

## DATA TRACKER

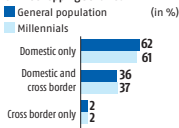
# Getting to know the millennial shopper

Companies have spent considerable time and money in getting to know the millennial consumer, but a clear picture of what drives the 18–34-year olds has remained elusive. Now, a survey just released by Paypal (PayPal Cross-Border 2015 Millennials Reporting), tells us, believe it or not, millennials are not that different; they buy the same things, use the same devices for shopping online and worry about the same issues that older online shoppers do

**78% general population shopped online in past 12 months**

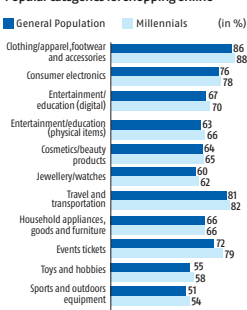
**82% millennials shopped online in past 12 months**

### Online shopping behaviour



- Millennials shop cross-border from the same categories as the general online population but are more likely to buy *events tickets* online
- Highest number of purchases online are for travel, transport, apparel, footwear, and accessories
- While cross-border shopping is not too popular, millennials and older shoppers prefer similar destinations, with US being the most popular
- Millennials' share of online spend via different devices is the same as the general population, with almost a third of domestic and cross-border transactions made on smartphones
- Among general shoppers, 93 per cent and among millennials, 92 per cent prefer to use the desktop/notebook/laptop for online shopping while 82 per cent general shoppers and 83 per cent millennials use the tablet

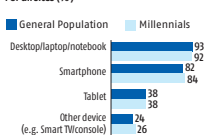
### Popular categories for shopping online



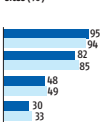
- General and millennial cross-border shoppers are most likely to go directly to websites that they have used in the past
- Attitudes to online shopping are similar across age groups; it is not important if the online retailer is based overseas or not, it does not matter where the items are shipped from as long as the price is good and large 'global' stores (e.g. Amazon) are preferred when purchasing from another country

## DEVICES USED TO SHOP ONLINE

For all sites (%)



For cross-border sites (%)



- The top five drivers for shopping from sites in other countries are similar for all age groups. People buy if there is a safe way to pay, there is free shipping and proof of product authenticity, faster delivery is possible, and payment is possible in local currency
- Shipping costs are the biggest barrier to buying from cross-border online stores for general and millennial buyers

Source: PayPal Cross-Border 2015 Millennials Reporting, INDIA Report  
Note: This study was conducted across 29 markets and approx. 23,000 consumers globally