

Lifestyles of the Over-55s - UK - February 2016

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“Not only are today’s over-55s wealthier, they are also healthier and have more time to spend their money before and during retirement. All these factors are contributing to a rise in a mature demographic of shoppers eager to explore all the options available to them.”
– Ina Mitskavets, Senior Consumer and Lifestyles Analyst

This report looks at the following areas:

- 50 marks the start of the better half in people’s lives
- Using technology to maintain family ties

The view that older demographics are set in their ways and do not like to deviate from things they are used to needs to be challenged. Today’s over-55s are open to opportunities, owing to their strong purchasing power and because they are at a point in their lives when a lot of things change for them. But older consumers do not want to be treated any differently to younger generations, so focusing on specific needs, concerns and interests (rather than age) could often be a better strategy.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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