

Lifestyles of the Over-55s - UK - September 2018

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“Recent years have seen an increase in the inclusion of older demographics in marketing, particularly in the fashion and BPC (Beauty and personal care) markets, but it remains far from standard. As the senior population continues to grow it is crucial for brands to recognise the full potential of marketing to older adults and tailor campaigns accordingly.”

– **Jack Duckett, Sr Consumer Lifestyles Analyst**

This report looks at the following areas:

- **Open to diversity**
- **Engaging with senior health**

Recent years have seen an increase in the inclusion of older demographics in marketing, particularly in the fashion and BPC (Beauty and personal care) markets. But it remains far from standard, and there are particular issues when it comes to reflecting the social and ethnic diversity of older generations.

Additionally, despite the over-55s exhibiting a clear engagement with the importance of their health and wellbeing, marketers are arguably missing opportunities to engage with this audience as they focus healthy living messages on the young.

As the UK's senior population continues to grow, it will be in brands' best interests to be more inclusive of this demographic in advertising, with campaigns showing how their products and services are relevant to them.

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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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