

Marketing to Baby Boomers - US - January 2014

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“Marketing to Baby Boomers is rooted in the quality of the product or service being advertised. Boomers may take notice of product messaging (though they might not want to admit they are influenced by something so prosaic as direct marketing and TV ads), but if products don’t deliver on their promise or perform as expected, Boomers will not hesitate to move on to a competitor.”

– Fiona O’Donnell, Senior Lifestyles & Leisure

This report looks at the following areas:

- How can marketers resonate with Baby Boomers?
- What is the market value of Boomers...and what do Boomers value?
- What drives Boomers’ purchase decisions?

Baby Boomers are nearing, or have passed, the traditional retirement age. Many Boomers are not adequately prepared for retirement, either having suffered in the recession (from job or investment losses), or simply not having put enough aside to allow them to retire. For many, this will necessitate that they stay current with the times in terms of technology in order to be active participants in the workforce. It will also mean that many members of this generation will continue consumption patterns of younger folks since they are not ready to leave the work force. However, their financial situation is likely to figure in their attitudes toward healthcare and daily purchase decisions so it is important to understand their values and what issues resonate most when marketing to this generation of more than 75 million Americans.

This report builds on the analysis presented in Mintel’s *Marketing to Baby Boomers – US, December 2012*. Readers may also be interested in Mintel’s *Baby Boomers’ Leisure Trends – US, January 2013*, *Lifestyles of Baby Boomers – US, December 2011* as well as the October 2009 report of the same title, *Baby Boomers and Finance – US, January 2010*, and *Baby Boomers and Vacation – US, December 2010*.

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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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