



Highly motivated to re-engage with the world after this period of lockdown, Baby Boomers (currently between ages 58–76) are redefining “senior” life and turning many stereotypes on their head. This generation is intersecting with culture in unexpected ways and demands new and nuanced approaches when it comes to products, services, and marketing. In particular, this cohort is showing a growing affinity for technology, relying on smart devices to assist them in their daily lives or connect with their community from the comforts of home. They are also becoming increasingly plugged into social media, with TikTok attributing a large proportion of new accounts to Boomers. Through digital connectivity, they’re exploring new hobbies and activities, travel opportunities, and even becoming influencers in their own right. We take a peek into these emerging lifestyle trends in this report.

Consumer Snapshot: 50+ FOMO



65.6% of Boomers own a smartphone, with 40% using retail apps to shop online; and **38%** believe that using VR as a means of collaboration is important.



Boomers are planning to take an average of **3.8 trips** this year, with more than half seeking out destination holidays.



Boomers make up **32%** of Instagram accounts, while Boomers and Gen X combine for **30%** of TikTok accounts.



8 in 10 Boomers want a flexible work schedule, with 59% willing to take on reduced hours and benefits in exchange.



Jacob Lund (Photographer)

1 NEW DIGITAL CONNECTIONS

Virtual connectivity became vital during the pandemic, and in turn, the adoption of technology quickly accelerated among the 60+ population. Smartphones, wearables and smart home technology are driving a market for “silver tech,” **estimated to be worth 3.7 trillion dollars**. The opportunity for digital services is boundless, as this cohort is looking for tech that improves mobility, financial wellness, health, and social connection. A slew of VR innovations have emerged and are being widely adopted in senior living communities in North America, offering everything from travel experiences to immersion therapy. As appetite continues to grow, innovators should seriously **consider this cohort in their UX strategies**, such as implementing voice assistance, simplifying navigation, or providing ‘pay by other’ options that allow family members to remotely manage their bills.



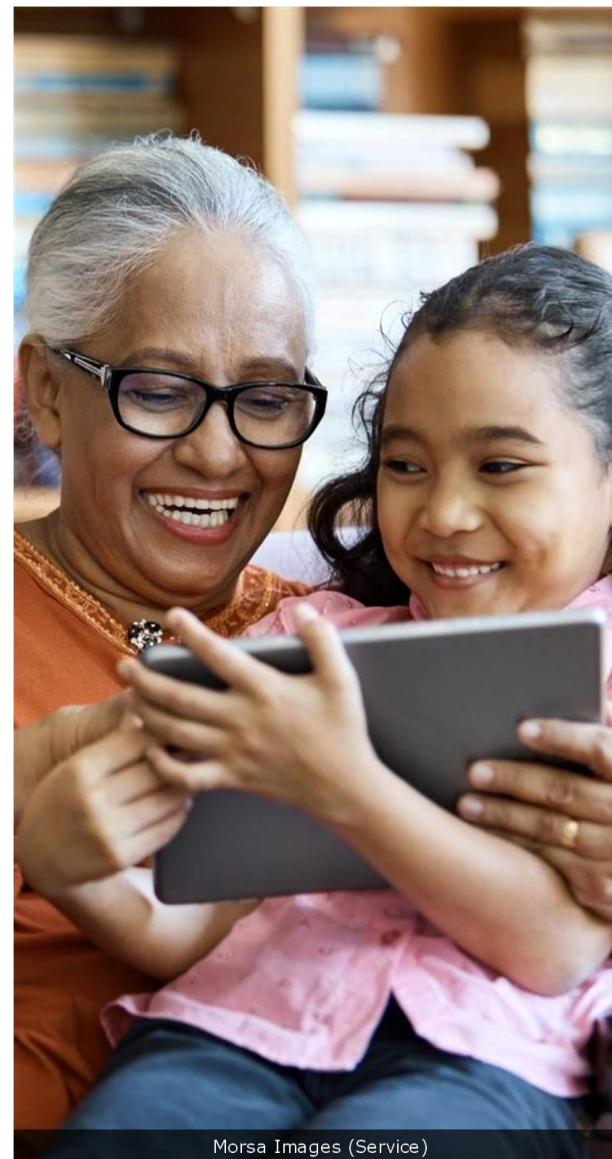
Rendever's mission is to help seniors relive, reconnect and reinspire through virtual reality. Users can revisit any location from their past or virtually travel around the world and cross off their bucket-list destinations.



Samsung and Zone V partnered up to create smartphones that are elderly friendly and put accessibility front and center. Its interface is optimized for those with diminished eyesight, hearing, and dexterity, and incorporates an SOS function for emergencies.



The **Papa** app aims to deepen social connections between seniors and different generations. It provides those who need it with a companion who can help them with everyday tasks, mobility, and overall well-being.



Morsa Images (Service)

Consumer Snapshot: 50+ FOMO



Life Part 2 And Beyond (Influencer)

2 TRAVEL

Mortality has weighed heavily on the public consciousness in the past few years, and this generation has been particularly impacted due to greater health vulnerability. As a result, many have a renewed outlook on life and a desire to make up for lost time through increased travel and new experiences. According to Pinterest, older users are popularizing search phrases like “nomad normal” and “getaway car.” In a **survey** conducted by Avail, 82% of Boomers said they were planning to take between 1–5 trips in the coming year. Along with a desire to reconnect, this cohort is becoming more digitally savvy and are doing their **research beforehand**, and so **arming them with knowledge on how to travel easily and safely** is imperative. They are also open to different types and means of travel—for example, in the UK, National Express Group saw a **185% increase** in bookings for coach holidays to local destinations by this group. Cater to this travel-hungry generation by **highlighting bucket-list items, family activities, and safe and comfortable transportation options.**



Last year, **Alaska Airlines** put out an open call for Boomer influencers to help the company create travel content for its “AK Boomer House” project. The campaign offers a lighthearted celebration of boomers returning to travel post-pandemic.



The **Canary Islands** is investing in senior tourism and will be putting a new strategy in place to attract this cohort. The country will focus on promoting longer stays, for example, noting that the average stay for seniors is 50 days compared to nine days for other travelers.



Under its recently proposed **Immerso** scheme, Spain plans to offer subsidized holidays to its over-65 citizens. Hoping to reignite the tourism industry there, the scheme will pay for holiday packages of up to 400 Euros to travel anywhere in the country.

3 WORK & LIFESTYLE

Seniors today are seeing their age and position in life as an opportunity for new beginnings. Many are opting for **semi-retirement** to help fuel their new needs in a demanding economy. In a recent **survey**, 79% of Boomers expressed a desire to continue working on a reduced and flexible schedule—for example, taking on consulting work or mentoring opportunities. Financial strain and the need to maintain an active lifestyle has led to new living arrangements, such as the growing **'golden girl' or 'boommate' trend** where seniors are moving in together. In addition, senior living communities are taking location into greater account, many targeting **urban settings** due to their walkability, everyday convenience, and socialization options. Businesses can start to cater to this more active lifestyle starting internally by **tackling ageism in the workplace, expanding wellness options, and offering a softer approach to retirement.**



Last year, **Tonic Housing** became the first LGBTQ+ retirement community in the UK. Located in central London, the assisted living space caters to their communities with safe social spaces and care.



Odd Couples Housing is a roommate matching service that fosters intergenerational connection by pairing seniors with, oftentimes, students. Through this arrangement, seniors can continue aging in place, while younger roommates get access to more affordable housing.



Against a drastically aging population and a tight labor market, Japanese electronics store **Nojima** has removed their employee age limit of 80. To facilitate the change, the company is offering flexible part-time and temporary options.



Elizabeth D. Herman | The New York Times

Consumer Snapshot: 50+ FOMO



Grece Ghanem (Influencer)

4 BECOMING INFLUENCERS

As people crave more unique and authentic content on social media, mature influencers or “granfluencers” are inspiring younger generations with their individuality and lifestyle choices. Not only can **boomer influencers** be traced through many **nostalgia-induced pop culture trends** like “grandmillennial” and “coastal grandmother” aesthetics, but this cohort still **commands** around **70% of disposable income in America** and are estimated to spend \$3.2 trillion annually. Brands are waking up to the power that this cohort wields: The entertainment industry is starting to offer more nuanced portraits of women over 55, such as the *Sex and the City* reboot and TV show *Hacks*. In China, “**fashion grandmas**” are **trending** on social media, including 79 year-old influencer Grandma Wang (“Who Only Wears High-Heeled Shoes”), who has over 16 million followers. **Embrace the wealth of knowledge and authentic experience** that this generation has to bring a new perspective to contemporary culture.



Last summer, Coors Light in partnership with TEAMLTD created a series of shorts, dubbed “**Masters of Chill.**” These master classes are taught by grandparents, and they feature tips on how to chill with those who have been “chilling for decades.”



Senior TikTok stars known as the **Old Gays**, who have amassed over 5.5 million followers on the platform, have recently signed with BGM to develop a docuseries about their personal and professional lives.

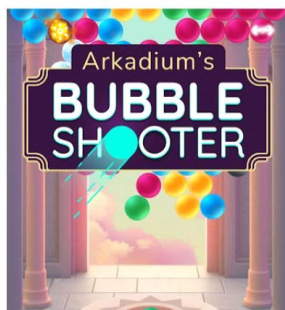


Ilia Beauty's first brand campaign, “Between Us,” called on a number of senior social media influencers, such as **@greceghanem** and **@dianagabrielnyc**, to help highlight beauty across all age groups.

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5 FINDING *their* INNER CHILD

Seniors are flipping the concept of “age-appropriate” and reconnecting with their inner child by introducing play into their daily lives. For example, one study estimates that video **gamers between ages 55 and 64** have grown 32% since 2018. Boomers, just like their Gen X counterparts, are also **searching for playful pastimes on Pinterest**, with trending searches including “Indoor swings for adults” and “lollipop stick crafts for adults.” They are also taking the fun outdoors and to **senior playgrounds**—a trend started in China that is **spreading** around the world. As the appetite for play grows, shift your marketing strategy to include this generation and design **games that can fill their leisure time**.



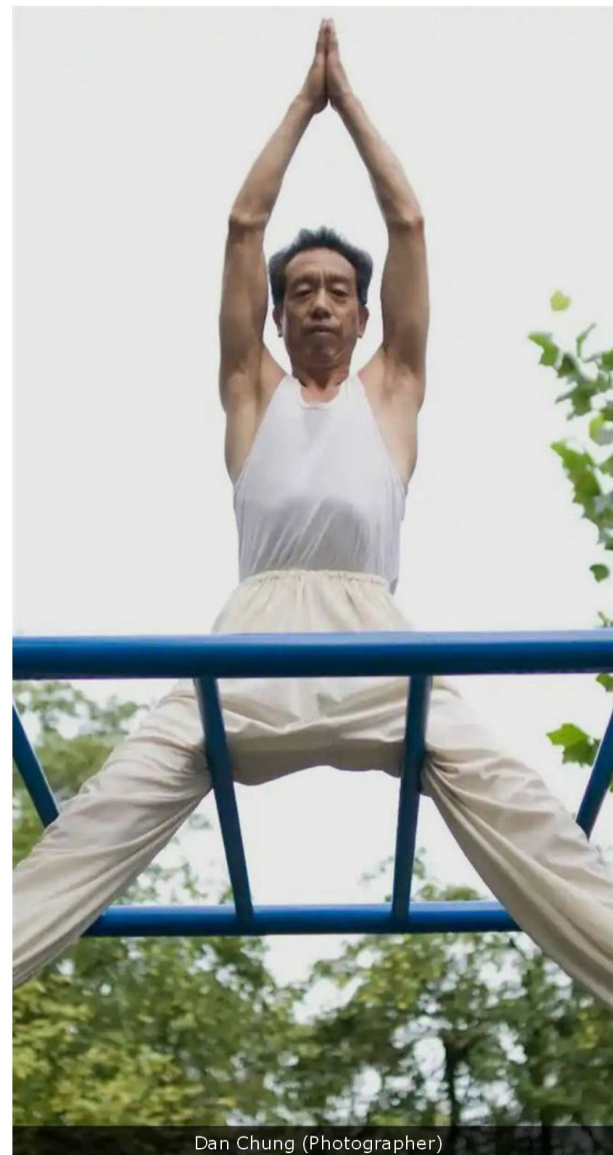
Video game developer **Arkadium** has launched a new cross-platform gaming subscription service for seniors, titled Arkadium Advantage. It will be offered at a discounted price for seniors and features easy set up.



The premise behind CBD company **Dad Grass**, was to “pay tribute to the timeless staples of dad style.” Inspired by the ‘casual smoke’ of the past, the products offer this generation a less potent alternative.



Mixing board games and game shows, new trivia game **Boom Again** was designed to take this cohort back to the 50s, 60s, and 70s, drawing on pop culture references from those eras.



Dan Chung (Photographer)