

## Marketing to Baby Boomers - UK - February 2015

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“Whilst many Baby Boomers enjoy financial stability, health is a major consideration for all in this generation. Brands could benefit from focusing on this aspect through their marketing, offering help, guidance and advice to Baby Boomers with existing conditions, or positioning products as helping to keep potential health issues at bay.”  
Jack Duckett, Consumer Lifestyles Analyst

### This report looks at the following areas:

- Opportunity to help Baby Boomers lead healthier lives
- Scope to feature more Baby Boomers in marketing
- Encouraging Baby Boomers to trade up

Baby Boomers (ie adults aged 50-68 in 2014) are the second largest generation in the UK, accounting for nearly a quarter (23%) of the total population. It is widely considered that this generation have benefitted from growing up in Britain post-World War II, where economies have strengthened. This has put many of them in a financially stronger position than other generations, which should make Baby Boomers a key target for brands.

However, whilst there has been a drive to make older consumers feel more included in marketing in recent years, with retailers seeking to benefit from the higher level of disposable income possessed by many older consumers, there has been a tendency to group all adults over the age of 50 into one group. Instead, it needs to be recognised that the habits and attitudes of Baby Boomers (born between 1946 and 1964) vary from those of the older Swing Generation (born in or before 1945), and that a different approach may be necessary to harness interest from these consumers.

This report will look at how Baby Boomers find out about new products, examining how this changes depending on different retail segments. The report will also discuss Baby Boomer attitudes towards the food and drink, clothing/shoes, beauty and personal care and technology retail markets, and the possible marketing angles these give rise to. Finally, the report will examine some more general attitudes, particularly looking at how Baby Boomers feel they are represented in marketing.

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