

Over-55s' Eating Habits - China - February 2019

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This report looks at the following areas:

- Willingness to invest in health opens up a potential massive market
- Opportunities reside in under-addressed health complications
- Information feeds are critical to effective communication

Seniors are the fastest growing population segment putting pressure on marketers. More seniors are focusing on their physical health and proactively seeking healthy diets as part of their resolutions. The increased health awareness provides a concrete foundation for innovators providing quality, nutritious, and functional foods and drinks to satiate senior consumers' needs. While younger seniors' shopping routines have been revolutionised by digitisation, there is definitely more potential in this technology brands and companies can unlock to reach bigger audiences.



"The growing senior segment in China has opened up tremendous opportunities for companies to bring innovative, quality foods and drinks that could help seniors who are actively seeking solutions to improve their health conditions build nutritious and balanced diets."

– Wenxin Xu, Senior Research Analyst, Food & Drink

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