

The Generation X BPC Consumer - UK - February 2019

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This report looks at the following areas:

- Keep convenience in mind
- Separate from seniors
- Rooted in familiarity

Although it can be tempting to target all generations after Millennials with the same anti-ageing messages and products, ageing is still considered a future problem for Generation X rather than an issue for which there is a current need. Some Generation Xers have launched their own brands, born from the frustration of finding nothing in the market that really showcases an understanding of their generation.

Currently happy to spend on little luxuries, appealing to Generation X now can future-proof brands when funds grow tighter into retirement. Targeting them is easy as they have an interest in both online and print media, but messaging needs to focus on the here-and-now and products should consider skin and hair type or offer personalisation. Established mass brands and retailers may find this group easier to tap into, especially with this generation's interest in convenience, but right now they do not necessarily feel comfortable or catered for.



"The industry's focus on anti-ageing messaging towards anyone over the age of 40 has left Generation X feeling misunderstood. Ageing is still considered a future problem for many of these consumers, while their more pressing needs for convenience and personalised options are ignored."

– Alex Fisher, Senior Beauty Analyst

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- **Rooted in familiarity**
- **The facts**
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- Correspondence map methodology

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