

## Millennial Millionaires:

### *How a New Generation Is Redefining Wealth, Legacy, and Success*

Millennials are making waves in the world of wealth. Once dominated by Baby Boomers and Gen Xers, the ultra-wealthy population—defined as individuals with a net worth of at least \$25 million—is now increasingly composed of Millennials. According to research from CEG Insights, Millennials represent 43% of this elite group, outpacing Boomers (29%) and Gen Xers (23%).

This rising generation is not just gaining wealth, they're reshaping what it means to live well, build legacy, and define success.

#### *Money with Meaning: How Millennials View Wealth*

Today's affluent Millennials don't view wealth as an end goal—they see it as a resource for building a life with purpose. Nearly 90% say happiness is connected to the wealth they've built, more than any other generation. Still, they're far from extravagant. Most say they find more fulfillment in saving and investing than in spending.

- **Values First:** Wealth is used as a tool to align with personal values, from prioritizing health to nurturing meaningful relationships and pursuing passions.
- **Career with Purpose:** For nearly a quarter of Millennials, professional achievement is a cornerstone of a fulfilling life—much more so than previous generations.
- **Work-Life Balance:** Unlike Boomers, Millennials place a high value on balance—building lives where career success doesn't come at the expense of personal well-being.

#### *Legacy, Family, and Long-Term Vision*

As wealth grows, so does the desire to make it meaningful. Nearly 60% of ultra-wealthy Millennials plan to pass on significant assets, but many also want to leave behind their values and way of life. For this generation, legacy is more than financial—it's personal. It's about ensuring wealth supports what matters most: family, purpose, and impact.



With over 90% focused on preserving their financial position, Millennials are approaching wealth with long-term thinking. This insight encourages individuals and families to take intentional steps—like defining their values, clarifying their legacy goals, and planning for future generations. When your strategy reflects your vision, wealth becomes more than a number—it becomes a lasting influence.

#### *A New Generation, A New Mindset*

Compared to Boomers, Millennials may place less emphasis on traditional ideas of contentment or self-sufficiency. Only 40.2% view close relationships as central to their ideal life, compared to 76.9% of Boomers. But this shift doesn't reflect indifference, it reflects a different definition of fulfillment.

For many, success today means aligning wealth with purpose, values, and a long-term vision. It's about using financial freedom to design lives that feel intentional, connected, and meaningful.

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