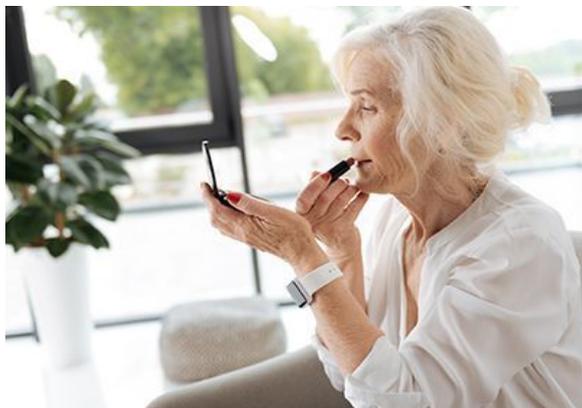


## The Senior BPC Consumer - UK - November 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The senior BPC consumer has much the same aspirations to feel confident and look attractive as their younger counterparts, however the desire for age representation suggests that the category is still not catering to their individual needs.”

– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

Despite the shift in the way ageing is discussed in brand communication, there has been little NPD in products designed with the older consumer in mind. With beauty routines showing little change with age, brands can do more to educate older consumers on the need to adapt their products with changing skin/hair needs, as well as offer products specifically for their age.

- **Brands are talking the talk, but are they walking the walk?**
- **Aspirations of seniors reflect those of Millennials**
- **Targeting seniors with technology**

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