

# Marketing to Gen X - 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:

- Gen X outlook and self-perceptions – they've worked hard, followed the rules, and are underwhelmed by the payoff.
- Gen X health status and priorities, as the group inches toward senior territory, opening opportunity for products and services that help them contend with the reality of aging.
- Gen X financial situation and attitudes, and the impact repeated economic downturns have had on retirement plans and savings.
- The role tech and social media play in the lives of this non-digitally native, but extremely tech reliant group.

Gen X – currently aged 44-58 and representing 60 million Americans – is often seen as the forgotten generation, sandwiched between the sizeable Baby Boomer and Millennial groupings. And while a larger share of this cohort identifies as rule followers and aims to fit in, there's an active subgroup that wants to stand-out, providing strong fodder for brand outreach. The ways in which Gen X express themselves is shifting with age, with the tie between identity and the role in the family giving way to physical appearance. As such, personal care products show the strongest resilience when cost cutting is considered.

While Gen Xers are in prime earning years, a majority feels their life isn't where they thought it would be at this point. Quality and experience play strong roles in Gen X spending, with a large majority of respondents expressing willingness to invest in items that will last a long time, versus lower cost items that require more replacement. Recent inflationary pressures have hamstrung savings efforts, leading to concerns with levels of both savings and investments. What's more, this group is more likely to anticipate prolonging retirement due to the need for financial security, suggesting a perception of feeling trapped by circumstance. Brands that can help in savings and financial security pursuits will resonate.



“Marketing to Gen X requires adeptly navigating a budget-conscious consumer that values quality. Gen X likes nice things, but they want to feel responsible about spending on them. They are a generation that gravitates toward following the rules.”  
– Carol Wong-Li, Director, Consumers & Culture

## 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

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**
- **Gen X is disappointed**  
Figure 1: Attitudes and perceptions – any agree – self-perceptions, by financial situation, 2023
- **Quality is the way in for Gen X**  
Figure 2: Perceptions of value – quality, by key demos, 2023
- **Competitive strategies**
- **Gen X acceptance of store brands provides a roadmap for accessible quality**  
Figure 3: Perceptions of value – store/name brands, by key demos, 2023
- **Strengthen personalization to strengthen resilience**  
Figure 4: Budgeting by category, 2023
- **Opportunities**
- **Brands can engender preference by helping Gen X stick to the budget**  
Figure 5: Budget monitoring, 2023
- **Help Gen X play savings catch-up**  
Figure 6: Financial situation – investments/debt, 2023

### GEN X BY THE NUMBERS

- **Gen X is 60 million strong in 2023**  
Figure 7: US population by generation, 2018–28  
Figure 8: US population by generation, 2018–28
- **Gen X employment outpaces gen pop**  
Figure 9: Employment, 2023
- **Nearly a third of Gen X rents their home**  
Figure 10: Housing, by generation, 2023  
Figure 11: Timing of planned home purchase, 2023
- **Nearly one in five Gen X is separated/divorced/widowed**  
Figure 12: Marital status, 2023  
Figure 13: Defining identity, 2020–23
- **30% of Gen X has adult children living in the household**  
Figure 14: Age of children in the household, 2023
- **Nearly a quarter of Gen X is non-White**

### 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 15: Distribution of US generations by race, 2023 (est)

Figure 16: US population by race and Hispanic origin and generation, 2023

Figure 17: Distribution of US generations by Hispanic origin, 2023 (est)

MARKET FACTORS

- **Inflation makes already cautious Gen X even more so**  
 Figure 18: Financial situation, 2023  
 Figure 19: Budget monitoring, 2023
- **Gen X more likely to sacrifice non-essentials, leaning into low-cost/DIY**  
 Figure 20: Spending behavior, 2023  
 Figure 21: Impact of inflation on leisure entertainment, 2023

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Mintel Trend Drivers**
- **Marketing to Gen X through the Trend Drivers Wellbeing and Technology**
- **Parlay Gen X love of gaming into mental health solution**  
 Figure 22: Perceptions of video games, 2023
- **Marketing to Gen X through the Trend Driver Identity**
- **Create rules for Gen X to follow**  
 Figure 23: Let them be mindful, 2023

THE GEN X CONSUMER – FAST FACTS

- **Gen X feel like life isn't where they thought it would be at this point**
- **Brands can help Gen X achieve savings security**
- **Inflation has increased Gen X budgeting behavior**
- **Quality/durability and experiences drive value among Gen X**
- **Brands can help those looking to stand out amid generation of conformists**
- **Gen X is aware of shifting health**

GEN X SELF-PERCEPTIONS

- **Majority of Gen X feels as if life isn't where they thought it would be**  
 Figure 24: Attitudes and perceptions – any agree – self-perceptions, 2023  
 Figure 25: Attitudes and perceptions – any agree – self-perceptions, by financial situation, 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
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.

- **Three quarters of single women are contending with a shift in expectation**  
Figure 26: Project Leonardo, 2023  
Figure 27: Attitudes and perceptions – any agree – self-perceptions, by marital status, 2023
- **Gen X skews conformist, brands can help some groups stand out**  
Figure 28: Self-perceptions – stand out/fit in, by key demos, 2023
- **Gen X is future-focused, prime for planning tools**  
Figure 29: Self-perceptions – future/now, by key demos, 2023
- **...but the past plays a role**  
Figure 30: Self-perceptions – keep/eliminate, by key demos, 2023

#### GEN X HEALTH

- **Conditions**
- **Majority of Gen X identifies physical limitations**  
Figure 31: Attitudes and perceptions – any agree – health perceptions, 2023
- **One in four Gen Xers has a physical condition that limits movement**  
Figure 32: Physical conditions, 2023
- **Priorities**
- **Healthy eating and weight management lead Gen X health goals**  
Figure 33: Health priorities – any rank, 2023
- **Women more weight-focused, men interested in stress management**  
Figure 34: Health priorities – any rank, by gender, 2023
- **Affordable mental health options are in high demand**  
Figure 35: Health priorities – any rank, by financial situation, 2023
- **Accommodations**
- **Gen X is starting to lean into inclusive design**  
Figure 36: Project Leonardo, 2023  
Figure 37: Inclusive design attributes, 2023

#### GEN X FINANCES

- **Savings**
- **Fewer than half of Gen X has a comfortable cushion of savings**

#### 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.

Figure 38: Attitudes and perceptions – any agree – savings, 2023

- **Single women are in need of savings support**

Figure 39: Attitudes and perceptions – any agree – savings, 2023

- **Gen X Hispanics lack a safety net**

Figure 40: Attitudes and perceptions – any agree – savings, 2023

- **Investments/debt**

- **Majority of Gen X lacks retirement investments, but know they need them**

Figure 41: Financial situation – investments/debt, 2023

- **Single Gen X women more likely to have student debt than investments**

Figure 42: Financial situation – investments/debt, by marital status, 2023

- **Fewer than a quarter of Hispanic Gen X has retirement investments**

Figure 43: Financial situation – investments/debt, by race/Hispanic origin, 2023

- **Student loan debt compounds financial struggle**

Figure 44: Financial situation – investments/debt, by financial situation, 2023

**GEN X SPENDING HABITS**

- **Budgeting**

- **One in five Gen Xers follow a strict budget**

Figure 45: Budget monitoring, 2023

Figure 46: Budget monitoring – follow a strict budget, by key demos 2023

Figure 47: From pinning to planning, 2023

- **Prove value by proving quality**

Figure 48: Perceptions of value – quality, by key demos, 2023

- **Brand**

- **Brand loyalty is not strong**

Figure 49: Perceptions of value – brand loyalty, by key demos, 2023

- **Majority of Gen X view comparable quality between store and name brands**

Figure 50: Perceptions of value – store/name brands, by key demos, 2023

- **Convenience**

- **Time has slightly more value than money**

**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.

Figure 51: Perceptions of value – convenience, by key demos, 2023

- **Preferences**
- **Experience leads for Gen X**

Figure 52: Purchase preferences – experiences/things, by key demos, 2023

- **Personal care category is most resilient, implying power of personalization**

Figure 53: Budgeting by category, 2023

Figure 54: Willingness to sacrifice quality for savings by grocery category, 2023

### GEN X AND WORK

- **Motivation**
- **Work is driven by financial need more than personal fulfillment**

Figure 55: Financial situation – work plan, 2023

- **Gen X men more likely to derive personal fulfillment out from work**

Figure 56: Financial situation – work plan, by gender, 2023

- **Balance**
- **Majority of Gen X identifies healthy work-life balance**

Figure 57: Attitudes and perceptions – any agree – work, 2023

- **Single Gen X women less likely to point to healthy work-life balance**

Figure 58: Attitudes and perceptions – any agree – work, by marital status, 2023

- **Gen X Hispanics are pro-college**

Figure 59: Attitudes and perceptions – any agree – work, by Hispanic origin, 2023

### GEN X AND TECHNOLOGY

- **Usage**
- **Three in 10 online shoppers are doing so multiple times per week**

Figure 60: Digital activities in the past year, 2023

Figure 61: Digital activity frequency, 2023

- **Gen X women are more likely than men to use tech for outreach**

Figure 62: Digital activities in the past year, by gender, 2023

- **Gen X women engage with online ads, brands must keep them relevant**

### 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 63: Digital activity frequency – click on advertisements I see online, by gender, 2023

- **Dads may be an untapped segment of social media users**

Figure 64: Digital activity frequency – post on social media, by parental status, 2023

- **Awareness**

- **Majority of Gen X don't see societal benefit of AI, need some convincing**

Figure 65: Attitudes and perceptions – any agree – technology, 2023

- **Brands utilizing the metaverse must onboard women and Hispanic Gen X**

Figure 66: Attitudes and perceptions – any agree – technology, by gender, 2023

Figure 67: Muévelo con Pepsi, 2023

Figure 68: Attitudes and perceptions – any agree – technology, by race/Hispanic origin, 2023

- **Majority of Gen X parents are learning from their kids**

Figure 69: Skills parents have become familiar with because of their children, 2023

**GEN X AND SOCIAL MEDIA**

- **Gen X remains skeptical of social media, influencers beware**

Figure 70: Daily social media use, 2023

- **Perceptions**

Figure 71: Attitudes and perceptions – any agree – social media, by key demos, 2023

- **Frequently used sites point to pursuit of connection, learning, fun**

Figure 72: Attitudes toward social media platforms, 2023

- **Identity**

- **Majority of Gen X don't feel represented in social media**

Figure 73: Attitudes toward social media platforms – for people like me, by race/Hispanic origin, 2023

- **Get at the (norm) core**

Figure 74: Attitudes toward social media platforms – for people like me, by area, 2023

- **Brand information**

- **One in five Gen X women think Instagram is good for learning about brands**

Figure 75: Attitudes toward social media platforms – good for learning about brands, by gender, 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



Report Price: £3695 | \$4995 | €4400

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

- **Brands reach Black consumers on Facebook, Hispanics on Instagram/TikTok**

Figure 76: Attitudes toward social media platforms – good for learning about brands, by race/Hispanic origin, 2023

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Abbreviations and terms**
- **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)**.