



Trend Bites

A taste of what's going on out there for the consumer to experience.

The New Millennial Grandparent/Grandchild Relationship [Issue10; October, 2008]

Attracted to common values with their grandparents and building on their close relationship with their Boomer parents, 20-something millennials are pairing up with grandparents for companionship (hiving) and connection in ways that benefit both generations.

Many millennials are choosing to room with a grandparent before going on their own in today's tough job market or incurring huge debt while learning from the Greatest Generation. Their elders are able to keep tabs and stay young with the youngest generation. [Iconoculture.com]

Blogs between grandchild and grandparent such as FeedMeBubbe.com are examples of tightening family bonds and transcending tradition – two mutually shared benefits. [Iconoculture.com]

WHAT CAN YOU DO?

GGP should recognize that these Millennial/Mature relationships are about spending cherished time together with special loved ones. Though grandma may not be able to get around as easily as she did in the past, there may be other ways for grandma and grandchild to share shopping experiences together than traditional excursions that could also benefit GGP. Special shopping days or times, special events and promotions and easy access to entrances and scooters could draw these pairs in to stores or malls as a learning opportunity or fun experience. Similarly, marketing programs that ties the web which appeals to millennials with the retail or physical store that Grandma is used to may spark mutual interest. Bubbe (Yiddish for Grandma) goes to market??

