

Marketing to Over-55s - China - February 2017

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“Three misconceptions about senior consumers: assuming they tend to live the old fashioned way and thus think less about improvement and would pay more for premium or advanced product features just because they can afford and not recognising the diversity of the senior consumers in terms of their values and pursuits.”

Alina Ma, Senior Research Analyst

This report looks at the following areas:

- Working past retirement age to support the offspring
- Caring for the senior's emotional wellbeing
- Accommodating to seniors' special shopping habits
- Marketing communications should target not only senior consumers but also their children

Covered in this Report

This Report interviews people aged 55-74 (born between 1961-1942) in China and explores their lifestyles and values they believe. For the purpose of this Report, the word 'seniors' and the phrase 'senior citizens' are used to refer to this demographic.

This Report defines a group of SS (Sophisticated Seniors), who represent a significant, sophisticated consumer group who are wealthy, educated, have passions and aspirations for life and are the potential trendsetters or opinion leaders within the senior demographics.

- They need to have a higher level of income: a household income of RMB 12,000 per month.
- They need to have a higher level of education: senior high or above.
- Lastly, they also need to meet several key lifestyle criteria, chosen by Mintel, to represent a significant measure of consuming power and aspiration, as well as reflecting a certain level of cultural and lifestyle sophistication: choosing three or more items from the following seven activities they have done in the past 12 months, ie doing exercise regularly, using a smart phone/tablet, spending time on hobbies, going out and making new friends, watching online videos regularly, attending live performances at least twice, travelling abroad.

Accordingly, those who fail to meet the above criteria will be defined as Non-SS (Non-Sophisticated Seniors). There are 132 SS (accounting for 17% of total sample) and 668 Non-SS (accounting for 83% of total sample).

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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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