

# Baby Boomers: Consumers in Their Golden Years

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## Abstracts

Global Baby Boomers form a diverse group of consumers, given the different socio-economic situations they experienced as they grew up. Yet, as boomers are transitioning into a new life stage through retirement, they all prioritise health and relationships and increasingly adopt technology. Brands that can offer boomers quality products and services - which help them celebrate their age and stay healthy – should enjoy vast opportunities among this influential and brand-loyal consumer segment.

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## Contents

Introduction  
Demographics and Key Markets  
Key Traits and Market Impact  
Conclusion

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