

Survey

Lebanese Millennials Consumption Preferences

Jan 2017

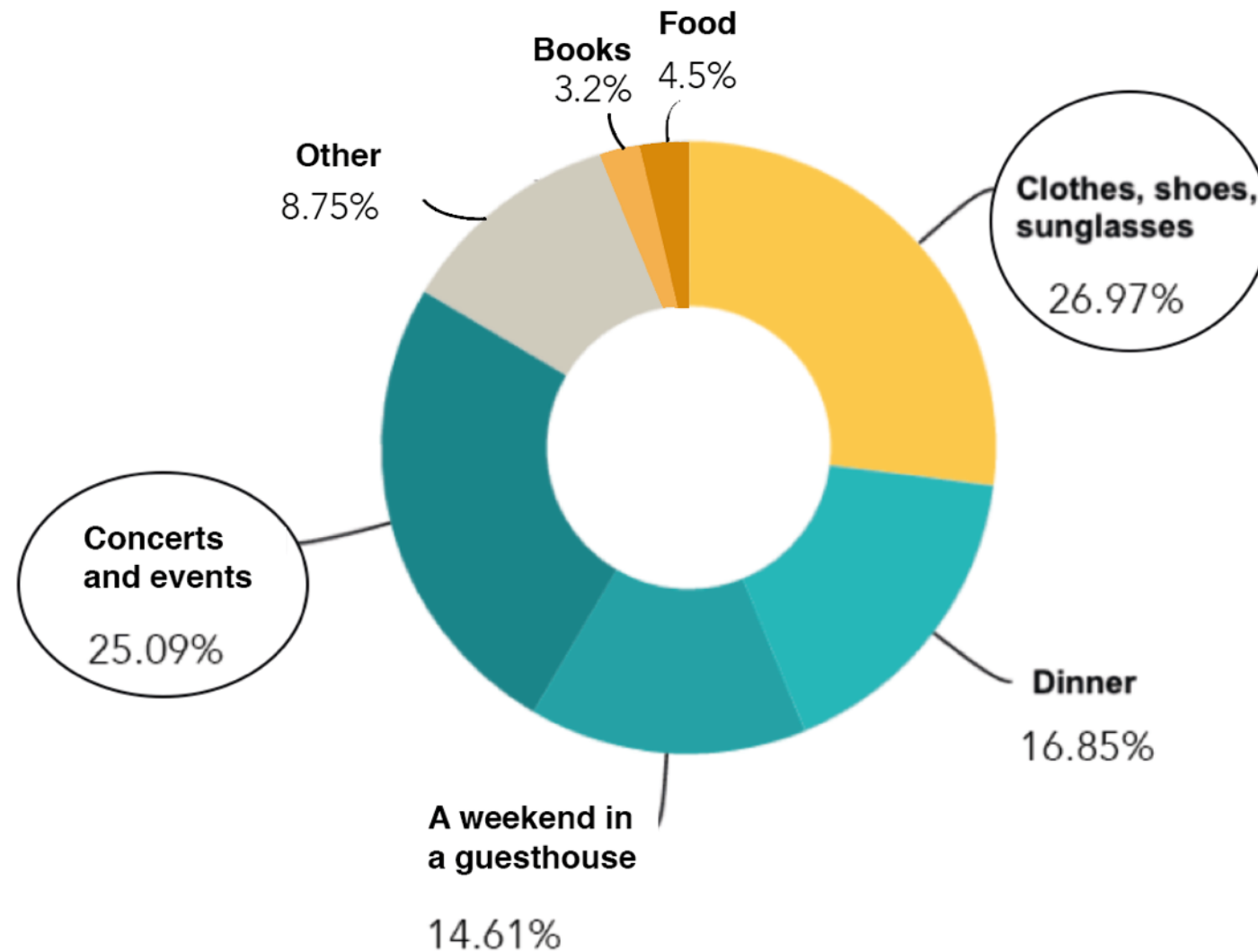


About the survey



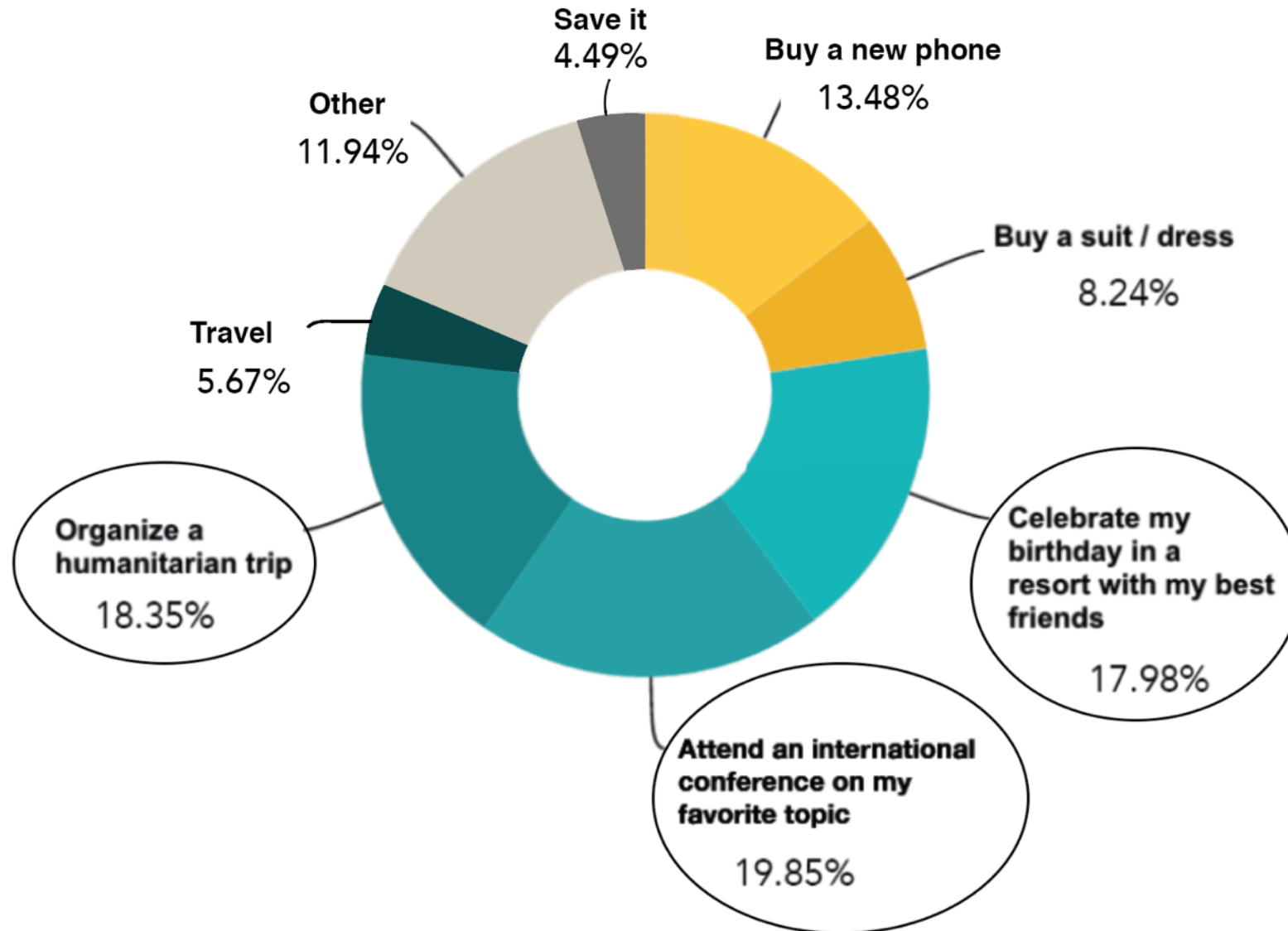
Brandcell has conducted an online survey among 270 Millennials, among which the majority were university students, to understand what would be their spending priorities and preferences.

Q1. If you had a 100\$ what would you spend it on?



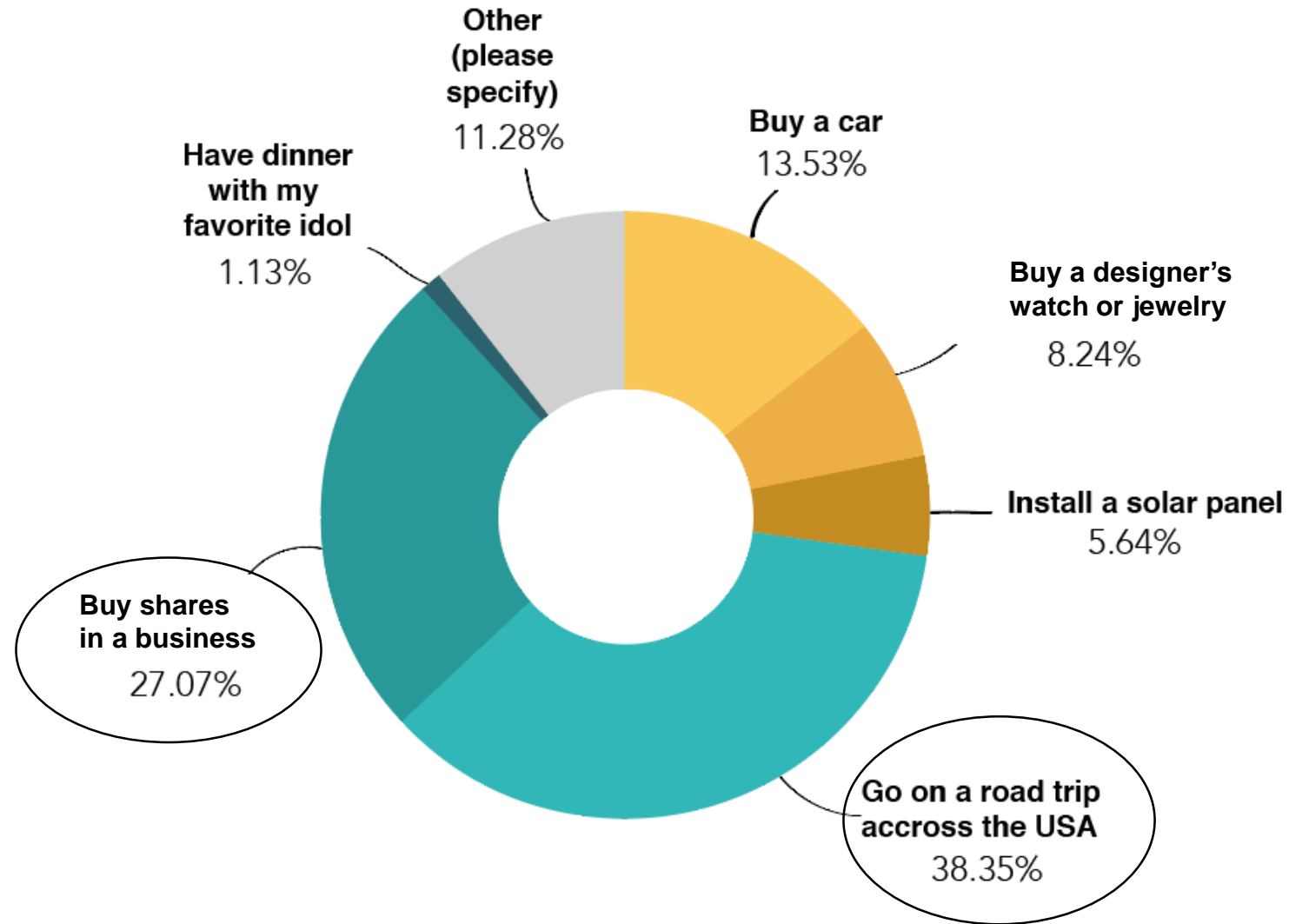
- Goods
- Experiences

Q2. If you had a 1000\$ what would you spend it on?



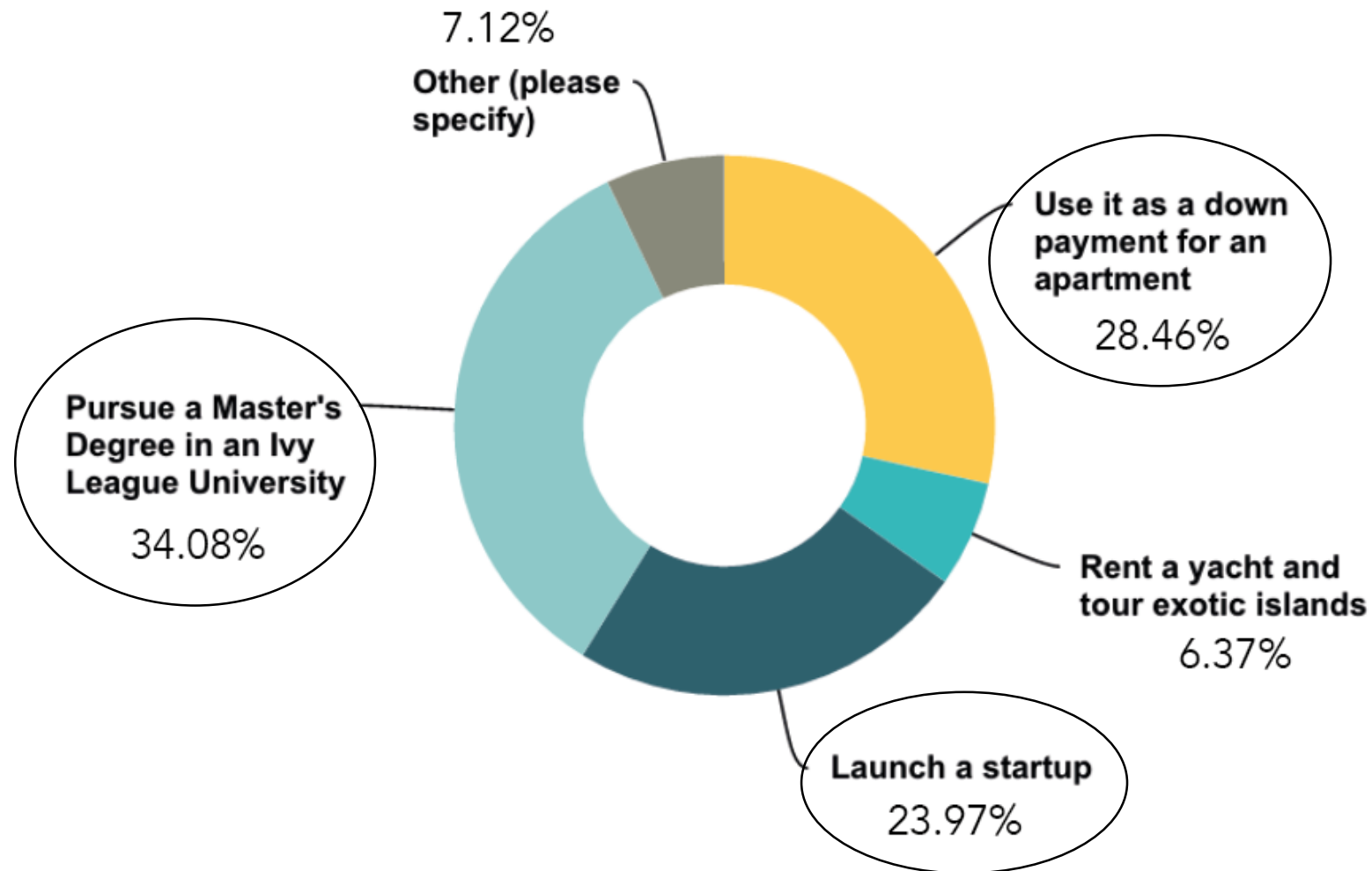
Goods
Experiences

Q3. If you had a 10,000\$ what would you spend it on?



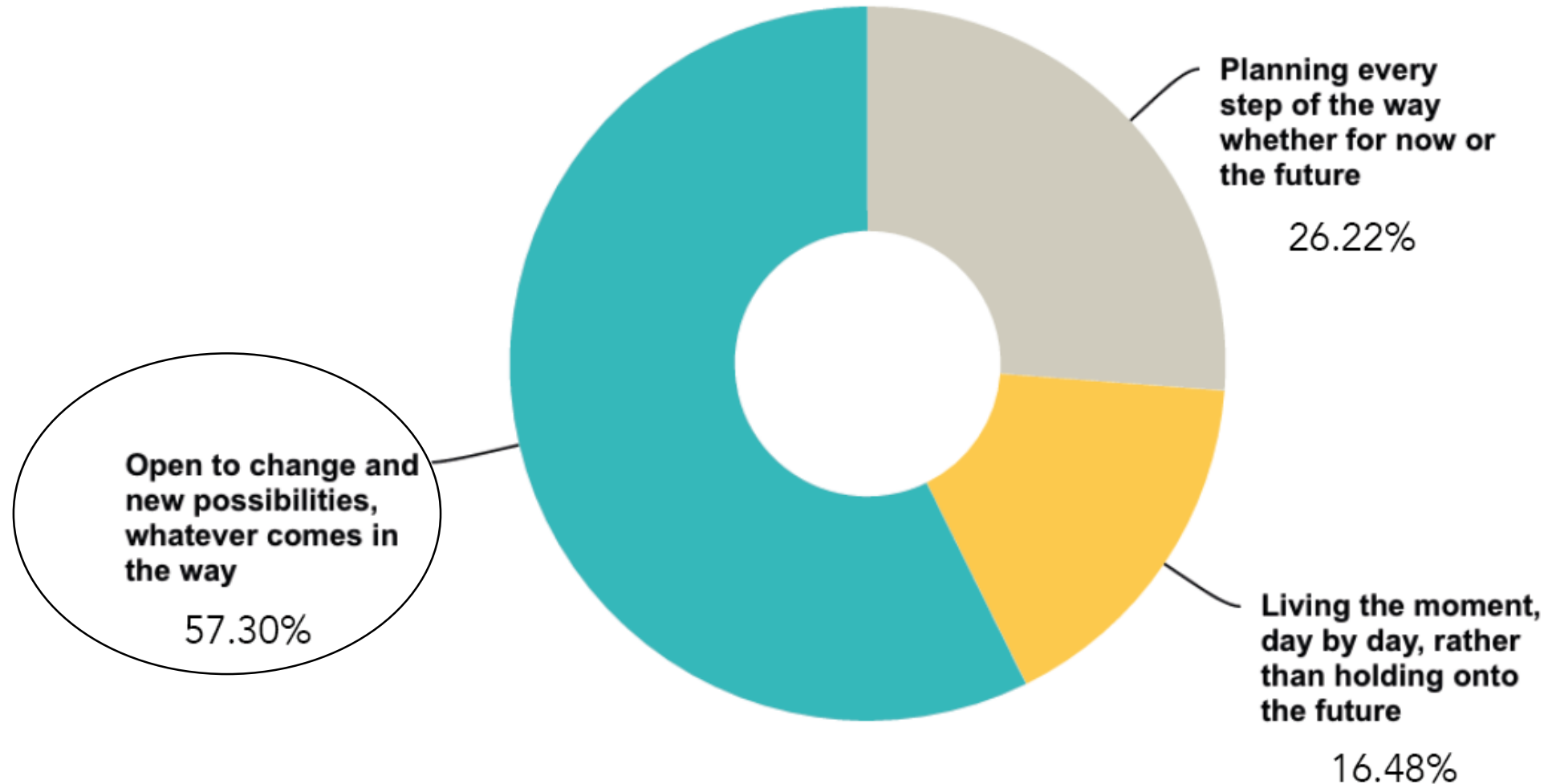
Goods
Experiences

Q4. If you had a 50,000\$ what would you spend it on?



- Goods
- Experiences

Q5. How would you perceive your future?



- Goods
- Experiences

Key Takeaways

- ❖ Lebanese Millennials are quite similar to Global Millennials and have spending priorities focused **on experiences rather than goods** (experiences that can be enjoyed, shared and recalled).
- ❖ They are opportunists and nomadic in their behavior and like to be doing several things at a time/**living the moment rather than planning for the future.**
- ❖ They give importance to **knowledge and are entrepreneurs at heart**, open to change and new ventures.