

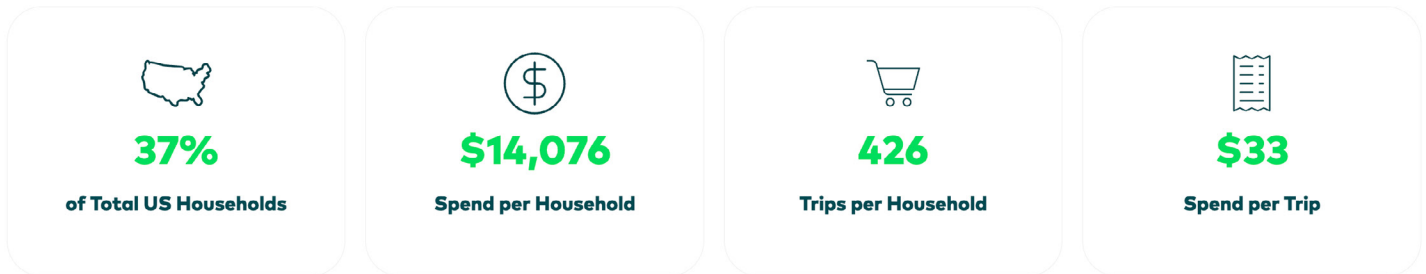
# Resilient Purchasing: Boomers Deep Dive



## WHAT ARE THE BUYING BEHAVIORS OF BOOMERS?

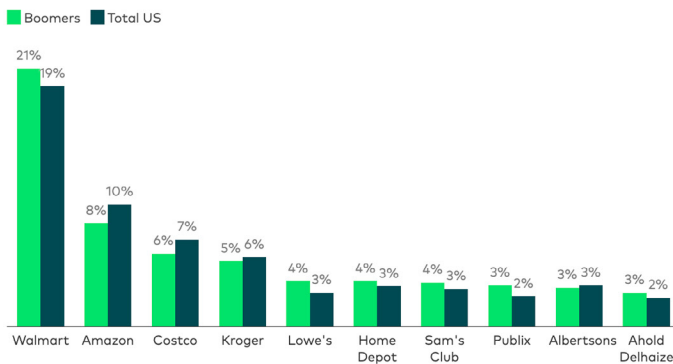
Boomers (born before 1965) are the largest generation in the US and make up 37% of US households. They spend \$14,000 annually for CPG & general merchandise. They make over 420 shopping trips in a year and spend \$33 on each of those trips, on average.

Unlike Gen X, Boomers shop different retailers from the total US. Walmart takes up 1 in 5 (21%) CPG & general merchandise dollars among Boomers. While Amazon does underindex with Boomers, the retailer still takes the second spot in spending. Target, part of the top 10 among Gen Z, Millennials and Gen X, falls off the list for Boomers, landing 11th. The top brands that overindex with Boomers are focused on oral care, as well as historical brands such as ConAgra's Van Camp's and McCall Farm's Margaret Holmes.



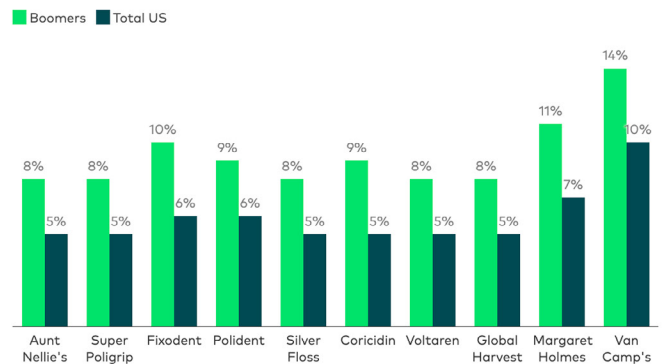
### Top Retailers Based on Boomers Share of Spend

% of Spend | CPG & General Merchandise | Latest 12 Months Ending 12/31/2023



### Top Brands Overindexing with Boomers

% of Households | Top 10 Overindexing Brands | Latest 12 Months Ending 12/31/2023



Source: Numerator | Sectors include: Baby, Grocery, Health & Beauty, Household, Pet, Electronics, Home & Garden, Office, Sports, Tools & Home Improvement & Toys. Only showing brands with Boomer penetration >5%.



## WHO IS THE BOOMER SHOPPER?

Boomers are a predominantly White household as 79% classify themselves as being White. Black and Hispanic / Latino households make up 17% of Boomers in the US.

Boomers also tend to have smaller households. With 9 in 10 (91%) Boomers saying they do not have children in the home, over 82% are in households with two or less people. They also live in non-urban settings with a majority (73%) living in rural / suburban settings.

While Boomers no longer have to be concerned about raising children and can use their funds elsewhere, Boomers also have a lower income compared to other generations. Only 20% of Boomers make an annual household income above \$125K with half of Boomers (50%) being middle income (\$40k-\$125K). With prices at all time highs and little leverage to adjust income, Boomers are facing [economic pressures](#) based on our economic segmentation.

### Boomers Demographic Breakout

Latest 12 Months Ending 12/31/2023

Group	Breakout	Boomers
Ethnicity	White/Caucasian	78.6%
	Black or African American	11.4%
	Hispanic/Latino	6.0%
	Asian	2.2%
	Other	1.7%
Has Children	Yes	8.8%
	No	91.2%
Household Size	1	29.8%
	2	51.5%
	3	10.3%
	4	4.5%
	5	1.6%
	6	1.0%
	7+	1.2%
Income Bucket	Low Income (Under \$40k)	29.9%
	Middle Income (\$40k-\$125k)	50.1%
	High Income (Over \$125k)	19.9%
Urbanicity	Rural	33.7%
	Suburban	39.2%
	Urban	27.0%

Source: Numerator



# MAJOR TRENDS WITH BOOMERS

## MAKING HEALTH MATTER.

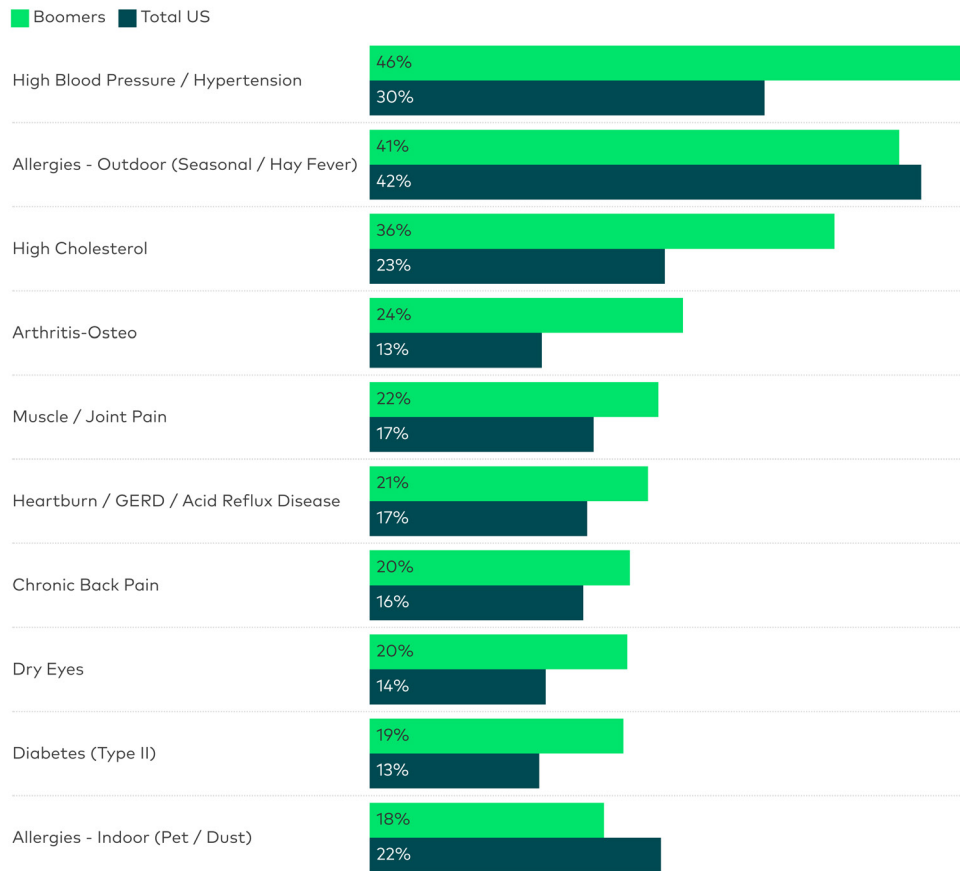
Boomers are significantly more likely to report having health conditions as compared to the total US. Based on Numerator’s [psychographic health segmentation tracking](#) over 35 conditions, the top three conditions are: High Blood Pressure / Hypertension (46%), Outdoor Allergies (41%) and High Cholesterol (36%).

They are also treating their conditions. Of those with high blood pressure, 98% are taking prescription medication and 25% are also making diet and lifestyle changes. Other conditions that highly overindex focused on bone and joint conditions. Nearly 1 in 4 (24%) Boomers have osteo-arthritis– almost twice the incidence among total US (13%).

Health and food brands should continue to help address the needs of Boomers as the cohort accounts for over \$38 billion and \$390 billion, respectively.

## Top 10 Reported Health Conditions

Latest 12 Months Ending 12/31/2023



Source: Numerator

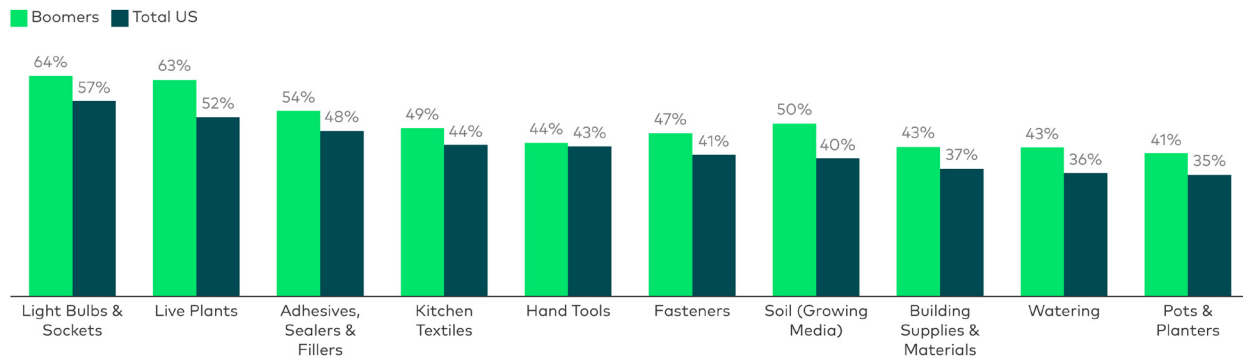
### STILL BUILDING & CREATING.

Even with health conditions arising, Boomers are looking to still be active by building and gardening. Boomers are upwards of 15 to 20% more likely to be purchasing categories such as live plants, gardening soil and building supplies.

Boomers are also DIY'ers. When asked about what they shop for when at a home improvement store, 49% stated they were there to purchase for projects they are planning to do on their own. Brands within the durables space have opportunity to grow with these consumers and build equity with them.

### Top Home Improvement & Gardening Categories

% of Households | Latest 12 Months Ending 12/31/2023



Source: Numerator

### UNDERSTATED VALUE.

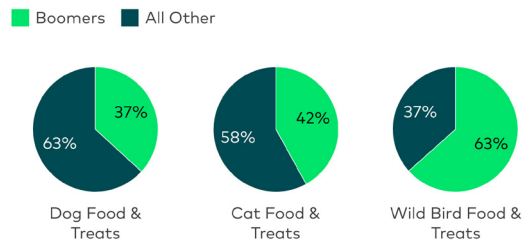
Boomers are the largest purchasers of wild bird food & treats by spending \$88 annually. Almost 2 in 3 dollars (63%) in the category come from Boomers, yet only 3% report having a bird as a pet.

So what gives? As Boomers spend more time at home and tend to their yard, they want to enjoy everything nature has to offer, including bird watching.

For a category worth over \$2 billion, there is a lot of opportunity for retailers to win their fair share through [proper targeting and marketing](#). It's also a reminder for brands to remember opportunity lies even with consumers you might have initially disregarded.

### Boomers Pet Food Share of Dollars

Latest 12 Months Ending 12/31/2023



Source: Numerator



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## Want to see how your brand stacks up with Boomers?

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Over 72M+ Gen Z trips captured with digital and in-store methods.

150K static panelists to discover historical and in-depth shopping behaviors across 44K tracked retailers.

500K+ purchase-verified panelists to survey based on purchasing behaviors and understand the why behind the buy.

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Numerator uncovers your consumer to inspire you for growth. [Get in touch with us to learn more.](#)