

## Marketing to the Over-55s - UK - November 2019

Report Price: £2195.00 | \$2963.91 | €2470.25

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“Rising life expectancy has spurred an increased interest in health amongst the over-55s, as many seek to improve and maintain good health so that they may enjoy their later lives. And yet despite their desire to be healthier and to get fit, the age group’s health profile continues to see little (if any) improvement.”

– **Jack Duckett, Associate Director – Consumer Lifestyles**

This report looks at the following areas:

This paves the way for brands to take on a more educational role, designing campaigns that will improve their understanding of the latest health recommendations, while also highlighting the importance of these lifestyle changes if people in this age group are to get the most out of later life.

- **Helping the over-55s refocus on their health**
- **The importance of later life financial guidance**

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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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### Demographic Overview – The Market

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