

NOW TRENDING

Meet the Boomers

Born between 1946 and 1964, Boomers represent approximately 73 million Americans, making them the second largest demographic after Millennials. **This generational cohort controls the majority of household wealth in the U.S. and is arguably the influential consumer group of the moment.**¹

Boomers outspend every other generation by \$400 billion annually, providing over 50% of U.S. consumption.

(Total Retail Report)²

Boomers are comfortable with technology, outspending other generations in both dollars and time spent online. Brands that take the time to earn their trust are rewarded with purchase loyalty, yet only 5-10% of advertising dollars are geared toward them³.

Let's explore how packaging can shape the positive experiences Boomers desire.



Jif®

create

CONVENIENCE

Convenience translates to loyalty for Boomers more than any other generation.

Consider direct-to-consumer (DTC) delivery or single serve portions for smaller households and empty nesters.



Maxwell House®; Advil®

offer

ACCESSIBILITY

Many Boomers live with lower dexterity and poorer vision.

Consider ease of use and comfort when gripping, opening, or re-sealing. Keep label messaging simple and large. Texture can be used for inclusive cues.



Nature's Way®

demonstrate

RESPONSIBILITY

Boomers value brands with a positive message and spend big on sustainable products.

Consider post-consumer resin (PCR) or refillable models and ensure they can ship via ecommerce.



Costco®

provide
VALUE

Boomers want to spend wisely, but value is key, and they won't sacrifice quality.

Consider design updates to private label brands that elevate the package structure or graphics. Make value feel less practical and more aspirational.



Aurum Skincare

promote

PRO-AGING

Stigmatized categories like menopause care seek to modernize their appeal to Boomers with a more empowering brand language.

Consider minimal designs for discreetness, or premium features to celebrate and embrace confidence.

For more information on the best packaging solutions for your target demographic, contact us at marketing@tricorbraun.com.

TRICORBRAUN®

¹The Changing Shape of the CPG Demand Curve: Boomers, IRI Worldwide, July 24 2020

²Casey, Tim. Retailers: Don't Neglect Baby Boomers. Total Retail Report. Aug 28 2017

³Emsley, Vaughan. Don't Underestimate the Market Power of the 50+ Crowd. Harvard Business Review. Jan 09 2020