

Marketing to Gen X: Incl Impact of COVID-19 - US - July 2020

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“Generation Xers crave stability and the reassurance that they will be prepared for the future. Financial concerns make them value-driven shoppers and they look for purchases that offer quality products and affordable pricing rather than a distinctive brand personality.”
 – **Kristen Boesel, Senior Lifestyles Analyst**

This report looks at the following areas:

- **The impact of COVID-19 on Generation X consumers**
- **Recessionary implications for Gen X households**
- **The key motivations driving Gen X consumers**
- **Gen X attitudes toward family and retirement**

There are nearly 50 million Gen X consumers aged 44-55 in the US. Though Gen X households tend to have higher than average incomes, many consumers aged 44-55 are supporting families while also paying down student-related debt and trying to save for retirement. These factors contribute to a relatively low net worth for Gen Xers compared to older generations. COVID-19 concerns have altered their shopping habits, and the current recession will impact the size of many Gen X households as newly independent young adults move in with their parents to economize. As a result, these consumers will seek out quality and affordability to maximize the value of their purchases.

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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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