

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

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

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



“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

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- What you need to know

EXECUTIVE SUMMARY

- **The market**
- **Population of over-55s continues to grow**
Figure 1: Trends in population of over-55s, 2014-24
- **The consumer**
- **Home-life proves biggest source of happiness**
Figure 2: How the over-55s feel about aspects of their personal, professional and family lives, May 2019
- **Family time is over-55s' top priority**
Figure 3: Top priorities for the coming five years, September 2019
- **Reflecting the active role of modern grandparents in advertising**
Figure 4: What grandparents do for their grandchildren, September 2019
- **Helping the over-55s refocus on their health**
Figure 5: Health priorities for the over-55s, September 2019
- **The delayed retirement trend looks set to grow**
Figure 6: How long over-55s plan to remain in work, September 2019
- **A need to keep earning...**
Figure 7: Attitudes towards remaining in work, September 2019
- **...but there are many personal benefits for staying in work too**
- What we think

ISSUES AND INSIGHTS

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

DEMOGRAPHIC OVERVIEW – WHAT YOU NEED TO KNOW

- Population of over-55s continues to grow
- Obesity rates remain high amongst over-55s
- Alcohol consumption peaks amongst 65-74s

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

- **Opportunity to drive activity levels**
- **Internet usage widespread amongst 55-74s**
- **Over-65s enjoy healthiest financial situation**

DEMOGRAPHIC OVERVIEW – THE MARKET

- **Population of over-55s continues to grow**
Figure 8: Trends in the age structure of the UK population, 2014-24
- **Life expectancy inches up**
Figure 9: Life expectancy at age 65 (years), by gender, England, 1996-98 to 2016-18

DEMOGRAPHIC OVERVIEW – HEALTH AND WELLBEING

- **Obesity rates remain high amongst over-55s**
Figure 10: Adults' body mass index (BMI), overweight and obesity prevalence, by age, England, 2017
- **Alcohol consumption peaks amongst 65-74s**
Figure 11: Estimated weekly alcohol consumption, by usage, 2013-17
- **Fostering improved activity levels**
Figure 12: Sport and physical activity levels, England, adults aged 16+, 2017-18

DEMOGRAPHIC OVERVIEW – TECH ENGAGEMENT

- **Internet usage widespread amongst 55-74s**
Figure 13: Over-55 internet users, by gender and age,
- **Over-55s' tech ownership creeps up**
- **Could senior health solutions be wearables' killer app?**
Figure 14: Technology products personally owned, total population vs over-55s, June 2019
- **YouTube poses marketing opportunity**
Figure 15: Recent social media network usage, by age, May 2019

DEMOGRAPHIC OVERVIEW – FINANCIAL AND POLITICAL OUTLOOK

- **Over-65s enjoy healthiest financial situation**
Figure 16: Trends in how respondents would describe their current financial situation, by age, September 2019
- **Brexit still proves cause for concern**
Figure 17: The over-55s' views on the impact of the EU referendum on the UK economy, September 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

THE CONSUMER – WHAT YOU NEED TO KNOW

- Home-life proves greatest source of satisfaction
- Helping the over-55s refocus on their health
- Reframing mental health for older audiences
- Family time is over-55s' top priority
- Reflecting the active role of modern grandparents in advertising
- Eating for cognitive benefits
- Fitness as a solution to loneliness
- Over-55s delay retiring...
- ...with a need to maintain income proving most common reason for doing so
- The personal benefits of staying in work

SATISFACTION WITH ASPECTS OF LIFE

- Home-life proves biggest source of happiness...
Figure 18: How the over-55s feel about aspects of their personal, professional and family lives, May 2019
- ... Posing opportunity for equity release market
- 24% of all over-55s unhappy with their physical health
- Reframing mental health for older audiences
Figure 19: How the over-55s feel about their "mental health", May 2019
- Tackling self-image insecurities in older women
Figure 20: How the over-55s feel about their "appearance", May 2019

LIFESTYLE PRIORITIES

- Family time is the top priority for over-55s
Figure 21: Top priorities for the coming five years, September 2019
- Travel for the whole family
- Helping the over-55s get fit
- Pro-relaxation messages just as important for over-55s

THE ROLE OF GRANDPARENT

- Reflecting the active role of modern grandparents in advertising
Figure 22: What grandparents do for their grandchildren, September 2019
- A multigenerational approach to getting fit
- Financial advice for grandparents

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 23: Proportion of grandparents that pay into their grandchildren's' savings accounts, by age and gender of respondent, September 2019

HEALTH PRIORITIES

- **Diet proves leading health focus**

Figure 24: Health priorities for the over-55s, September 2019

- **Eating for cognitive benefits**

Figure 25: Examples of products launches carrying pro-brain health/function claims, January-September 2019

- **Fitness as a solution to loneliness**

WORKING LIFE OF THE OVER-55S

- **Are the over-55s delaying retirement?**

Figure 26: Working status of over-55s, September 2019

- **Delayed retirement trend looks set to grow**

Figure 27: How long over-55s plan to remain in work, September 2019

- **Over-55s stay in work to maintain income...**

Figure 28: Attitudes towards remaining in work, September 2019

- **...but there are many personal benefits for staying in work too**

- **Making the most of the senior workforce**

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.