

A group of people are dining outdoors at night. The scene is illuminated by warm string lights and several large, glowing lanterns in shades of pink, white, and blue. In the foreground, a wooden table is set with a white plate, a fork, and a wooden cutting board with various appetizers, including mushrooms and bread. A man in a blue shirt is smiling and looking towards a woman in a green shirt. Another man in a striped shirt is visible on the left. The background shows lush greenery and more lanterns hanging from trees.

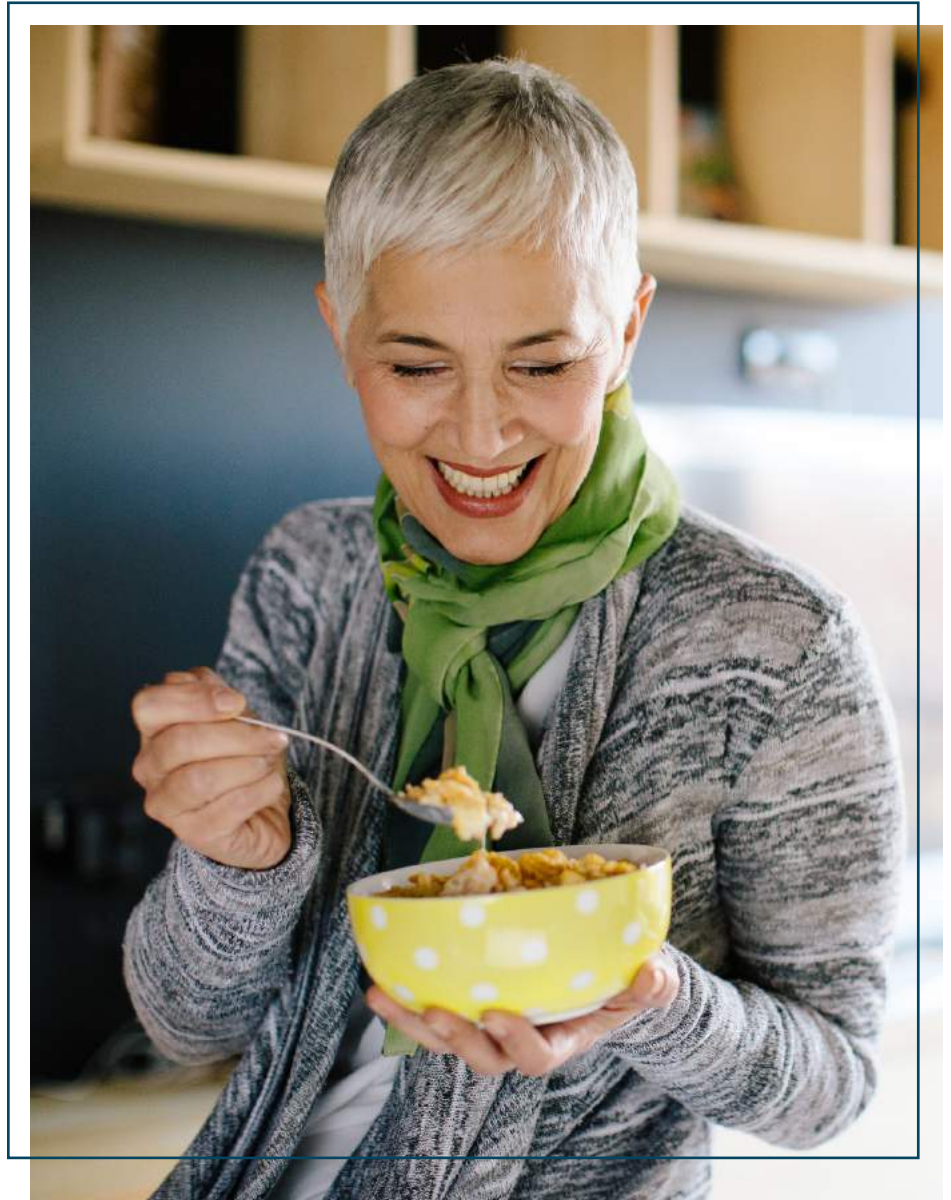
BABY BOOMERS 2022 Consumer Insight

There's been plenty of talk about Gen Z and their '90s nostalgia, but they shouldn't be the only generation that you're thinking about when you look at developing and marketing new products. Baby Boomers have *trillions* in spending power, holding 51% of all wealth in the United States. As this generation ages, their priorities change as well: think functional foods, clean eating, and an overall focus on health and wellness. We're taking a look at the top products, flavors and trends in this space. Take a look as we dive into how Boomers' needs can be compatible with your brand.

WHO ARE THE BOOMERS?

Born between 1946-1964, there are around 72 million baby boomers in the United States. Having been in the workforce for decades, this generation has the spending power to show for it — their total net worth is nearly \$70 trillion.

But while baby boomers are living longer than other generations, they're still facing other health concerns from rising obesity rates to COVID-19 and other chronic diseases and disabilities.



AGE GROUP & POPULATION:

Baby Boomer consumers were born between 1946-1964 and are currently between the ages of 57 to 75 years old.



KEY CONCERNS FOR BOOMERS:

- Healthy/preventative aging
- Longer work lives
- Effects of technology on eye health and other related health concerns



BOOMING NET WORTH:

Total net worth for boomers equates to around \$70 trillion.

BOOMERS & THEIR HEALTH

Mintel reports that 50% of U.S. consumers aged 55+ agree that preventing disease/illness motivates them to eat healthily. Preventative health efforts are particularly important as this generation is living longer than many before it, and are taking proactive approaches to their health like following a healthy diet and staying active in their later years.

For boomers, eating healthy starts at home. This generation associates home-cooked meals with health at a significantly higher rate than their Gen Z counterparts (67% and 55%, respectively.) Brands looking to target this older demographic will find it easiest to do so through grocery store offerings that respond to the unique concerns of the baby boomer generation.

TOP FORMULATION CLAIMS MADE BY FOOD AND DRINK WITH SENIOR CLAIMS;

% Global Launches, 2018

- Vitamin/Mineral - Fortified 58%
- Functional - Bone Health 37%
- Functional - Other 37%
- Added Calcium 34%
- Low/No/Reduced Allergen 26%
- Functional - Energy 14%

Source: Datassential

PRODUCTS OF NOTE



LEMONKIND TRANSFORMATION TURMERIC CARROT GINGERADE JUICE BEVERAGE + BOTANICALS

comprises apple, carrot, cucumber, pineapple, lemon, mango, ginger and turmeric. The product contains high potency vitamin A which is said to be important for growth and development, the immune system and good vision. It's also an excellent source of vitamin C which is said to be important for the skin, bones and connective tissue.



ACTIVIA+ STRAWBERRY FLAVORED LOWFAT YOGURT DRINK

contains 1.5% milkfat, 5% juice, billions of live and active probiotics for gut health, and at least 10% daily value vitamin C for its antioxidant properties, vitamin D to help produce protein for immune response, and zinc to help support immune cells.

31% of consumers said that they likely or definitely would buy this product.

"It is crucial for brands to recognize the full potential of marketing to older adults and tailor campaigns accordingly. Challenging stereotypes of this age group is key, as is reflecting how products and services can be relevant to them specifically. There is a strong focus on health amongst this cohort, which could be an effective way for brands to make their mark."

- MINTEL

Source: PRB.org, Mintel

BOOMERS AT THE GROCERY STORE

Because boomers make four out of five meals at home and are more than twice as likely as Millennials to rely on leftovers, it's especially important for brands to focus on this generation's grocery store needs.



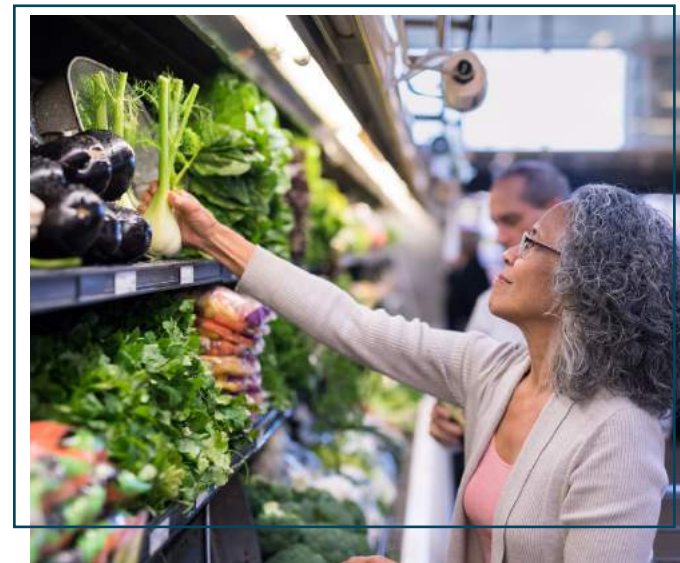
SHOPPING BEHAVIOR

- 14% use online ordering for home grocery delivery
- 41% use digital coupons while grocery shopping in stores
- **VALUE IS KEY** - Boomers are loyal to their favorite brands as long as they perceive clear value and good customer service



WHAT THEY'RE BUYING

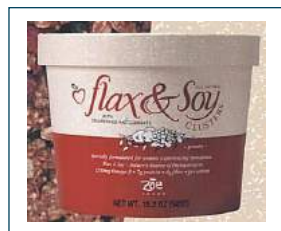
- 49% are interested in functional foods like probiotics and vitamins
- 59% are willing to pay extra for socially compliant, sustainable products



HOW TO REACH THEM

Products marketed to seniors may carry a stigma that discourages people who don't see themselves as "old." However, many nutrients for brain health, eye health and more can benefit both older and younger generations, and brands can instead focus on the same claims that appeal to younger consumers when marketing to boomers. In addition, as the number of baby boomers who do their grocery shopping online increases, Mintel suggests that these consumers may respond well to video or one-on-one tutorials on how to do so most efficiently, which would help provide a customized and personable element to retailing.

PRODUCTS OF NOTE



ZOE FOODS FLAX & SOY CLUSTERS are an organic granola snack mix that claim to relieve symptoms of menopause. The 2 main ingredients, soy and flaxseed, naturally provide the body with phytoestrogens, fiber, protein, and omega-3 fatty acids, all of which may help relieve not only menopause, but also breast cancer, heart disease, and osteoporosis.



SUSTAINABLE INDULGENCE PECAN MAPLE BLISS PREMIUM COOKIES feature Lucuma Powder and use only the finest ingredients. The vegan and kosher certified product is made with super foods and is low in sodium, free from preservatives, gluten, GMOs, dairy, soy and cholesterol.

34% of consumers said that they likely or definitely would buy this product.

TRYING NEW THINGS



Baby boomers are a generation that know what they like and rarely stray outside of it, but there are ways to encourage these consumers to try new flavors or dishes that still keep their preferences in mind.

One way is by using new ingredients in familiar dishes — 62% of Baby Boomers indicate that they like trying new foods but prefer them in menu items that are more familiar. Snacks, appetizers and desserts could all be vehicles to introduce new dishes/flavors without too much pressure.

FLAVOR ENCOURAGES CHANGE

The best way to encourage new behaviors, though, is flavor. Datassential reports that 69% of baby boomers will only try a new food if they think it will taste good, while Mintel found that 52% of members of Gen X and older are prevented from trying new foods because they may not like the taste.

DON'T COUNT OUT THE CLASSICS

Favorite Restaurant Desserts: Cherries Jubilee, Babka, Spumoni Ice Cream

Favorite Restaurant Dessert Flavors: Dutch Apple, Streusel, Pecan Praline, Black Cherry, Cinnamon Raisin

PRODUCTS OF NOTE



TRADER JOE'S MANGO BROOKLYN BABKA is a sweet, rich pastry with a mango fruit blend. The naturally flavored product is kosher certified and retails in an 18-oz. pack.

26% of consumers responded that they likely or definitely would buy this product.



FIT & ACTIVE CHERRIES JUBILEE NONFAT YOGURT is added with vitamins A, D, and contains aspartame and other natural flavor. The product is claimed to be an excellent source of calcium, contains 1/3 less calories than a regular low-fat yogurt and retails in a 6-oz. pot.



AHA BLACK CHERRY + COFFEE SPARKLING WATER is naturally flavored with other natural flavors, and is free from sweeteners, sodium and calories. The 0% juice product is kosher certified, contains 30mg added caffeine and electrolytes.

43% of consumers responded that they likely or definitely would buy this product.

THE TAKEAWAYS

Baby boomers may not have the mystique of Gen Z consumers, but their significant purchasing power and devotion to home cooking make them a demographic that shouldn't be overlooked. And with 72 million baby boomers in the U.S. alone, food and beverage developers have loads of opportunities at their fingertips. Brands that can find a way to address this generation's unique health concerns as well as deliver on delicious, classic flavors, should find that boomers' brand loyalty means that they'll come back time and again.

SOURCES

- Mintel
- Mintel GNPD
- PEW Research
- Federal Reserve
- PRB.org
- Datassential
- AARP
- Kognitiv
- Deloitte

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What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let McCormick FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. Let's mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.

From concept to manufacturing, we're here for you — every step of the way. Contact our sales service department at [630.578.8600](tel:630.578.8600) to request a flavor sample or [chat us up at www.fona.com/contact-fona/](http://www.fona.com/contact-fona/)

