

Generation X: The Forgotten-yet-Powerful Consumers

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Abstracts

Generation X (born between 1965 and 1979) is often forgotten by marketers, yet its members are powerful consumers, as they are now in their best-earning years and are usually decision-makers in companies and their extended families. Gen Xers are known to work hard and play hard, while being cautious in their spending, given their various responsibilities. Brands that can offer value, quality and convenience will capture this attractive market of influential and brand-loyal Gen X consumers.

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