

# Global Mid-Lifers at a Crossroads: Lifestyles and Market Impact

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## Abstracts

Longer life expectancies, improving health, later retirement mean that the bar for old age is shifting; age-blurring makes “50 is the new 30” truer than ever. However, with age comes inevitable change - physiological, family-related and work-related. Mid-life is a time for consumers to take stock of their lives and, in some cases, embark on new ventures. This report focuses on lifestyles and expectations of 45-59 year-olds and a forthcoming report how buying behaviour impacts consumer markets.

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