

Worth Media Group to explore how Millennials are accumulating and spending their money

Worth will partner with Boston Consulting Group, to gain insights on Millennials and their Investing, Philanthropy, and Purchasing Behaviors



New York City, New York Jun 8, 2024 ([IssueWire.com](https://www.IssueWire.com)) - *Worth Media Group*, a global media platform focused on the intersection of business, finance, innovation, and impact, will collaborate with leading consulting firm, Boston Consulting Group (BCG), on groundbreaking research that will examine the similarities and differences between Millennials, Generation X, and Baby Boomers.

Millennials have experienced a remarkable 49% increase in their wealth[1], surpassing previous generations, and the Baby Boomer generation is poised to transfer an unprecedented \$84 trillion[2] in assets to younger generations.

“As *Worth’s* millennial audience continues to grow, it was extremely important for us to embark on this research to better understand their evolving habits, behaviors, and interests.” commented Josh Kampel, CEO of Worth Media Group “The insights will also help us serve our advertisers who are seeking tailored solutions to reach and engage with Millennials.”

The research will target affluent millennials, with a focus on first-generation wealth creators and multi-generational family wealth.

The research will explore topics such as:

- Investment strategies and portfolio allocation
- Spending patterns on luxury goods and services
- Attitudes towards philanthropy and social impact

- Financial planning for the future
- Travel and experiences priorities

BCG's extensive experience conducting research for leading organizations across industries, combined with Worth's direct access to its affluent millennial audience, creates a powerful partnership for this pioneering study.

“We are excited to collaborate with a leading media platform like Worth on deep research into how Millennials think about their wealth-related habits, which will directly impact how consumer companies, philanthropic organizations, retailers and investors grow and win in the decades ahead” said Jim Brennan, a Managing Director and Senior Partner at BCG, and Global leader of BCG’s Consumer Private Equity team.

The initial research findings will be released at the Cannes Lions International Festival of Creativity and leveraged by Worth Media Group in ongoing content and live events. For more information, visit www.worth.com/millennial. Organizations interested in learning how they can get involved should contact Worth Media Partnerships at advertising@worth.com.

[1] [Wealth of Younger Americans Is Historically High](#)

[2] [The Cerulli Report—U.S. High-Net-Worth and Ultra-High-Net-Worth Markets 2021: Evolving Wealth Demographics](#).

About Worth Media Group

Worth Media Group brings together a successful and influential community of business leaders, entrepreneurs, technologists, financial professionals, and nonprofit leaders to explore topics related to how business and innovation can accelerate social and economic progress. Our integrated media platforms include our quarterly print edition of Worth Magazine, daily digital content, weekly newsletters from Worth and Techonomy, and an extensive schedule of Worth & Techonomy events. Learn more at www.worth.com.

About Boston Consulting Group

Boston Consulting Group partners with leaders in business and society to tackle their most important challenges and capture their greatest opportunities. BCG was the pioneer in business strategy when it was founded in 1963. Today, we work closely with clients to embrace a transformational approach aimed at benefiting all stakeholders—empowering organizations to grow, build sustainable competitive advantage, and drive positive societal impact.

Our diverse, global teams bring deep industry and functional expertise and a range of perspectives that question the status quo and spark change. BCG delivers solutions through leading-edge management consulting, technology and design, and corporate and digital ventures. We work in a uniquely collaborative model across the firm and throughout all levels of the client organization, fueled by the goal of helping our clients thrive and enabling them to make the world a better place.

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