

BABY BOOMERS & HEALTH

FAST FACTS FROM FONA

Born 1946-1964, Baby Boomers number more than 72 million in the U.S. and have 2.5 trillion in buying power. As they age, they're looking to extend their wellness (and therefore their independence) for as long as possible. They tend to stick to a traditional approach, although they are open to CBD and some other select up-and-coming healthcare ingredients.

When it comes to Baby Boomers and wellness, here are the top trends our taste experts are tracking.

REST & RECHARGE

Boomers recognize the need to unplug, and its impact on health.

NOT-SO LOYAL

Baby Boomers are the least brand-loyal generation according to our survey. About 45% are brand-loyal when purchasing supplements.

BOOMER BASICS

Traditional approach to health and wellness: eating right and exercising regularly. About 62% take a proactive approach.

SIDE-EYE TO SUPERFOODS

Out of all generations we polled, Boomers are the least interested in botanicals, adaptogens and nootropics.



ON THE MOVE

Bone, Joints & Mobility Health a top concern for Baby Boomers, followed by energy/metabolism and digestion/gut health.

TOP INGREDIENTS

Most sought-after ingredients to help with mobility issues: calcium, vitamin D, glucosamine & chondroitin, fish oils and collagen.



CBD ME

Every generation shows interest in CBD from a health-and-wellness products. About 77% of consumers 53-62 agree that cannabis offers therapeutic benefits according to AT Kearney.

Need Details?

We've done a deep dive into the health and wellness habits of consumers, across all generations.

Schedule a presentation today.

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