

Unlocking Growth in the 60+ Consumer Market

February 2025

Table of Contents

EXECUTIVE SUMMARY

Why read this report? Key findings

INTRODUCTION

Mature consumers shape consumption today and tomorrow

Amidst slowing growth, mature consumers emerge as an untapped opportunity

BREAKING STEREOTYPES

Mature consumers defy outdated stereotypes

Mature consumers are spending vigorously

Health spending is a priority, but not the only one

The Bristal features Blue Zone soups for their Winter 2024 Menu

Mature consumers are value, not price focused

Being mature does not equal being offline

"Golden age" influencers are reshaping digital marketing and consumer engagement

Overcoming stereotypes opens opportunities, but not without challenges

DETERMINING HIGH-POTENTIAL MARKETS

Mapping opportunity beyond demographics

Market Potential Index: A structured approach to analyse 60+ markets

Developed countries remain the global powerhouses for mature consumer demand

US golden agers' demand is driven by wellness, leisure and digital engagement

Granular spending data reveals hidden opportunities for food, leisure and transport

From data to behavioural insights

EMBRACING AGE-FRIENDLY INNOVATION

Serving 60+ consumers' diverse needs via empowerment, indulgence and inclusivity

Empowering mature consumers to live independently longer

Uda successfully markets longevity coffee

Indulgence is driving demand for premium experiences

Discovery Senior Living creates premier resort-style active living community

Viking Cruises offers trips tailored for "golden age" consumers

Inclusive brand marketing drives engagement, trust and purchases

Liseberg reimagines older age group as active and thrill-seeking

Iris Apfel x Dr. Scholl's collaboration promotes age inclusion

CONCLUSION

Recommendations for growth

Evolution of mature consumers' demand

Questions we are asking

APPENDICES

Market Potential Index: Mature Consumers 2024 Ranking

Key pillars and indicators to assess market potential for mature consumers

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