4.2 trips per year, compared with 2.9 trips for older generations

America's largest generation after boomers is health-conscious (yoga pants!) and loves to share, to the delight of Zipcar and Airbnb. Almost 80 percent would choose to spend more on experiences than material possessions.

Their ownership-free lives are in part necessitated by loads of college debt. Still, more than half want to own homes.

GENERATION X

The one-time slackers, born from 1965 to 1982, are all grown up (with bills and kids to prove it)



Blasé about high fashion, they're core customers at mainstream stores like Old Navy or Kohl's

They account for 19 percent of the value of denim sales, less than millennials and boomers

Since 82 percent of Gen Xers own homes, gadgets like Nest thermostats are popular purchases

They may not spend on themselves, but they care for older parents and raise teens, so the 60 million Gen Xers shop a lot. "It's gone from keeping up with the Joneses to keeping up with the Joneses' kids," says branding consultant Laura Ries. When they do splurge, it's often at stores like Home Depot or Pottery Barn to spruce up their houses.

1 PERCENTERS

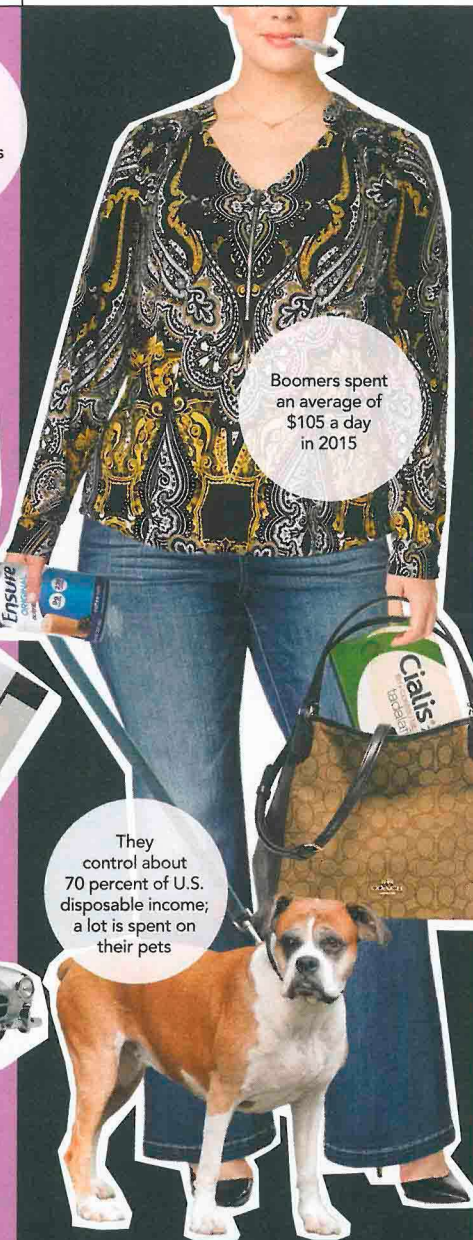
Their Champagne wishes and caviar dreams came true!



What Great Recession? The rich continue to spend big on luxe cars, yachts, and private jets, while less-affluent consumers have yet to feel the recovery. Demand for ultra-high-end wines, popular with this group, also is expected to rise. The 1 Percenters are likely cutting back in one area: Spending on collectibles is expected to decline.

BABY BOOMERS

Born from 1946 to 1964, they're finally aging out of their prime consumption years



The 76 million people born in the years after World War II were a retail marketer's dream. Although they've aged and their outlays are shifting to health care, they still have substantial spending power. Boomers buy about two-thirds of the new cars sold annually, as well as half the computers and a third of the movie theater tickets.

DINKS

Dual income, no kids couples, an offshoot of the 1980s yuppies, are still around—and shopping



Dinks are living the good life. They have second homes, more lavish vacations, pricey hobbies, and ample cash for treatments at the spa. The mix may change as they age. "A bigger piece of spending could go to charity," says Denise Dahlhoff, research director at the Wharton School's Jay H. Baker Retailing Center.



SERVICES; JAY H. BAKER RETAILING CENTER; JONASHOP-KNIGHT; FRANK WEALTH REPORT; MARKET; MET LIFE; MATURE MARKET INSTITUTE; NPD GROUP; PEW RESEARCH CENTER; U.S. DEPARTMENT OF AGRICULTURE