



Future Report
INSIGHT STORY

KEY FINDINGS

- Facebook dominates the social media consumption among millennials in all three countries. Spain differs as WhatsApp ranks #1 among Spanish millennials.
- In all three countries, millennials use their smartphone frequently to make a purchase. However, swedes tend to use their smartphone even more frequently to make a purchase.
- The biggest searching and buying strategies are to complete the whole buyer's journey either online or in-store. Webrooming, to search online and then to buy in-store, is a quite strong phenomena among Spanish millennials followed by the French and then the Swedes.
- Very few millennials in Sweden owns a smart speaker and they seem quite uninterested in acquiring one. This could be because smart speakers have not been available over the counter in Sweden. And still, Amazon Echo does not speak Swedish. The interest is much stronger among Spanish millennials and to a lesser degree also among French millennials.
- The interest is much stronger among Spanish millennials and to a lesser degree also among French millennials.
- In fact, a whopping 95% of Swedish millennials have used mobile payments several times or sometimes.

ABOUT THE SURVEY

1 

The survey was conducted by Inizio on behalf of Schibsted. The target audience is people born between 1982 and 2002 in Sweden, France and Spain.

The field period is:

Sweden: 20 August - 30 August 2018

France: 30 August - 11 September 2018

Spain: 28 August - 11 September 2018

2 

The survey is based on data gathered from of **1758 responses** via nationally representative online panels.

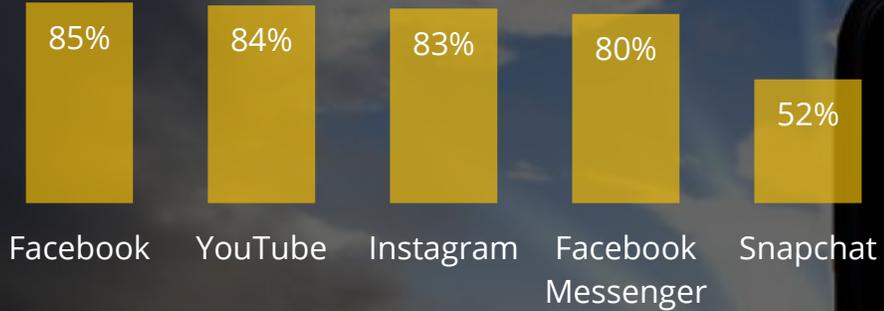
3 

The survey was conducted as a web survey and it includes a minimum of 500 interviews in each country (Sweden, France and Spain). The sample is pre-stratified by age, gender, region.

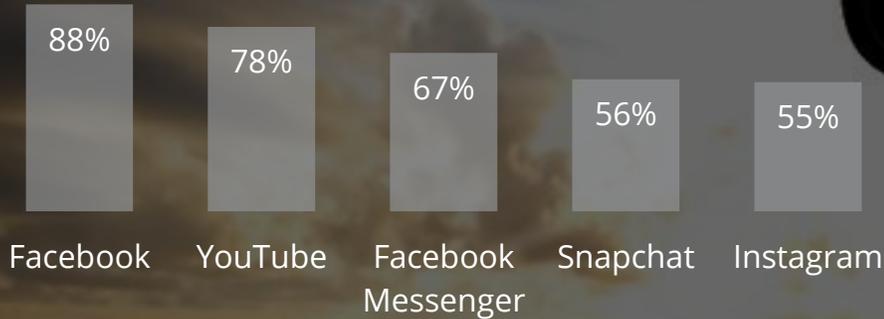
SOCIAL MEDIA USAGE



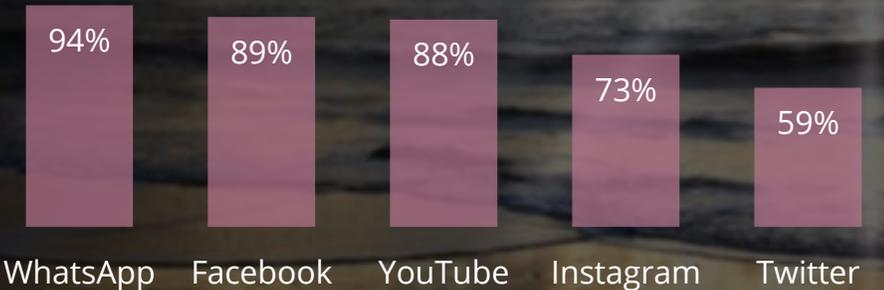
Sweden



France



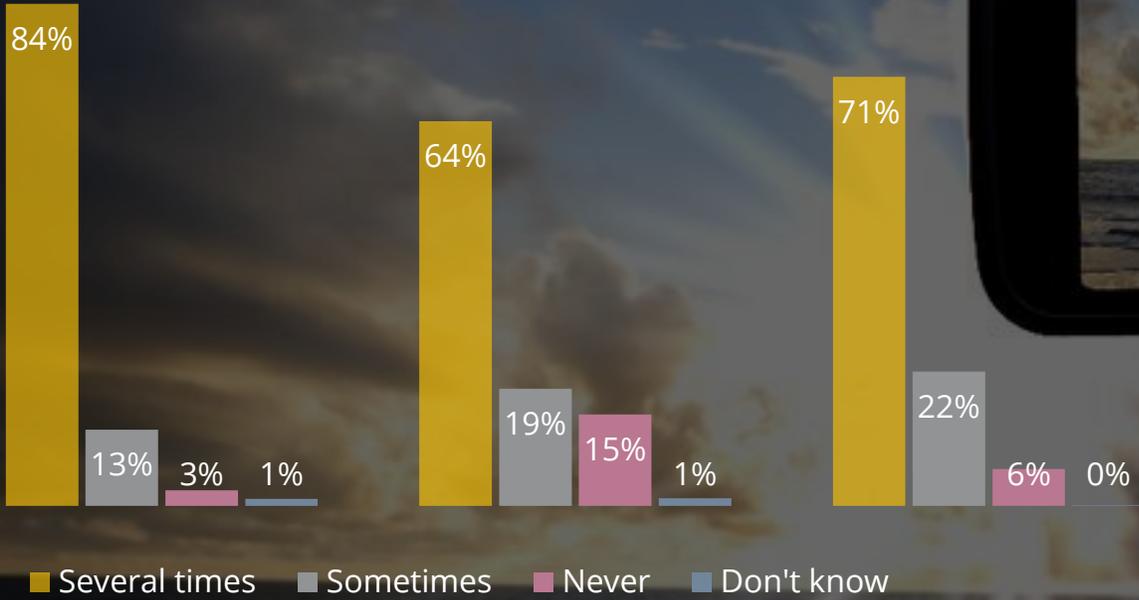
Spain



Facebook is the dominating social media platform used by close to 90% of all millennials each month.

Interestingly, Spain differs as WhatsApp turns out to be the most used social media platform used by 94% of all millennials. At the same time, in Sweden and France, WhatsApp does not rank among the top five most used platforms.

MOBILE SHOPPING



Sweden



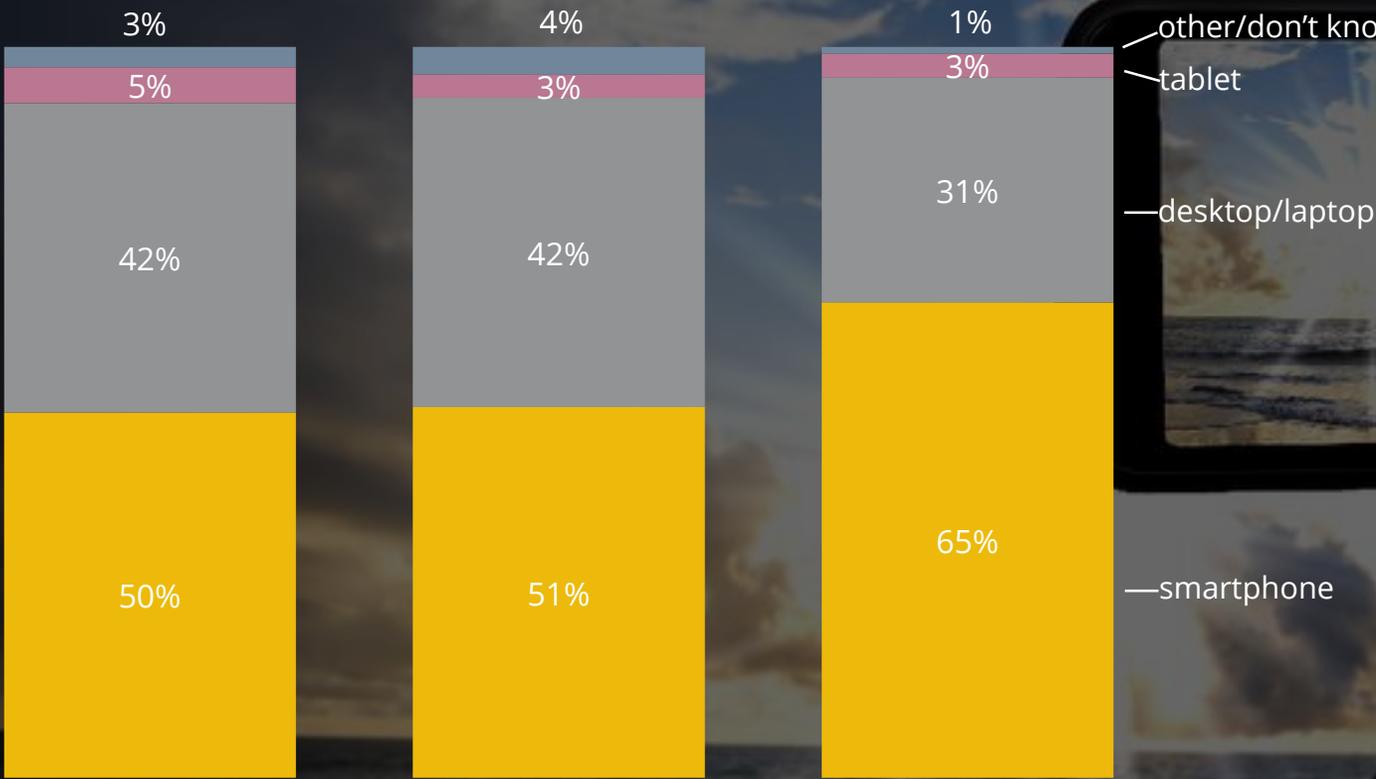
France



Spain

In all three countries, millennials use their smartphone frequently to make a purchase. However, swedes tend to use their smartphone even more frequently to make a purchase. 84% of the Swedish millennials have used their smartphone several times to make a purchase.

SEARCH BEHAVIOR - PREFERENCE



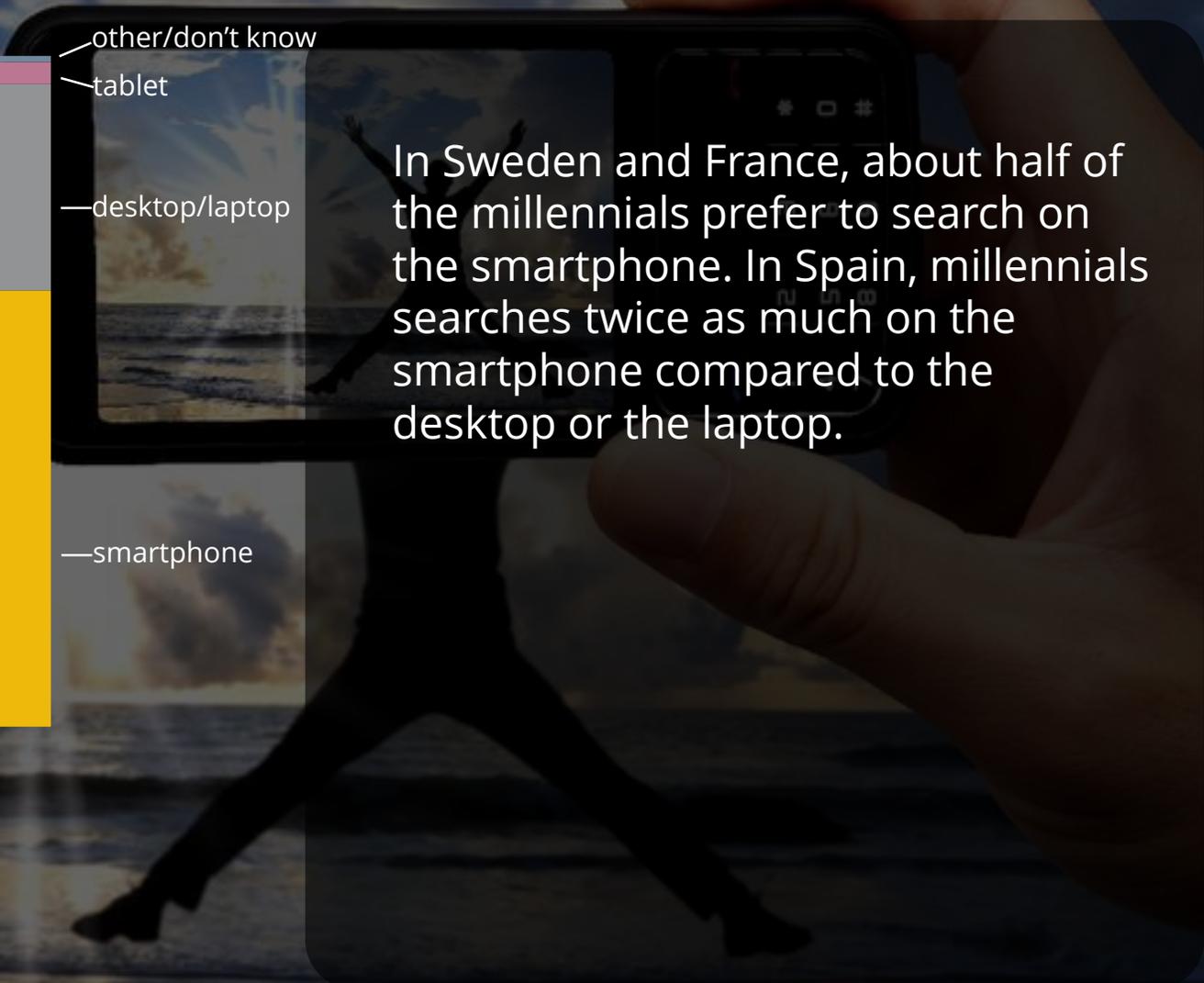
Sweden



France



Spain



In Sweden and France, about half of the millennials prefer to search on the smartphone. In Spain, millennials searches twice as much on the smartphone compared to the desktop or the laptop.

SEARCHING AND BUYING BEHAVIOR

The biggest searching and buying strategies are to complete the whole buyer's journey either online or in-store.

	Search online and buy online	Search a physical store but buy online	Search online but buy in physical store	Search a physical store and buy in a physical store	Don't know	Search online and buy online	Search a physical store but buy online	Search online but buy in physical store	Search a physical store and buy in a physical store	Don't know	Search online and buy online	Search a physical store but buy online	Search online but buy in physical store	Search a physical store and buy in a physical store	Don't know
Toys, kids & baby	41%	2%	11%	36%	8%	36%	13%	17%	28%	5%	32%	11%	22%	26%	8%
Books	70%	3%	6%	17%	2%	48%	11%	17%	22%	2%	51%	15%	16%	15%	3%
Electronics	34%	6%	37%	20%	3%	36%	13%	29%	17%	5%	42%	15%	27%	12%	4%
Clothing and shoes	41%	7%	12%	38%	2%	44%	12%	19%	23%	1%	37%	11%	28%	21%	2%
Food & Groceries	6%	0%	1%	91%	2%	15%	6%	10%	67%	1%	9%	8%	12%	68%	3%
Beauty & Health	43%	5%	9%	38%	6%	28%	8%	17%	45%	2%	31%	10%	20%	36%	3%
Sports & Outdoor	30%	4%	19%	40%	7%	28%	9%	21%	38%	4%	29%	12%	24%	29%	6%
Automotive, motorcycle & marine accessories	29%	1%	24%	37%	9%	35%	11%	18%	31%	5%	29%	11%	21%	31%	7%

How to read: 70% of millennials in Sweden buys books by searching and buying online



Sweden



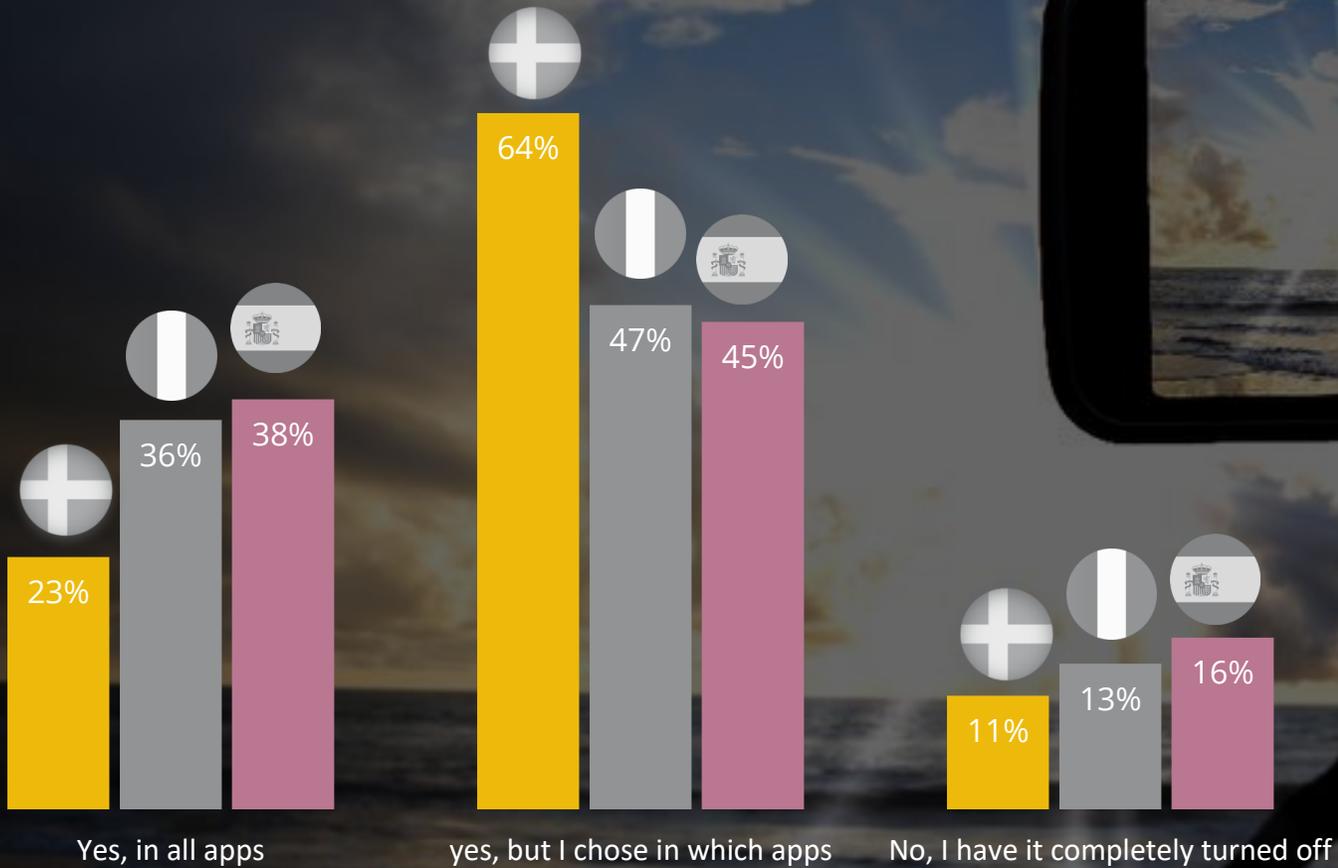
France



Spain

Which is your strategy when searching and buying items or services?
Filter: have used smartphone to make online purchase several times or sometimes

USE OF LOCATION SERVICES

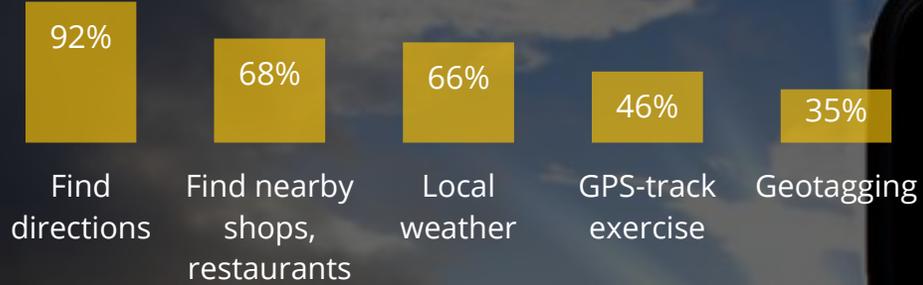


In Sweden millennials are quite a bit more cautious about location services and more often makes a chose in what apps to activate location services.

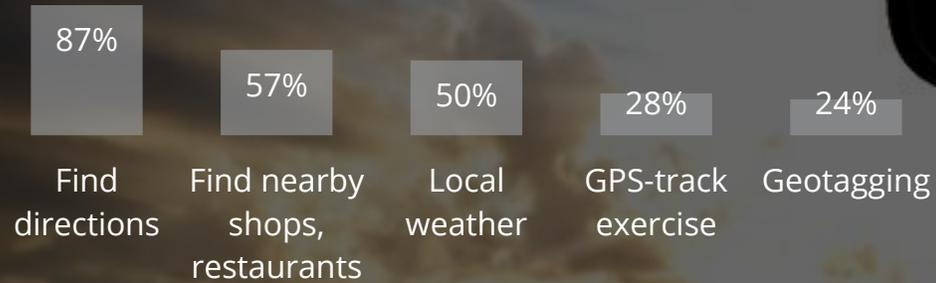
HOW DO YOU USE LOCATION SERVICES?



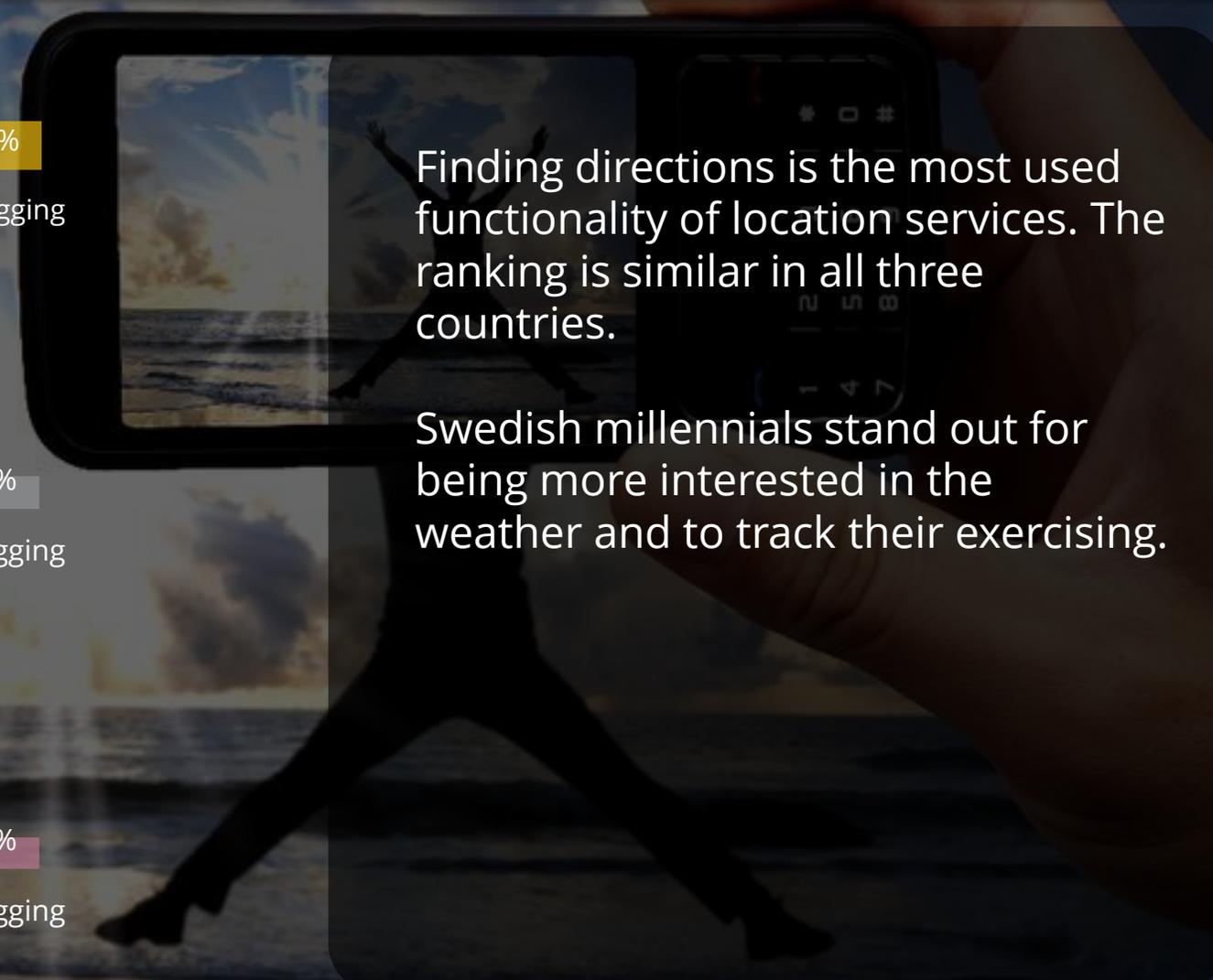
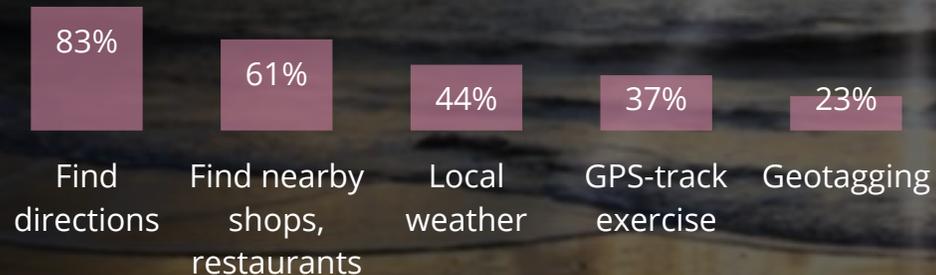
Sweden



France



Spain

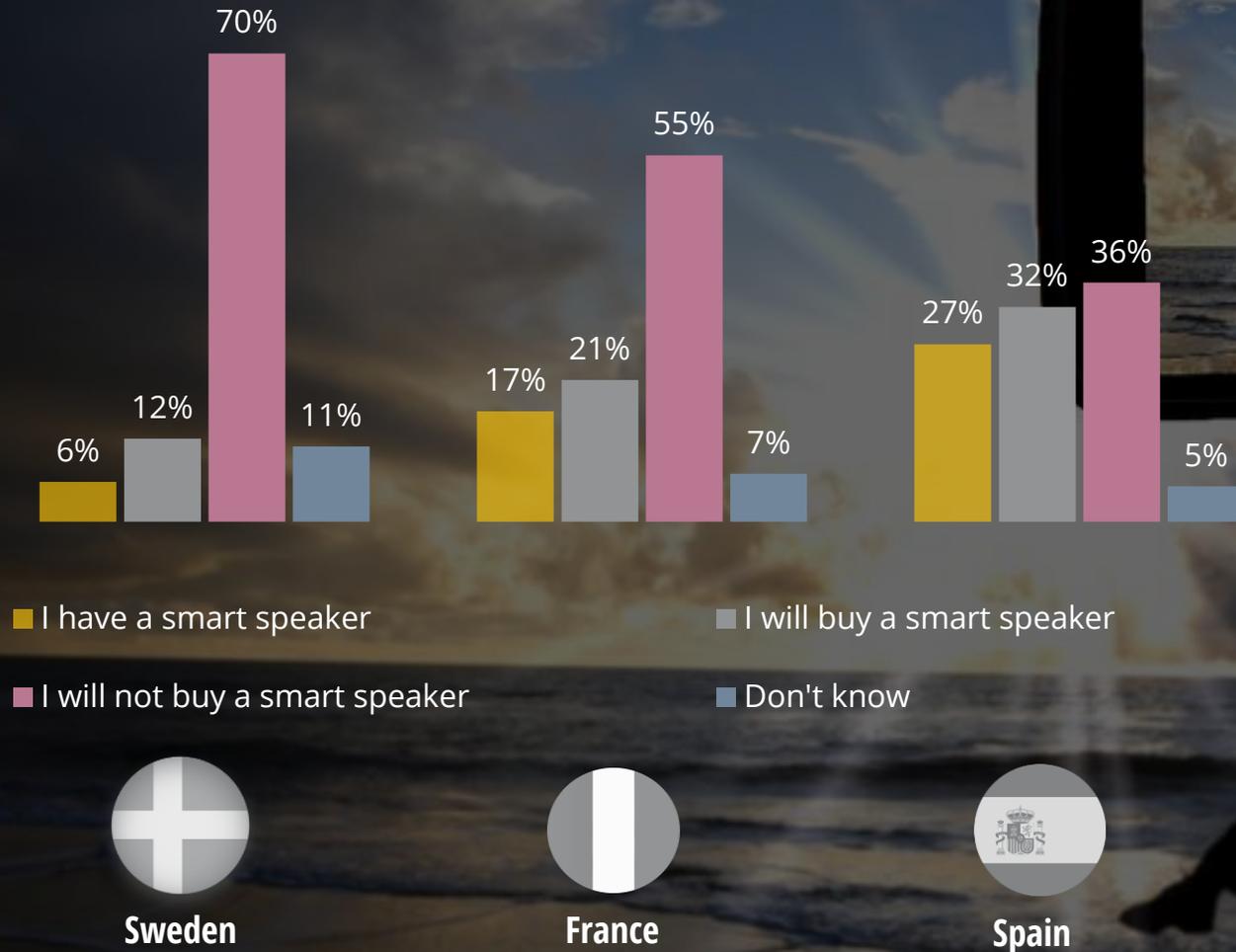


Finding directions is the most used functionality of location services. The ranking is similar in all three countries.

Swedish millennials stand out for being more interested in the weather and to track their exercising.

For which purposes do you use location-based services?
Filter: Location services active in all apps or chosen apps

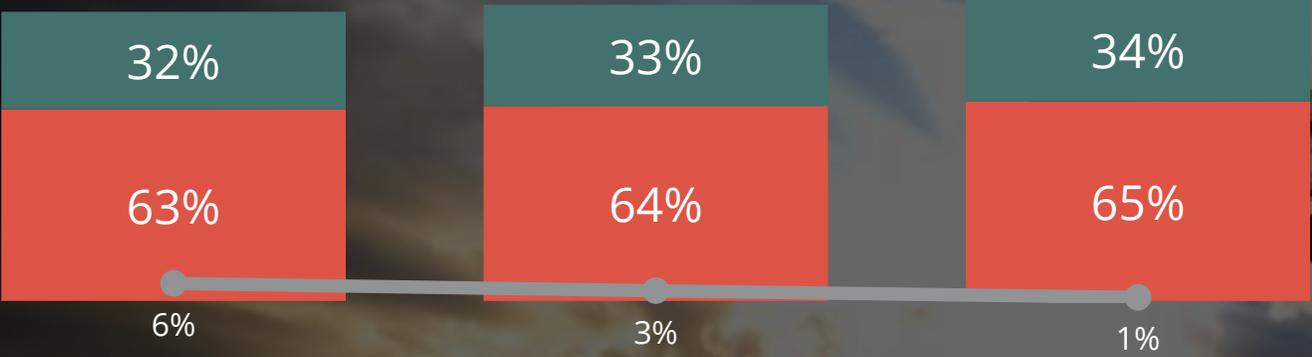
SMART SPEAKERS



Very few millennials in Sweden own a smart speaker and they seem quite uninterested in acquiring one. This could be because smart speakers have not been available over the counter in Sweden. And still, Amazon Echo does not speak Swedish.

The interest is much stronger among Spanish millennials and to a lesser degree also among French millennials. The difference between these two countries could be explained by the fact that Spanish is spoken by more people and thus makes it more interesting for developers to develop "skills" in Spanish.

AUGMENTED REALITY



■ Slightly familiar or unaware of AR ■ Very, or somewhat familiar with AR ● Don't know



Sweden



France

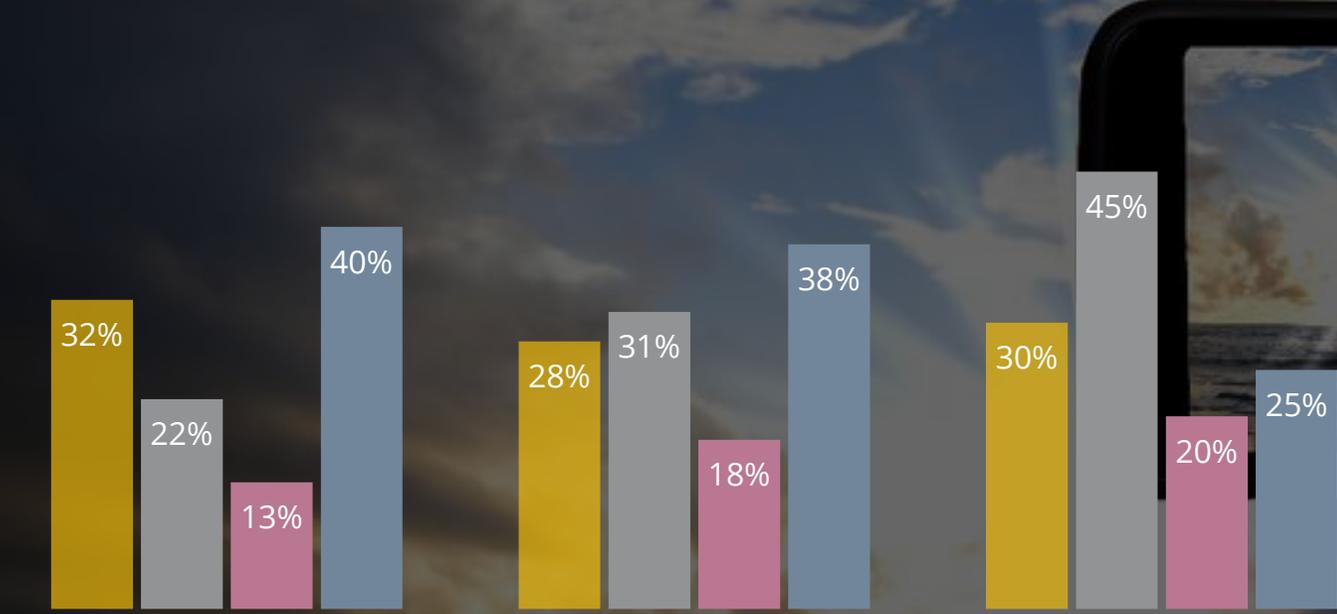


Spain

The concept of augmented reality is yet not well known. About two thirds of the millennials in each country are unfamiliar, or only slightly familiar with the concept.

Among apps used for AR, Pokémon GO seem to be frequently mentioned as an actual AR app being used. Also IKEA Place do collect some mentions among open ended answers.

SOCIAL COMMERCE



■ Yes, after a sponsored post ■ yes, after a friends recommendation
■ Yes, after an influencers recommendation ■ No, never



Sweden



France



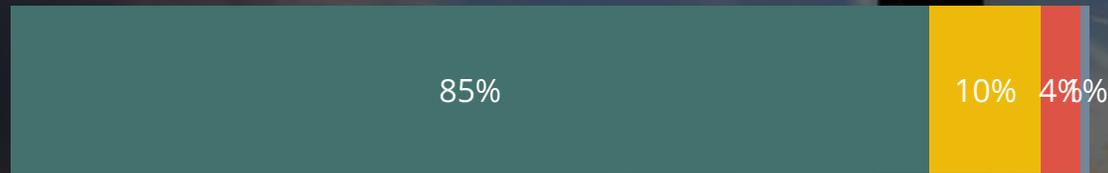
Spain

To a degree of around 40%, Swedish and French millennials claim to have never bought something after a product mention on social media. This number is only 25% among Spanish millennials. Further, Spanish millennials seem to favor buying something on recommendation by a friend.

MOBILE PAYMENTS



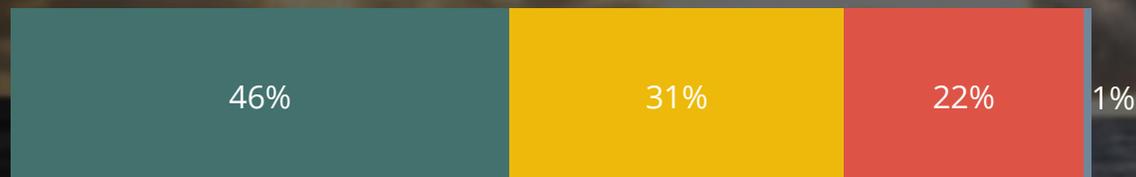
Sweden



France



Spain



■ Yes, several times ■ Yes, sometimes ■ No, never ■ Don't know

The usage of mobile payments is very different among Swedish millennials compared with millennials from Spain or France.

In fact, a whopping 95% of the Swedish millennials have used mobile payments several times or sometimes.