Visualizing Millennials

Millennials are now the largest adult cohort worldwide, spanning 1.8B people. Here's a breakdown of millennials by region, and why they have significant potential to shape society going forward.

As they enter prime spending years, U.S. Millennials’ per capita spending is set to increase over 10% by 2025.

Source: Boston Consulting Group (June 2020)

China's Millennials have a significant influence on the travel industry, with their under 40 population holding 2/3 of the country’s passports.

Source: HBR (June 2021)

Demographics have a wide-reaching influence on economies, and as millennials attain greater wealth and education, their influence will have many second-order effects.

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