

Marketing to Over 55s - December 2012

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"Chinese people who will be at retirement age on or before 2015 have been witness to massive social upheavals and change. In order to understand what shapes the way they behave as consumers, we need to first grasp the scope of the changes they have witnessed, and how these affect their lifestyle, place in society and planning for their futures."

– Matthew Crabbe, Asia-Pacific Research Director

This report looks at the following areas:

Some questions answered in this report include:

- How significant a consumer segment are the elderly to China's domestic consumer economy, and how will that change?
- What are the major financial considerations that Chinese consumers have regarding retirement and old age, and how are they preparing their finances for when they retire?
- How important is home ownership as a means of security in old age, and how are retirees and those yet to retire planning to ensure they have a roof over their head in retirement?
- Keeping healthy and active is important to elderly people in China, but how are they going about doing this, and just how important is the health issue to them?
- How are companies successfully marketing to elderly and retired Chinese people, and what more can be done?
- What do retired people buy and what are the key factors determining what they buy?

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