

BABY BOOMERS



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Baby Boomers are optimistic and value-driven — blooming across life stages. Born from 1946-1964, Baby Boomers are 48-66 today and the largest demographic group in the United States. With a population of more than 80 million, they range from careerists, parents, grandparents and retirees, all with over \$2 trillion in buying power.

AGELESSNESS

This generation is resistant to aging, focused on prevention, reliance and re-evaluating their lifestyle choices to remain active and independent.

On the younger side, Boomers are focused on their children, education costs, their careers and commuting. On the upper end, Boomers are grand parenting, empty nesting and enjoying their retirement. According to Beth Brady, global head of

Nielsen Marketing, “This group is redefining aging. They grew up in the age of consumerism. Their sheer size helped define brands; they’re rebellious.”

A recent study by Nielsen shows Boomers are more affluent these days. The previous generations which included their parents and grandparents, were all about pinching their pennies, but Boomers currently account for nearly \$230 billion in sales for consumer packaged

goods, which is 50% of the country’s discretionary spending.

Boomers are using healthy eating as a key strategy in their goal to live longer, healthier lives. When it comes to specific food-related behaviors, adoption tends to increase with age. For example, 35% of younger Boomers eat whole grains on most days, and 21% of younger Boomers consume omega-3 foods or supplements on a daily basis, versus 41%



41%
OF OLDER BOOMERS
EAT WHOLE GRAINS ON
MOST DAYS.

and 27% of older Boomers, respectively.

67% of 45-64 year olds say that they manage digestive health by eating foods that naturally contain fiber, such as beans, whole grains and fresh vegetables.

43%
OF 45-64
YEAR OLDS
SAY THEY MAINTAIN
A MOSTLY HEALTHY
DIET, BUT ALSO LEAVE
ROOM FOR TREATS/
INDULGENCES ON
OCCASION.

86%
OF 55-64
YEAR OLDS
AGREE
THEY LIKE TO
OCCASIONALLY
INDULGE IN
UNHEALTHY
SNACKS.

PSST...THIS ONE'S FOR YOU!

There are a limited number of products introduced specifically targeting Baby Boomers on the product labeling, forty-two to be exact. These products range from chewing gum to probiotics. Baby Boomers are required to read through the lines and find products that meet their needs. Key phrases for products that generally target this demographic include: healthy, smart and convenient.

Green Giant Healthy Heart Vegetable & Grain Mix

This product promotes soluble fiber which can help naturally lower cholesterol to promote heart health.



Frito-Lay's Smartfood Popcorn Clusters

This product is not specifically positioned to Boomers, but meets their needs of an indulgent treat with “powerful nutrition.”

Kellogg's All-Bran Buds Singles

This product includes the nutrition information on front of pack. It contains 1/3 of the daily recommended value of fiber in convenient single serve packaging.



BOOMING POSSIBILITIES

Formerly the largest generational group in America, the Baby Boomers have started to dwindle in numbers, ceding that title to the up and coming Millennial generation (typically the children of Boomers). Despite losing their status as the largest group in 2011, one in four Americans call themselves a Boomer. Given the size of the Boomer generation, as well as their unsurpassed spending power, marketers and advertisers should increase their efforts in reaching this highly important consumer group.