

# Baby Boomers: Online Shopping Behaviors - US - 2023

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:

- Boomers' online shopper profile
- Retailers shopped
- Items purchased online
- Sources of information when researching products
- Online shopping behaviors
- Frustrations when shopping online
- Important factors when shopping online

Baby Boomers are more engaged with online shopping than some marketers might consider: 75% of these consumers are shopping online at least once a month with 35% doing so at least once a week or more. This shows why it's critical for brands and retailers to not only understand what Baby Boomers want, but also understand how they can better the online experience to encourage them to shop online more frequently than they are already doing.

Inflation wasn't lost on Boomers; however, as they hold approximately 51% of the wealth in the US, this generation was more insulated from the onset of rising prices with most of the generation claiming that their personal financial situations have stayed the same or that they are even better off than from a year ago. With more time and money to spend, Boomers present themselves as a key target market for many brands and retailers now and in the coming years.

One of the biggest challenges facing brands in reaching Boomers is that this generation is fairly set in their ways. This cohort has brands and retailers they favor and isn't necessarily interested in changing brands, even for a price advantage. This means that brands have their work cut out for them if they are to win over new Boomer consumers.

Finally, brands have an opportunity to be a partner for Baby Boomers as they shop online. Boomers are interested in online experiences and events,



"Baby Boomers are more savvy online shoppers than they feel they are given credit for. Despite not being digital natives, they have adapted to shopping online, in many ways because the pandemic forced them to."

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

## Buy this report now

Visit	<a href="https://store.mintel.com">store.mintel.com</a>
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

## Baby Boomers: Online Shopping Behaviors - US - 2023



Report Price: £3695 | \$4995 | €4400

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

especially those that can connect them to others or allow them to spend more time with their families.

### 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

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**

### EXECUTIVE SUMMARY

- **Top Takeaways**
- **Target Audience**  
Figure 1: Boomers demographic breakdown, 2023
- **Consumer trends**  
Figure 2: Online shopping frequency, 2023  
Figure 3: Online shopping behaviors, 2023  
Figure 4: Important factors when shopping online, 2023
- **Competitive strategies and opportunities**
- **Social media can be a place to connect with consumers**
- **Be a partner in health and wellness, combating loneliness**
- **Use the stores to drive sales online**
- **Infuse real human connection into the shopping journey**

### BABY BOOMERS OVERVIEW

- **Baby Boomers hold significant wealth, influence over the marketplace**  
Figure 5: Population by generations, 2023  
Figure 6: Boomers demographic breakdown, 2023
- **Boomers' Values**
- **Enlist Experiences to encourage interest in brands**
- **Understand Boomers' Identity**
- **Let consumers know their Rights are protected online**
- **Boomers are concerned about their environmental Surroundings**
- **Technology isn't a top priority for Boomers**
- **Value goes beyond price**
- **Older consumers make time and space for their health and Wellbeing**

### MARKET DRIVERS

- **Boomers have less inflationary blues**  
Figure 7: Consumer Price Index change from previous year, 2022-23
- **Boomers also look to brands to help reassure their concerns around supply chain, COVID-19 and climate change issues**

### 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

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

## COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Social media is still a key place to alert Boomers to products for them**  
Figure 8: Thrive Causemetics launches gray eyebrow liner for older consumers
- **Leverage secondhand as a way to buy – and sell**  
Figure 9: The RealReal features vintage pieces for sale on its platform
- **Address health and wellbeing changes and challenges**  
Figure 10: Seniors gather for special pickleball game hosted by Seadog Cruises on Chicago River
- **Showcase quality, authenticity of products in a simple manner**

## THE BABY BOOMER ONLINE CONSUMER – FAST FACTS BOOMERS ONLINE SHOPPER PROFILE

- **Baby Boomers shop online more often than given credit for**  
Figure 11: Online shopping frequency, 2023
- **Computers are the go-to source for online shopping**  
Figure 12: Typical online shopping habits, 2023
- **A third of Baby Boomers rely on ecommerce for a majority of their purchases**  
Figure 13: Percent of purchases made online, 2023

## RETAILERS SHOPPED

- **One-stop shops capture Boomers' online dollars**  
Figure 14: Retailers shopped, 2023
- **Boomers leverage Amazon more than the other generations**  
Figure 15: Top three retailers shopped, by generation, 2023

## ITEMS PURCHASED

- **Baby Boomers frequently purchase medicine, vitamins online**  
Figure 16: Items purchased, by generation, 2023

## SOURCES OF INFORMATION

- **Boomers lean on online reviews, stores to help them make purchase decisions**  
Figure 17: Sources of information, 2023
- **Brands should use social media to connect with older generations**  
Figure 18: Boomer TikTok influencer partners with CVS  
Figure 19: Sources of information, by generation, 2023

## 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

# Baby Boomers: Online Shopping Behaviors - US - 2023



Report Price: £3695 | \$4995 | €4400

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

## ONLINE SHOPPING BEHAVIORS

- **Boomers resort to actions that are simple-to-execute when shopping online**

Figure 20: Online shopping behaviors, 2023

- **Baby Boomers are savvier online than they are given credit for**

Figure 21: Online shopping behaviors, by generation, 2023

## FRUSTRATIONS WITH ONLINE SHOPPING

- **Baby Boomers are looking for safe, transparent websites from brands and retailers**

Figure 22: Frustrations, 2023

- **Brands should be partners in helping consumers make the most of their dollars**

Figure 23: Frustrations, by household income, 2023

## IMPORTANT FACTORS WHEN SHOPPING ONLINE

- **Like Gen X, Baby Boomers need a flawless, basic ecommerce experience**

Figure 24: Important factors when shopping online, 2023

- **Younger consumers could influence, change Boomers' behaviors**

Figure 25: Important factors when shopping online, by generation, 2023

## ATTITUDES TOWARD ONLINE SHOPPING

- **Boomers seek better behavior from brands**

Figure 26: Attitudes – brand behavior, 2023

- **Show Boomers how omnichannel shopping can be of benefit to them**

Figure 27: Attitudes – shopping preferences, 2023

- **Boomers are content with the brands they already know and love**

Figure 28: Attitudes – brand loyalty, 2023

- **Tech experiences aren't a priority for Boomers, but there's opportunity to connect through sustainability initiatives**

Figure 29: Attitudes – alternative shopping options, 2023

- **The in-person experience will cultivate relationships with Boomers**

Figure 30: Attitudes – brand engagement, 2023

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**

## 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

# Baby Boomers: Online Shopping Behaviors - US - 2023



Report Price: £3695 | \$4995 | €4400

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

- Consumer qualitative research
- Abbreviations and terms
- Abbreviations
- Terms

## 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)**.