



Understanding Lebanese Millennials

A Glimpse Into Lebanon's Most
Disruptive Generation

2019



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Lebanon's Millennials A Global Generation

A Generation Without Borders

Lebanese Millennials are intrigued by other cultures, which is why they enjoy learning about them, and constantly keep up with global news. In the era of technology, an era that has dissolved all barriers, some Millennials consider themselves to be global citizens.



40%
Are Fascinated By Other
Cultures And Enjoy
Learning About Them



31%
Make Sure They Are Always
Up-to-date On Global Affairs



29%
Consider Themselves A Global
Citizen Rather Than A Person
Belonging To A Certain Group

While Millennials Respect Their Traditions

They're Not Afraid To Challenge The Status-Quo

Although some Millennials are in favor of passing down traditions to the generations to come, around an equal number think otherwise – they perceive traditions to be something that hinders development. Moreover, the majority of Lebanese Millennials are not afraid to speak their mind, even if that means going against social norms.



60%

Are Never Afraid To Express Their
Opinion Even if It Goes Against
Social Norms



38%

Believe That It's Important To
Pass Down Traditions



37%

Believe That Traditions Stand In
The Way Of Progression

A man wearing a green long-sleeved shirt is sitting at a wooden table outdoors. He is giving a thumbs up with his right hand. On the table, there is a white coffee cup on a saucer and a laptop. The background is a blurred green landscape with sunlight filtering through the trees.

Lebanon's Millennials

A Connected Generation

Millennials Are Increasingly Connected To The World Around Them

Lebanese Millennials use at least one social media platform. Moreover, more than half are always searching for ways to incorporate technology into their everyday life and take advantage of this connectivity.



45%

Are Always Looking For
Ways To Integrate
Technology Into Their Life



39%

Always Make Sure
They Are Online &
Connected

They Are Trending Towards Living A Completely Digital Lifestyle

Millennials like to integrate technology into their daily lives; that is evident as the majority use apps to render food deliveries more convenient and some use ride-hailing apps to avoid the hassle of driving. As for health, Millennials are very familiar with health-related apps, from activity trackers and diet apps to wearables. Lebanese Millennials have incorporated technology into their daily lives to solve concerns regarding their well-being.

Food Delivery
Apps



62%

Exercise/Activity
Apps



61%

Calorie Counting
& Diet Apps



40%

Ride Hailing
Apps



34%

Wearables



33%

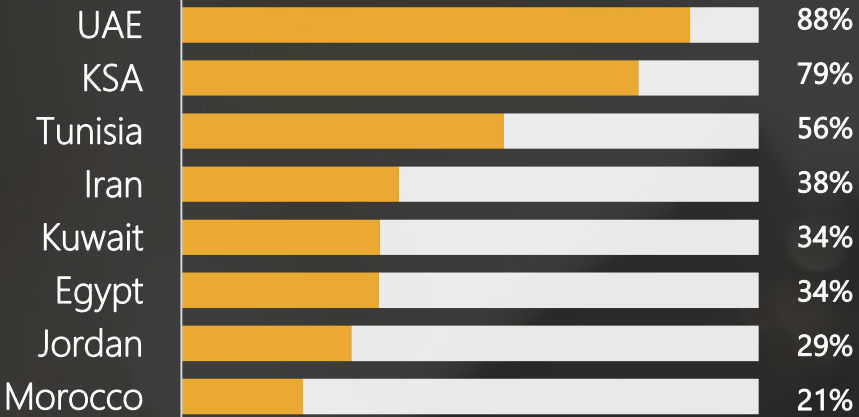
Pushing The Boundaries Of Commerce

A Generation That Lives Online And Shops Online



7 in 10

Lebanese Millennials
Shop Online



52%

Shop Through
Shopping Websites



47%

Browse Something
Online Before
Purchasing In Store



32%

Shop Through
Social Media



32%

Shop Through
Mobile Apps

The vast majority of Lebanese Millennials use online shopping – shopping websites are the most used shopping platforms. Furthermore, this generation uses E-commerce platforms as a source of information prior to the in-store experience; they look for products online before visiting the store.



Lebanon's Millennials

An Engaged Generation

Connectivity Has Led To The Birth Of A Deeply Engaged Generation

Lebanese Millennials always like to stay in contact with the people around them, mostly family and friends. Staying connected through social media has become a norm for this generation. In addition, Millennials engage (comment and/or like) with other people's posts without the fear of voicing their views on the brands they use. Lebanese Millennials generate and share content of their own, which makes them an online interactive generation.



46%
Stay Connected
With Friends &
Family



41%
Engage, Like &
Comment On Other
People's Posts



25%
Share Content
Online



18%
Stay Up-To-Date With
Brands, Products &
Latest Trends



This Has Facilitated Unprecedented Levels Of Brand Engagement

In order to remain informed about brands and build closer relationships with them, Millennials use social media platforms to allow them to stay up-to-date with new products, and to be notified about any promotions. Besides, to understand brands better, millennials go through newsfeeds and reviews.



87%

Of Lebanese Millennials Have
Interacted With A Brand



Top Reasons To Interact With A Brand:

To Stay Updated On
Offerings &
Products



73%

To Learn About
Offers &
Promotions



58%

To Learn About The
Latest News &
Updates



20%

To Read Others'
Reviews About A
Product/Service

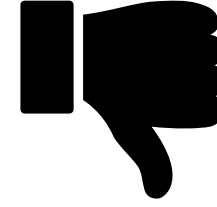


16%



As A Result, Millennials Now Have Higher Expectations of Brands

Generally, Lebanese Millennials are not loyal to the brands they purchase. Not many stick to the brands they know nor buy the brands they grew up with. Not only that, but a common trait among Lebanese Millennials is that they tend to be unforgiving when it comes to the brands with which they've had a negative experience.



90%
Are Not Willing to Give
Another Chance To A
Company They've Had A
Bad Experience With



27%
Always Stick To The
Brands They Know



13%
Always Buy The Brands
They Grew Up With



Lebanon's Millennials

An Informed Generation

Unlimited Information Access Means Millennials Are More Informed Than Ever

The great majority of Lebanese Millennials are reliant on online platforms to obtain all the information they need to make purchasing decisions. 4 in 10 millennials seek information prior to making a purchase. Moreover, more than half of the Lebanese millennials always search for offers and deals to make sure they are shopping smartly.



91%

Rely On Online Sources
To Get The Information
They Need



55%

Always Look For The
Best Offers & Deals
Available



41%

Look For Information
Before Making A
Purchase

With More Access To Brand Information

Millennials' Preference Has Shifted To Global Brands

Lots of information and more engagement mean that millennials are becoming more and more aware of global brands and, therefore, favoring them over local ones. Although Lebanese Millennials have more access to information than ever before, social responsibility is not a major concern for them: only 2 in 10 buy from socially responsible brands.



29%

Prefer Buying From Local Brands And Supporting Local Businesses



16%

Only Buy From Brands That Are Socially Responsible





Lebanese Millennials

An Anxious Generation

Millennials Have A Lot On Their Minds

Lebanese Millennials have many concerns, most prominently, they are worried about inflated prices and corruption. Additionally, Unemployment is another burden that this generation is bearing.

High Prices



39%

Corruption



36%

Unemployment



32%

Poverty



12%

Presence Of
Refugees



11%

This Generation Is Particularly Plagued By Financial Concerns

More than half of Millennials in Lebanon are living under the burden of debt. This is seemingly more apparent among the older age groups.

Increased financial pressure and responsibility has lead to overwhelming feelings of frustration. A good number of people believe that it is more difficult to make money nowadays than it was for pervious generations.



51%
Of Millennials Are In Debt

Younger Millennials In Debt 20%

Older Millennials In Debt 61%



51%
Feel Overwhelmed By
Financial Burdens



44%
Feel That It Was Easier For
Older Generations To Make
Money



Lebanese Millennials

A Determined Generation

Lebanese Millennials Are Not Too Positive About Their Future



Only 4 in 10

Lebanese Millennials Are Optimistic About Their Future In Lebanon



In comparison to the MENA region, Millennials in Lebanon are not very optimistic about their future in the country; thus ranking second to last in terms of optimism compared to other countries. It is apparent that the majority feel discouraged about the future.

Yet They Remain Entrepreneurial And Place Heavy Emphasis On Their Careers

Although Lebanese Millennials are not very optimistic about the future, they remain career-driven and highly ambitious. Almost 70% aspire to open their own business and almost 70% aspire to reach high positions in their careers.



70%

Of Lebanese Millennials Are
Employed

Working Millennials
By Gender:



Females
62%



Males
76%



68%

Think That Starting Their
Own Business Is Very
Important



67%

Consider That Their Goal In Life
Is To Achieve A Prominent
Position In Their Careers



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We are Game Changers

For more information:

Janine Nassar
Senior Research Director— Ipsos Lebanon
Janine.Nassar@ipsos.com

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A photograph of two young women with their hair in buns, blowing confetti towards the camera. The image is overlaid with a semi-transparent purple filter.

Thank You

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