

Marketing to Seniors - Canada - 2021

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This report looks at the following areas:

- The pandemic's impact on seniors' approach to managing wellness and social connectivity.
- How the unique characteristics of this lifestage informs seniors' sense of value.
- The priorities of seniors.
- How seniors perceive themselves and how they see their peers.

The lifestage of seniors strongly influences their sense of value from brands. This is because the context of how they live has changed. Being empty nesters means that they live in smaller households and being retired suggests they've reached a level of financial stability and have the freedom to spend time on the things they want to rather than squeezing activities they enjoy in.

Experiential elements matter more now than ever before as the uncertainty of the pandemic has reduced their ability to engage in many of their core activities (like grocery shopping, visiting malls or coffee shops, etc), as well as hampered their interactions with family and friends. A cautious mindset during the pandemic led to a fast-forwarding of their usage online and ecommerce channels, which opens the door for brands to lean more on such platforms to connect with seniors.

Importantly, companies do not necessarily need to reinvent the wheel when targeting seniors, but instead shift the positioning slightly. From leveraging tech platforms like online classes to helping them maximize the experience of the present moment – ie 'be present', senior interests and priorities are not necessarily that far off from younger consumers. Showcasing commonalities will help them feel seen and reassure them that they still matter.



"Companies don't need to reinvent the wheel when catering to seniors. As a consumer group, they are much more engaged and much more tech savvy than they get credit for. This lifestage informs their sense of 'value'."

- Carol Wong-Li, Associate Director Lifestyles & Leisure

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What's included

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- Full Report PDF
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