



# Numerator

MYTHBUSTERS

**"Older shoppers don't buy newer brands."**

June 2019

©2019 Numerator • Confidential

# MYTH

*"Older shoppers don't buy newer brands."*

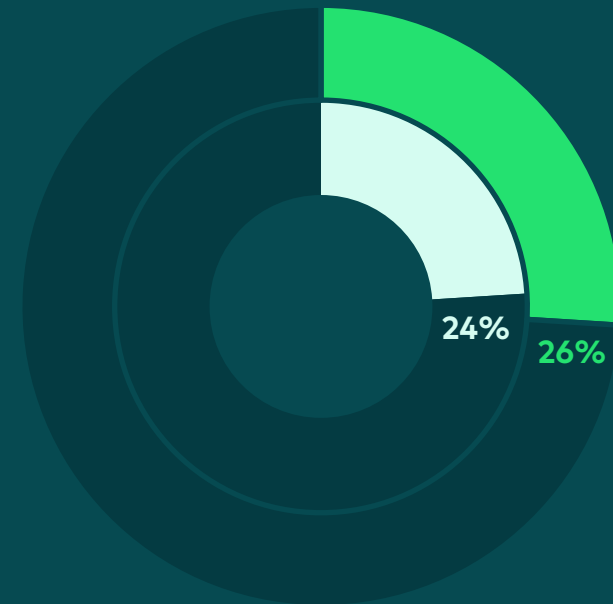
**BUSTED**

# TRUTH

**Older shoppers are more likely to try new things.**

**"Tries new things" when shopping**

● Younger Shoppers (Under 44) ● Older Shoppers (55+)

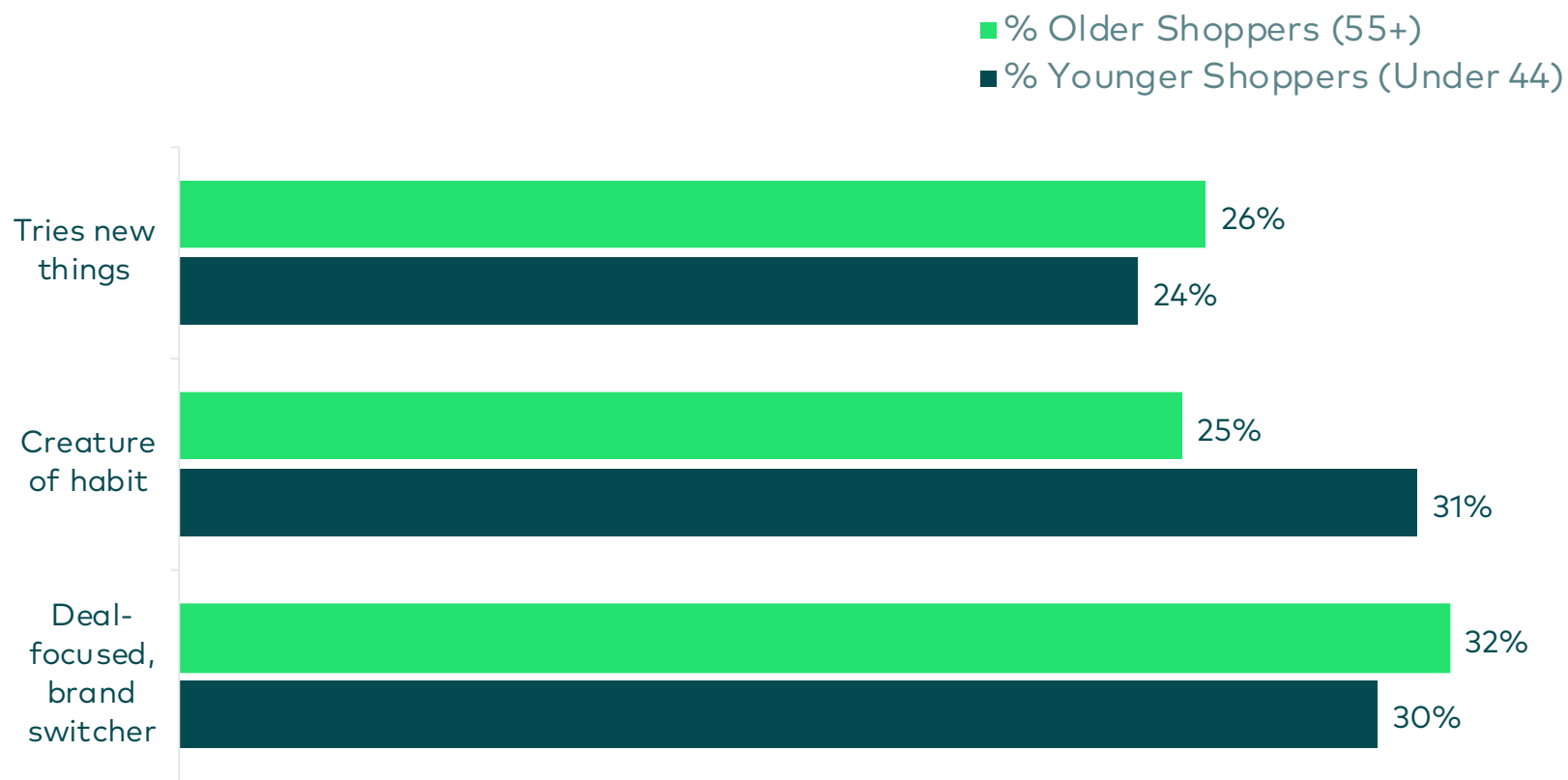


# Older shoppers are willing to try new things

They are also more likely to switch brands based on deals and are less driven by habits

## Shopping Behavior by Age Group

Which of the following describes how you shop?



## Additional Behaviors of Older Shoppers

Checks Ads

**48.6%**

Index **145** vs.  
younger shoppers

Clips Coupons

**45.6%**

Index **127**

Browses Displays

**18.3%**

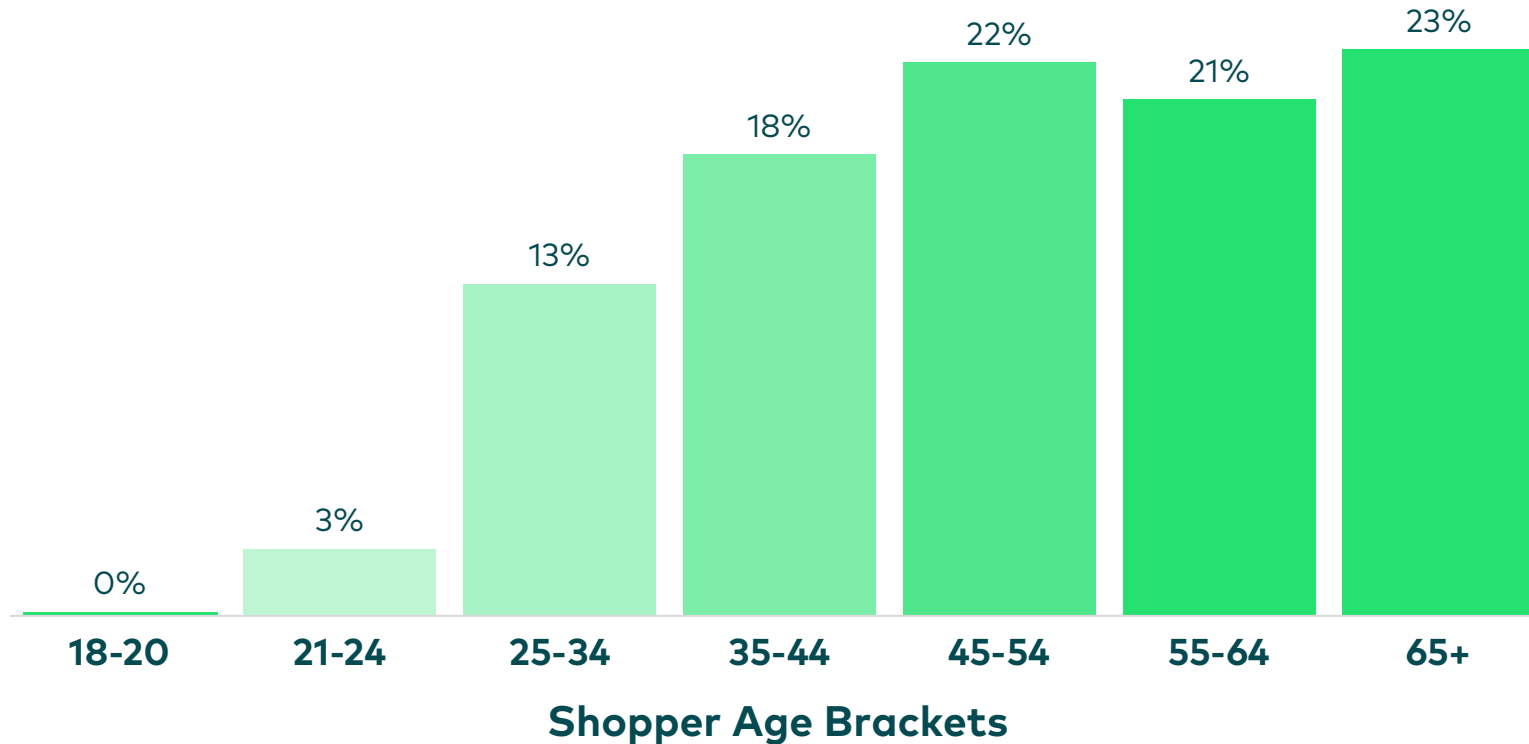
Index **116**

# Older shoppers still hold significant buying power when it comes to traditional CPG categories

Ignoring these shoppers when developing & promoting new brands means missed dollars

## Buying Power by Shopper Age

% of spending by age group



**44%**

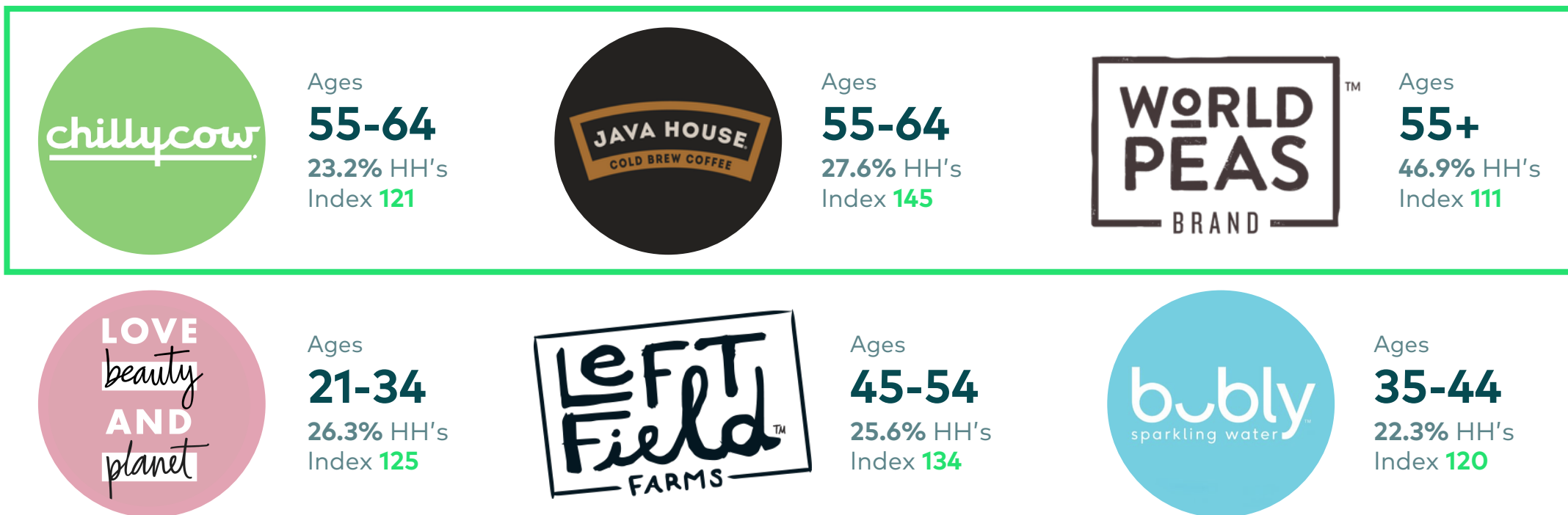
of grocery, household,  
and health & beauty  
spending comes from  
shoppers ages 55+

# Some new brands are already seeing success among older demographics

These brands may be more appealing because they're offered in categories already being shopped by the group, and because advertising messaging more closely aligns with the group's needs

## Top Age Groups for New Brands

Index vs. average shopper distribution



**You **can** teach  
an older shopper  
new brands.**

**Reach these valuable shoppers with  
**deals** and **promotions** to entice  
switching to new brands.**

**Questions we can help to answer:**

- What qualities are older shoppers looking for in their products?
- Where are these shoppers most likely to buy my category?
- Which types of advertising and promotions will be most effective in capturing sales from this group?

Any other myths you want us to bust?  
**hello@numerator.com**