

## Over-55s Eating Habits - UK - September 2011

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"With health a concern and a priority for the ageing population, NPD which focuses on added benefits eg cholesterol-lowering spreads, as seen in functional food products such as Benecol would appeal to this group and could be a means of generating interest in new food products."

– Amy Lloyd, Food and Drink Analyst

### In this report we answer the key questions:

- How can manufacturers, brands and retailers encourage the over-55s to experiment more with food?
- How much potential is there for premiumisation?
- Should the food industry actively target the older consumer or rely on subtler messaging?
- Could online retailers do more to attract the over-55s?
- How can snack categories engage the older consumer?

### Definition

- the eating habits of the over-55s, and assesses how they differ by segment and in comparison to the under-55s
- whether today's over-55s are any more adventurous in their eating habits, and how best to capitalise on the opportunities the market presents
- the cooking habits of the over-55s and their preference for cooking from scratch
- where older consumers shop and what factors influence their decision when planning where to shop.

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**EMEA:** +44 (0)20 7778 7151  
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