

Baby Boomers and Health - US - 2022

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This report looks at the following areas:

- Health concerns of Baby Boomers and their approach to managing these concerns
- Baby Boomers broaden their view of what constitutes health and wellness
- Digital solutions to meet Baby Boomer's health objectives
- Approach to health and wellness of older and younger Baby Boomers
- Mental health comes into focus for Baby Boomers
- The impact of COVID-19 on Baby Boomers' approach to health

Baby Boomers currently account for approximately 21% of the total US population. As they continue to age, Baby Boomers will need additional assistance to face age-related challenges with help from technology companies, health and wellness brands, and healthcare providers. Despite typically having a large amount of accumulated wealth, a median net worth of \$244,567, Baby Boomers may not be sufficiently prepared to shoulder the costs of age-related healthcare in the long term, resulting in further strain on already stressed social healthcare programs such as Social Security and Medicare. Additionally, historic inflation continues to burden Baby Boomers, especially those on fixed incomes, as they struggle to balance basic living necessities with the increasing costs of healthcare. In light of these external pressures, it is ever more vital that Baby Boomers improve their overall health and wellness.

Baby Boomers are generally confident about managing their health and tend to face their age-related illnesses and concerns head on, with the help of their healthcare professionals. They are dedicated to managing their health through a broad range of health management strategies, including regular check-ins with their healthcare professionals, increasing quality sleep, and addressing their mental health. While Baby Boomers tend to rely on more traditional avenues for their healthcare news and needs, they have recently shown more interest in the use of digital solutions for their health, including telehealth appointments and wellness devices and apps. However, Baby Boomers face a number of barriers to healthy lifestyles, including socioeconomic factors,



“Baby Boomers who are faced with looming age-related health concerns have started to redefine what a healthy lifestyle looks like, paying more attention to a broader scope of health concerns beyond physical aches and pains.”

– Dorothy Kotscha, Health Analyst

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education, and reluctance to adopt new technologies. Healthcare providers and healthcare brands need to meet Baby Boomers where they are and provide streamlined, inclusive, simplified health solutions to help Baby Boomers be proactive about their health and wellness.

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