



Millennial Bug

Description

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'Generation Green'

How millennials will shape the circular economy

Millennials

are people born between **1981-1996** or the first generation to come of age in the new millennium.

Millennials are socially conscious consumers,

75%

of them are willing to pay extra for sustainable products.



And as a consumer group, millennial spending power is increasing...

...by **2025**

millennials will represent **75% of the workforce** in the US alone which means their disposable income is on the rise.



They prefer **online shopping**, which changes the flows of packaging through waste management systems.

Millennials are now the largest demographic in the workforce, which has led to changing trends in consumer behaviour as their spending power increases. So how will the habits of millennials shape our circular economy aspirations?

Source: ciwm-journal.co.uk

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Date Created

March 31, 2020

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