

# Marketing to Over-55s: Incl Impact of COVID-19 - Brazil - July 2020

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## This report looks at the following areas:

- How the COVID-19 pandemic is affecting the behavior of those over 55.
- How the economic recession, aggravated by the pandemic, affects the lifestyle and purchasing power of those over 55.
- Current habits and activities of Brazilians aged 55+
- New launches and consumer interest in innovation

Seniors made up 13% of Brazil's population in 2018. By 2043, according to IBGE, a quarter of Brazilians (25%) are expected to be aged 60+. The market, however, still sees seniors as a niche, with few products specifically designed for them and low representation in the media. It is not surprising, therefore, that only 12% of consumers aged 55+ agree with the statement, "My age group is accurately portrayed in advertising."

Brands and companies must start developing products and services tailored to the needs of seniors and a communication strategy that engages this target audience. Otherwise, they will face fierce competition in the future, having fewer opportunities to build a relationship with younger seniors, who tend to live longer. In 2043, according to IBGE, Brazilians' average life expectancy will be 80.

Currently, the COVID-19 pandemic has changed seniors' consumption behaviors (eg accelerating the adoption of certain technologies). However, 25% of consumers aged 55+ often ask for help from family and friends when they are trying to use an online service (eg Uber, online grocery shopping), an indication that companies need to help them in that matter by developing products, services and communication strategies that are inclusive and compatible with their limitations.

In terms of health, the pandemic seems to have accentuated seniors' concerns over physical health as well as mental and emotional health. The social distancing measures bring different impacts on seniors' lifestyles. Depending on



"Brazilians aged 55+ are among the most affected by the COVID-19 pandemic. In addition to greater concerns over cleanliness and hygiene, the outbreak has accelerated the adoption of certain technologies."

– Ana Paula Gilsogamo,  
Research Analyst

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their circumstances, they can feel lonely, burdened and useless. According to the survey, 36% of consumers aged 55+ are afraid of feeling as if they are no longer useful.

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