



## Millennials: the emergence of the workforce of tomorrow



Millennials... Who are they? How do they live, eat and think?

Never before has a generation given rise to so much discussion, been so closely analysed, come under such scrutiny...

Millennials are people aged between 18 and 35 today, born between 1982 and 1999, who were under 18 in 2000. This age group represents nearly two billion people worldwide and their growing purchasing power makes them the biggest market that has ever existed and - logically - the priority for most companies offering services and consumer goods. In France, they will represent half of the working population by 2020.

One thing is certain: millennials are bringing a wind of change to marketing, making traditional consumer profiles obsolete and forcing leading brands to consult anthropologists and sociologists to try to understand their paradoxical, unpredictable consumer patterns.

Nowadays, with the lightning dissemination of information and standardisation of tastes and practices, a 20-year old South Korean has more in common with a young American of the same age than with his own parents. On the other hand, hyper-personalisation and the endless options available mean that in a given situation, a young adult will not necessarily make the same decision twice.

This is a generation that wants it all: to save the world as they conquer it, to try many different jobs and enjoy an exciting social life, to found a family but without losing their sense of self, to relish the moment and realise their full potential while respecting values and personal ethics.

Their attitude towards food is hedonistic: they seek quality, healthy, convenient, safe, nutritious food, that is economically affordable and environmentally-friendly... but they also want to share meaningful culinary experiences and social experiences. Products, services and concepts must renew themselves constantly, engage, surprise and inspire so as to conquer "stomachs", get shared and create a buzz on social media. Decisions are made instantaneously, in snap consumer moments, behaviours are getting more spontaneous based on people's immediate needs, browsing history, the environment or the weather.

A real conundrum for anyone trying to come up with a magic formula that appeals to all millennials and becomes the next "must-have" item.

This demanding, reactive and multicultural generation is about to become the one that counts. Business leaders must pay careful heed to the specific and fast-changing needs of this new category of consumers. Their consumption decisions are very different from those of their elders and need to be analysed in depth, all over the world. Their growing demands will call for tailor-made, authentic, and imaginative solutions.

**Jean-François Laurain**  
CEO, Unigrains

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