

Boomers and Finance - US - July 2019

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This report looks at the following areas:

- Boomers are less diverse than subsequent generations
- Financial security is the Boomer ideal
- The wealthiest generation is largely satisfied, with some serious weak points

Baby Boomers are the generation born between 1946 and 1964, who in 2019 are between the ages of 55 and 73. With roughly 72 million members, Boomers are now the second-largest consumer generation, having recently been surpassed by Millennials. Although this generation has now begun to shrink as it ages, Boomers still control the majority of US household wealth, and present many lucrative opportunities for brands and marketers.



"Baby Boomers are now the second-largest generation, but they still control most of America's household wealth. Meeting the needs of this large and aging generation presents financial services companies with both opportunities and pitfalls alike."

- Chris Shadle, Financial Services Analyst

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