

GEN X & HEALTH

FAST FACTS FROM FONA

Practical and proactive when it comes to health, Gen X (those born 1965-1977) have their own unique views on wellness purchases. Sometimes considered the generation “forgotten” by marketers, they number 52 million and have 2.7 trillion in buying power.

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

MOVE IT



Bone, Joints & Mobility Health a top concern for Gen X.

KEEP IT SIMPLE

Gen X members keep it simple with many of their health-focused habits – traditional approach to healthcare & straightforward, healthy habits.

HEART HEALTHY



For their cardiovascular health, Gen X seeks Omega-3s, fish oils, antioxidants and Coenzyme Q10

BRING ON THE BOTANICALS

72% of Gen X are likely to purchase botanical products for themselves, and 66% would purchase for their kids



BOTANICALS OF INTEREST

Aloe vera, green tea extract and spices like turmeric and ginger



MIXED LOYALTY

While Millennials are the most brand-loyal generation, Gen X is middle of the road. About 53% tell us they're brand-loyal when it comes to supplements.

ABOUT THE BALANCE



Key values for Generation X are balance. An Iconoculture survey shows that health is also increasing in importance for Gen X.

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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