

Marketing to Over-55s - Brazil - September 2016

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“Seniors like to spend their time with family and friends and companies could benefit from combining needs of older and younger consumers. Brands could also partner with seniors and let them have a say in the ideation process. Companies could host events to listen to them and adapt their products and services for this demographic.”
 – Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Designing food and drink products for seniors
- Seniors will benefit from budget-friendly options

Brazilians aged 55 and over make up 15% of the population and this is forecast to keep growing in the years ahead. There is huge potential, with plenty of opportunities, which are being ignored by companies and service providers. This demographic has been overlooked in the past but now is the time to listen to them.

For companies that can engage with over-55s, and adapt their products to serve their needs better, or can come up with innovative new solutions to solve problems, there is a wealth of opportunity and potential for new business growth.

The current economic scenario is also affecting seniors, making them think twice before spending. On top of that, the number of seniors who continue working beyond retirement has increased in the past decade.

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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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