



Euromonitor
International

Unlocking Growth in the 60+ Consumer Market

February 2025

Table of Contents

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Mature consumers shape consumption today and tomorrow

Amidst slowing growth, mature consumers emerge as an untapped opportunity

BREAKING STEREOTYPES

Mature consumers defy outdated stereotypes

Mature consumers are spending vigorously

Health spending is a priority, but not the only one

The Bristol features Blue Zone soups for their Winter 2024 Menu

Mature consumers are value, not price focused

Being mature does not equal being offline

“Golden age” influencers are reshaping digital marketing and consumer engagement

Overcoming stereotypes opens opportunities, but not without challenges

DETERMINING HIGH-POTENTIAL MARKETS

Mapping opportunity beyond demographics

Market Potential Index: A structured approach to analyse 60+ markets

Developed countries remain the global powerhouses for mature consumer demand

US golden agers’ demand is driven by wellness, leisure and digital engagement

Granular spending data reveals hidden opportunities for food, leisure and transport

From data to behavioural insights

EMBRACING AGE-FRIENDLY INNOVATION

Serving 60+ consumers’ diverse needs via empowerment, indulgence and inclusivity

Empowering mature consumers to live independently longer

Uda successfully markets longevity coffee

Indulgence is driving demand for premium experiences

Discovery Senior Living creates premier resort-style active living community

Viking Cruises offers trips tailored for “golden age” consumers

Inclusive brand marketing drives engagement, trust and purchases

Liseberg reimagines older age group as active and thrill-seeking

Iris Apfel x Dr. Scholl’s collaboration promotes age inclusion

CONCLUSION

Recommendations for growth

Evolution of mature consumers’ demand

Questions we are asking

APPENDICES

Market Potential Index: Mature Consumers 2024 Ranking

Key pillars and indicators to assess market potential for mature consumers

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/unlocking-growth-in-the-60plus-consumer-market/report.