

‘New Seniors’, the key for future growth

Families of two people aged over 50 years old account for 1 in 5 (20.5M) of all households in Latam. In 10 years time, this will have increased to one third of households – making it the most prevalent family type in the region. Unveiling their DNA as consumers and shoppers is key for every brand seeking real growth opportunities.

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Slower pace, white hair, glasses. Countless hours of free time. Devoted to cooking special meals for their loved ones. Usually at home, with trips out to visit someone or to buy a few items in the local shop. Most of their time is spent listening to the radio or doing crosswords, and reminiscing about the ‘good old days’. And their grand-children are the center of their world.

This description may accurately reflect what grandparents were like when we were children – but life has changed dramatically, and today’s ‘seniors’ are different.

Fact #1: 50+ is no longer ‘old’. People in their fifties (and sixties and seventies!) are more active than ever – you only need to check the list of the 100 most influential people to see what they are doing. Fact #2: they are becoming grandparents later. Fact #3: good health and quality of life allow them to keep their jobs longer, and to enjoy a better retirement.

These changes have shaped a different day-to-day life for today’s seniors, as well as their idea of the future. To get a sense of this, and identify the common drivers that will help brands engage with them, we deep dived into their lives. Through this, we have built a **360° view of these ‘new seniors’**: who they are, their shopping habits, the brands they choose, their approach to technology and entertainment, and their concerns about health and diet.

Concepts to connect with them and drive growth

Self-awareness

Quality

Convenience

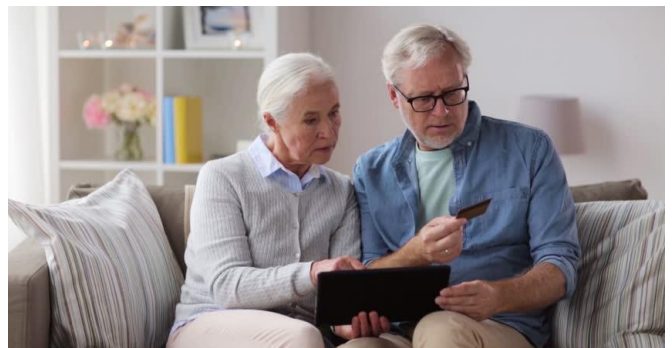
Efficiency

Connection

Health

How big is the opportunity?

Gaining one penetration point in the seniors segment means for example winning **+100K** new households in Brazil and **+42K** in Argentina.



Profile



High Income families
+30%



25% are still working



1/3 have a car



+80% have mobile phones,
1/2 are smartphones

Shopping habits



Combination of **modern trade + proximity** (perfumeries and bakery)



Small missions: Urgent items & fill in trips



+16% higher prices as they chose **Premium brands**

Less frequent shoppers -8 times a year (163 vs 171)



Emerging channels (Discounters)



3 less categories into basket (54 vs 57)



Limited grooming routine: 9/10 of Personal Care categories have **penetration gaps** (vs 3 in Home Care)

Entertainment



1-4 hours of TV daily Less than avg



TV shows: **politics, health and tourism**

Connectivity



70% have **Facebook** mostly on their phone

85% of seniors use **WhatsApp**, almost the same as the average (90%)

70% have **never used Instagram or Twitter**

Nutrition



Strongest connection between **eating habits & health**



40% exercise weekly



Pay more attention to **labels** in packages



81% spend up to **30'** cooking: less than any other group