

## Marketing to Over-50s (Incl Impact of COVID-19) - China - May 2020

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“The outbreak of COVID-19 has shifted many daily activities online for senior consumers. Mintel predicts that online habits will continuously change the life of senior adults, bringing them more convenience and pleasure.”

– Yuxi Shao, Associate Research Analyst, 31st May, 2020

This report looks at the following areas:

Brands can explore more opportunities in meeting their needs for information, social interaction and entertainment.

Compared to younger generations, senior adults are less exposed to unemployment risks and are less financially impacted. They have strong spending priorities when it comes to travelling and a high willingness to develop new hobbies and meet new friends. Brands can engage more senior consumers by supporting their demand for planning and fulfilling dreams in their late life, to help them feel updated and more capable of coping with upcoming uncertainties. Accounting for an increasing share of the overall population, the senior market is full of potential and should not be ignored.

- Shifts of the lifestyle of over-50s after COVID-19 and business opportunities
- How behaviours and attitudes differ between 50s and over-60s in different city tiers
- Over-50s' spending priorities and the effects of COVID-19 on their purchasing preferences
- Digital service usage and online and offline social habits of the over-50s
- Over-50s' attitudes towards health and ageing related issues

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