

# Older Generations: Online Shopping Behaviors - US - 2021

Report Price: £3695 | \$4995 | €4400

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:

- The impact of COVID-19 on older generations' online shopping behavior
- Older consumers' intent to continue shopping online in the future
- The need for omnichannel education outlets to increase their confidence online
- Offering senior-only online shopping avenues and perks



“Older consumers are increasingly adopting online shopping practices across categories. They are savvier than some might credit them, desiring to use ecommerce not only for health and safety but for convenience and an enjoyable experience as well. As a result, many will continue shopping online even as COVID-19 becomes less of a threat.”

– **Katie Hansen, Retail & eCommerce Analyst**

### Buy this report now

Visit [store.mintel.com](https://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.

## Table of Contents

### OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**
- **Economic and other assumptions**
- **COVID-19: US context**

### EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**  
Figure 1: Population totals, 2021  
Figure 2: Population by demographics, 2021
- **Impact of COVID-19 on Older Generations**  
Figure 3: Short-, medium- and long-term impact of COVID-19 on Older Generations, July 2021
- **Opportunities and challenges**
- **Privacy and data protection remain a key area of concern**
- **Utilize omnichannel avenues for education**
- **Incorporate older generations into communications and marketing materials**

### OLDER GENERATIONS BY THE NUMBERS – KEY TAKEAWAYS

- **Older generations are still big shopping contenders**
- **COVID-19 hyped up their online shopping habits**
- **Emphasizing privacy protection**

### OLDER GENERATIONS BY THE NUMBERS

- **Baby Boomers and older are prominent generations**  
Figure 4: Population totals, 2021  
Figure 5: Population by demographics, 2021
- **Impact of COVID-19 on older generations**  
Figure 6: Shopping behaviors due to COVID-19, 2021

### MARKET FACTORS

- **Adopting budgeting tools to maximize retirement budgets**
- **Promote tech education for ecommerce success**
- **Increased focus on data privacy and protection**
- **Making it easy to be a good environmental steward**

### COMPANIES AND BRANDS – KEY TAKEAWAYS

- **Building senior support systems**

### 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](https://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



Report Price: £3695 | \$4995 | €4400

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

- Using omnichannel options for education
- Tapping into knowledge sharing across generations

## COMPETITIVE STRATEGIES

- **Instacart’s support system helps Seniors cross bridges**  
Figure 7: Instacart Senior Support Service
- **AARP creates online communities for senior social support**  
Figure 8: AARP virtual community center
- **Best Buy homes in on senior services**  
Figure 9: Best Buy Lively Smart services

## MARKET OPPORTUNITIES

- Offer senior-specific services
- Encourage gifting and sharing across generations
- Drive education to bolster confidence

## THE CONSUMER – KEY TAKEAWAYS

- Senior-centric channels help spur online shopping
- Knitting families together through ecommerce accounts
- Older consumers pay attention to online ads
- Making it easy to reap the discount rewards
- Focus on the basics, eliminate the hassle

## UNDERSTANDING OLDER GENERATIONS

- **Older consumers, indeed, gravitate to shopping online**  
Figure 10: Online shopping frequency, 2021
- **Driving higher shopping frequency with consistent offers**  
Figure 11: Online shopping frequency, by gender, 2021
- **Enrich the experience without overwhelming**  
Figure 12: Percentage of purchases made online, 2021  
Figure 13: COVID-19 shopping behaviors, 2021
- **Seeking ecommerce beyond health and safety reasons**  
Figure 14: Reasons for shopping online more, 2021  
Figure 15: Reasons for shopping online more, by gender, 2021

## PRODUCTS PURCHASED ONLINE

- **Older consumers are open to purchase products of all investment**  
Figure 16: Products purchased, 2021
- **Making older consumers part of the conversation**  
Figure 17: Products purchased, by gender, 2021  
Figure 18: CoverGirl and Maye Musk
- **Consumers with lower overall incomes need higher levels of flexibility**

## 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

# Older Generations: Online Shopping Behaviors - US - 2021



Report Price: £3695 | \$4995 | €4400

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

Figure 19: Products purchased, by HHI, 2021  
Figure 20: Dollar General highlights savings opportunities

- **Incorporating omnichannel options to drive online engagement**

Figure 21: Where products are bought, 2021

- **Bundling convenience online**

Figure 22: Where products are bought, by gender, 2021

## RETAILERS SHOPPED ONLINE

- **Teaming families together to drive online shopping**

Figure 23: Retailers shopped, 2021

- **Increasing the focus on Hispanic consumers online**

Figure 24: Retailers shopped, by Hispanic ethnicity, 2021

## INFORMATION AND LEARNING

- **Grabbing consumers' attention with reviews and samples**

Figure 25: Trusted sources of information, 2021

- **Frequent online shoppers use digital tools for information; less frequent rely on more traditional options**

Figure 26: Trusted sources of information, by online shopping frequency, 2021

## BEHAVIORS WHEN SHOPPING ONLINE

- **Providing simple avenues for discounts**

Figure 27: Actions before purchase, 2021

- **Offering engagement options for women and streamlined paths for men**

Figure 28: Actions before purchase, by gender, 2021

Figure 29: Kohl's highlights beauty promotion on Facebook

- **Across income levels, the desire for savings remains**

Figure 30: Actions before purchase, by HHI, 2021

## IMPORTANT FACTORS

- **Flawless execution of the basics leads to happy shoppers**

Figure 31: Important factors when shopping online, 2021

- **Going beyond for female shoppers**

Figure 32: Important factors when shopping online, by gender, 2021

- **Product quality is at the center of it all**

Figure 33: Important factors ranked, 2021

## ATTITUDES TOWARD ONLINE SHOPPING

- **Seeking out relationships with older consumers**

Figure 34: Shopping behaviors, 2021

## 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](https://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

Report Price: £3695 | \$4995 | €4400

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

Figure 35: Consumer Reports

- **Providing a map for female consumers to use as guidance**

Figure 36: Shopping behaviors, by gender, 2021

- **Values matter to older consumers**

Figure 37: Shopping behaviors, 2021

- **Attract consumers with convenience; drive appeal with personalization**

Figure 38: Shopping behaviors, 2021

- **Putting consumers of all income levels in control**

Figure 39: Shopping behaviors, by HHI, 2021

- **Using social as a supplementary tool**

Figure 40: Shopping behaviors, 2021

Figure 41: Nordstrom leverages Baby Boomer influencer

- **Older consumers find partners in brands online**

Figure 42: Attitudes toward online shopping, 2021

- **Driving impulse with men; building trust with women**

Figure 43: Attitudes toward online shopping, by gender, 2021

- **Establishing trust and providing flexibility to engage with older Hispanic consumers**

Figure 44: Attitudes toward online shopping, by Hispanic ethnicity, 2021

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Marketing creative
- Abbreviations and terms
- Abbreviations

## APPENDIX – THE CONSUMER

Figure 45: MRI-Simmons Media consumption habits and attitudes

## 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](https://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)**.