

Gen X: The Squeezed Generation

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Abstracts

Generation X (born between 1965 and 1979) has long lived in the shadow of the much larger Baby Boomer cohort, while much of the media attention has focused on their successors, the Millennials. Nevertheless, Gen X represents a large and powerful market of 1.4 billion consumers – in many cases at the peak of their careers and with mighty spending clout. This global report examines the lifestyles and characteristics of this influential generation and identifies opportunities for marketers.

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