

August 2026

The Baby Boomer Playbook

MARS UNITED
COMMERCE

...

Insights for Engaging with
the Wealthiest Generation

Introduction

In compiling this report, Mars United's Strategic Planning team used insights from in-depth interviews with 13 subjects and a wealth of other sources to present a deep, clear understanding of Baby Boomers and the factors driving their behavior as both consumers and shoppers across four key topics:

- Finances (page 8)
- Health & Wellness (page 18)
- Food & Beverage (page 31)
- Shopping (page 44)

The Boomers we interviewed brought both intellect and personality to conversations around these topics, sharing insights that were often humorous, always self-aware, and highly revealing.

Introduction

“Boomers completely reshaped the United States: culturally, politically, economically, and in many other ways.”

—Philip Bump, *The Aftermath: The Last Days of the Baby Boom and the Future of Power in America*

Baby Boomers are the roughly 73 million individuals born between 1946 and 1964, products of an unprecedented era of post-World War II optimism and growth — and uniquely named after the population “boom” they represent.

Boomers are known for the many ways they have challenged traditional authority, influenced social change, and rebuilt a secure financial foundation (after the war’s setbacks) that made them the most affluent generation in world history, with \$76 trillion in total wealth.

Yet Boomers are often overlooked these days by retailers and product marketers more interested in winning over the younger and considerably less-brand-loyal generations that have followed. But while their dominance of retail spending has waned over the years (relative to other cohorts), they still account for nearly 34% of all U.S. sales.

Change has been the defining theme of their lives

Sources: *The Washington Post*; U.S. Census Bureau;
U.S. Federal Reserve; Circana, Numerator

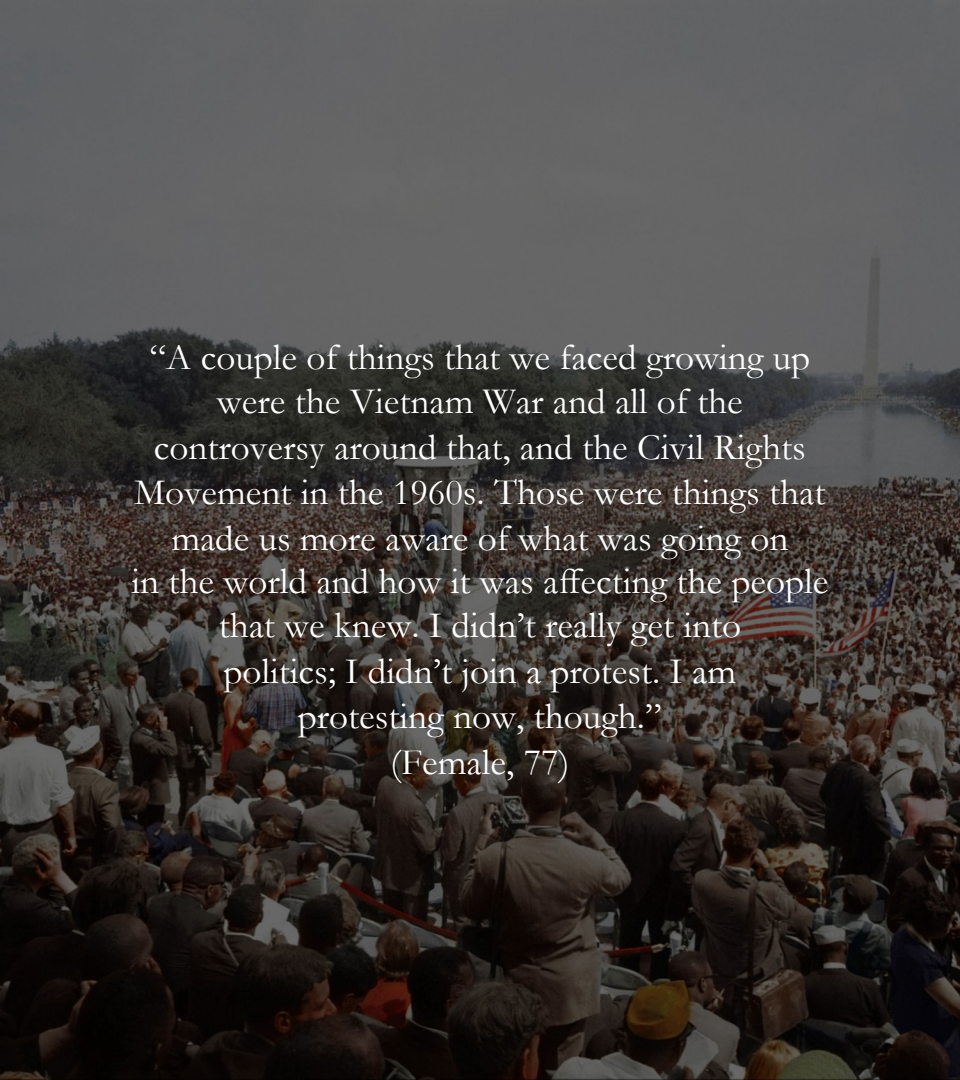
Defined by Change

The Civil Rights Movement (1950-60s)



Focus on Civil Rights (2020s)

From the Civil Rights Movement and Vietnam War protests to Black Lives Matter and MeToo demonstrations, Boomers have lived through — and often led — multiple eras of social change that continue to influence how they view the world.



“A couple of things that we faced growing up were the Vietnam War and all of the controversy around that, and the Civil Rights Movement in the 1960s. Those were things that made us more aware of what was going on in the world and how it was affecting the people that we knew. I didn’t really get into politics; I didn’t join a protest. I am protesting now, though.”
(Female, 77)

Analog Technology



Digital Adoption

Boomers have also experienced major shifts in technology throughout their lives. While they grew up with rotary phones and black-and-white televisions, they have adapted to smartphones and personal computers as technology has evolved in numerous ways.

And although they're not constantly online, they've become heavier adopters of the internet later in their lives.

78%

of U.S. citizens 65 and older have a smartphone, although just 14% say they are “constantly online” (compared with 63% of 18-29-year-olds).

(Pew Research Center, January 2026)

62%

of Boomers use social media, and Facebook is their favorite: 45% visit the platform daily.

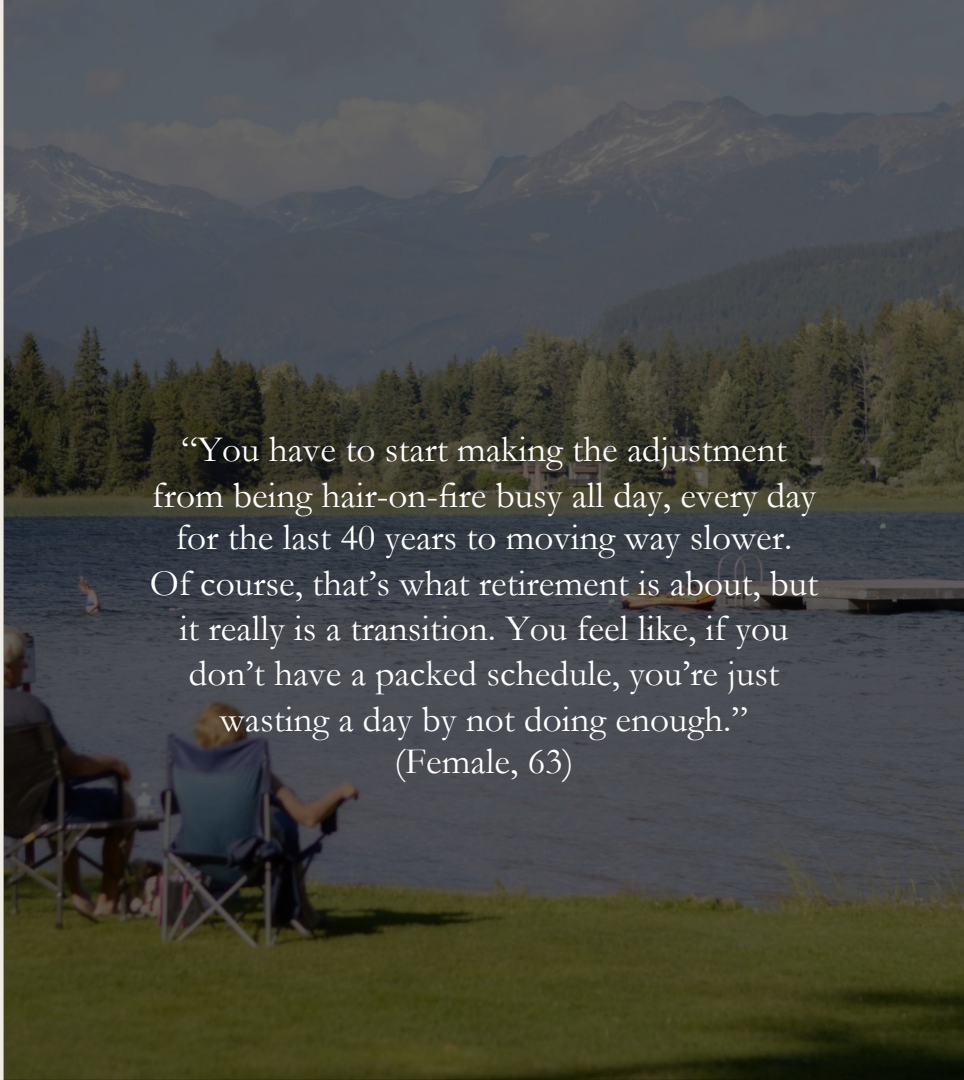
(Pew Research Center , November 2025)

Fast Paced, Career-Driven Lifestyles

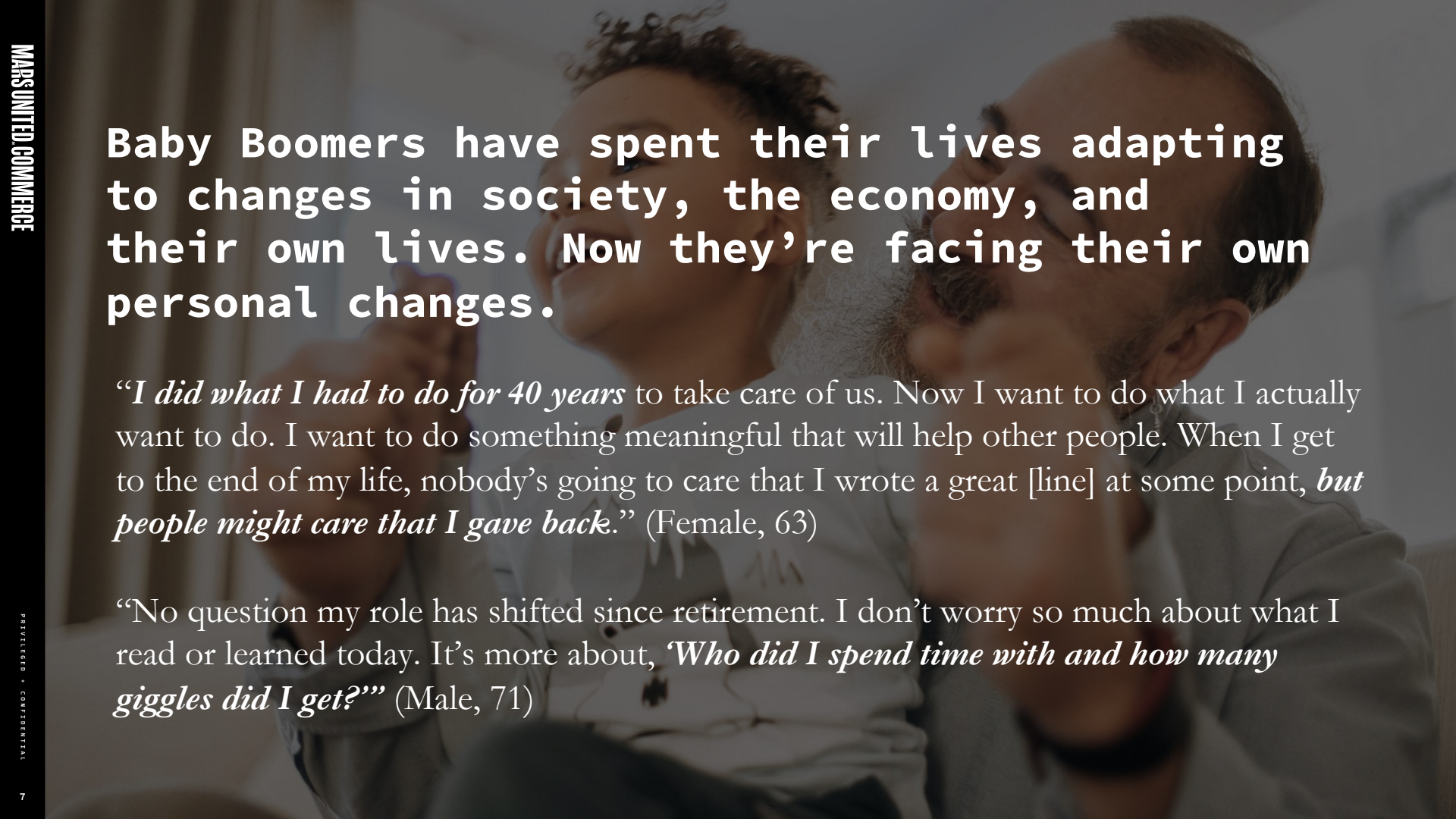


The Slower Pace of Retirement

Boomers dedicated much of their lives to building successful careers and gaining financial security and stability. As they've aged, however, they've shifted their mindset to find greater joy in "the little things" and a slower pace of life.

A scenic view of a lake with mountains in the background and people sitting on the grass in the foreground. The image is used as a background for the quote.

"You have to start making the adjustment from being hair-on-fire busy all day, every day for the last 40 years to moving way slower. Of course, that's what retirement is about, but it really is a transition. You feel like, if you don't have a packed schedule, you're just wasting a day by not doing enough."
(Female, 63)

A man with a beard and a young child are laughing together. The man is on the right, looking down at the child on the left. The child is looking up at the man. They are both smiling and laughing. The background is blurred.

Baby Boomers have spent their lives adapting to changes in society, the economy, and their own lives. Now they're facing their own personal changes.

*“I did what I had to do for 40 years to take care of us. Now I want to do what I actually want to do. I want to do something meaningful that will help other people. When I get to the end of my life, nobody’s going to care that I wrote a great [line] at some point, **but people might care that I gave back.**”* (Female, 63)

*“No question my role has shifted since retirement. I don’t worry so much about what I read or learned today. It’s more about, **‘Who did I spend time with and how many giggles did I get?’**”* (Male, 71)



FINANCES



In 2026, the U.S. population has reached “Peak 65,” where the number of citizens reaching that age is at its highest ever.

(Bank of America Institute, November 2025)



Peak 65 is sparking a new wave of retirement that is reshaping the workforce.

“My peers are all starting to think about retirement and if we have enough money saved. People are living longer, so I think *it's top of mind for a lot of us to make sure we can keep the same standard of living.*” (Female, 62)

Baby Boomers comprise

15%

of the U.S. workforce.

(Small Business Association of Michigan, March 2026)



And because retirees no longer have consistent incomes, their financial focus shifts from saving up to enjoying life.

“We saved a long time to get to this point. *And now we’re just being smart about what we do but also enjoying life.* It’s a weird feeling not to have an income. But we’ve worked really hard to get to this point, and now success is just enjoying it and spending time with our kids.” (Female, 62)

BRAND HIGHLIGHT



Prudential’s “Chapter Two” campaign positioned retirement as the start of a new life chapter, not an ending. It depicted retirees as creators, celebrating the newfound passions they were using to help bring the campaign to life — from directing spots to recording voiceovers and designing red-carpet dresses for the Cannes Lions Festival of Creativity.



As they saved for retirement throughout their careers, they were scrappy and open to risk.

“Somehow, I had the confidence in myself to just keep moving [when I was younger], even when my finances were going down.” (Male, 69)

“In retrospect, if I kept taking risks I could have been a lot better off. But on the other hand, I could have made a lot of serious mistakes ... so whatever my balance was, it was fine for me.” (Male, 80)

55%

of Boomers feel or felt financially prepared for retirement.

(The Currency, March 2025)

57%

are confident they won't run out of money during their retirement years

(IRALOGIX, June 2024)



But today, financial
success is measured
by security.

78%

of retired Boomers are confident
they will have enough money to live
comfortably throughout retirement.

(Employee Benefit Research Institute, 2025)

“I’m financially in a good place and I’ll be fine for the
rest of my life. *I’m not a billionaire but I am secure.*”
(Male, 80)



While the state of the economy concerns them, their confidence ultimately comes from decades of planning and preparation.

“It worries me ... I don’t look [at financial statements]. *It’s the long haul. I’m not going to change anything right now because I hope that we’ve planned well enough.* Otherwise, I think you’re going to drive yourself crazy ... It’s cyclical, and I think you just have to wait it out and not panic about it.”
(Female, 62)



Although they're more fiscally conservative than other generations, Boomers also believe they've reached an age where they can spend on what they want.

only 20%

of Boomers (regardless of income level) said they would splurge, compared with 59% of Gen Z, 53% of Millennials, and 35% of Gen X.

(McKinsey & Company, March 2025)

"I'm old enough now that if there's something I want, I'll buy it. I don't spend on a lot of other stuff." (Male, 69)

"Travel takes up a big percentage [of our budget] ... Those are things we didn't want to give up." (Female, 62)



Yet they're still price-conscious,
particularly when it comes to the
day-to-day expenses.

“Groceries is where I notice [higher prices] most. There were times when I never used to think about what I bought, but now there are some things that just seem too expensive ... *I think grocery has been a place where I'm more aware of it, but I don't think it's totally changed [my purchase behavior] yet.*” (Female, 63)



FINANCE IMPLICATIONS FOR BRANDS

1

As Boomers reach retirement, success shifts from achieving financial goals to enjoying life. They see retirement as the start of a new chapter. Brands can resonate by helping them make the most of the life they've earned.

2

Boomers increasingly prioritize security over risk. Messaging that emphasizes reliability, trust, and long-term value will resonate more strongly than promises of disruption.

3

Boomers believe they've prepared well for retirement and therefore feel like they can spend more freely. They still prioritize spending where they see meaningful benefit. Brands should focus on what a purchase enables, not just what it costs.

HEALTH & WELLNESS





As the oldest Baby Boomers turn 80, many are taking a more proactive approach to their health and wellness.

“We’re a way more active generation than older ones. When my parents were my [current] age, I used to always think they were way older. I think that *we just think about being more active, more often.*” (Female, 62)

“A lot of my friends are starting to have health issues — people who have never been worried about their health are really *starting to think about how they can take care of themselves a bit better.*” (Female, 66)

57%

of Baby Boomers believe that proactive health management is more important than waiting for things to happen — more than any other generation.

(Mintel, 2025)



They view physical activity as an investment in healthy aging.

2 in 3

Baby Boomers stay physically active to avoid future health issues, compared with 58% of Millennials and 45% of Gen Zers.

(Quest Diagnostics, March 2025)

“I just like to be busy and stay active. I don’t do anything too specific, but *I try to keep moving* and take more time for myself than I did when I was younger.” (Female, 62)

“Now that I’m retired, I’d kind of like to get out of the house and do my workouts somewhere else. I want to go to a class and have somebody tell me what to do so I don’t have to figure it out on my own.” (Female, 63)



As they age, many are balancing a proactive mindset with the realities of diminishing physical abilities.

“I’m really starting to feel my aging body now ... That bothers me quite a bit because I feel like I’ve got a lot left to go. *But your body decides where it wants to go and what it wants to do.*” (Female, 63)

“I used to eat so poorly and drink so much it was probably not good. I never really thought about what I was putting in my body ... *Now I can really tell the difference in how I feel based on what I ate and did the days before.*” (Male, 67)

87%

of Boomers have visited a doctor in person over the last 12 months, compared to just 67% of the total population.

(EMARKETER, January 2026)

22%

say it is difficult for them to complete everyday activities, like walking, climbing stairs, or carrying groceries.

(Pew Research Center, November 2025)



Health and wellness content on social media often leaves them feeling overwhelmed, skeptical, and overlooked.

“Instagram is mostly where I see all the new fads and trends. *There’s so much of it on there — almost too much.* It’s never my friends sharing it, it’s always the algorithms deciding I need to see countless health hacks or new products.”
(Female, 63)

“Now there’s constantly mixed messages; every feed on every app is constantly changing from ‘Your cortisol is low’ to ‘You need this, now you need that’ ... I can’t pay attention to it all, much less do it all. *I’m tired of being told that, as healthy as I am, I’m probably going to break all my bones and die any minute.*” (Female, 64)



When managing their health, Boomers may consult digital resources, but they place the greatest trust in established healthcare experts.

63%

of Boomers cite medical professionals as their **primary** source for health advice, compared to less than half of other generations.

(Abbott Chronic Disease Study, February 2026)

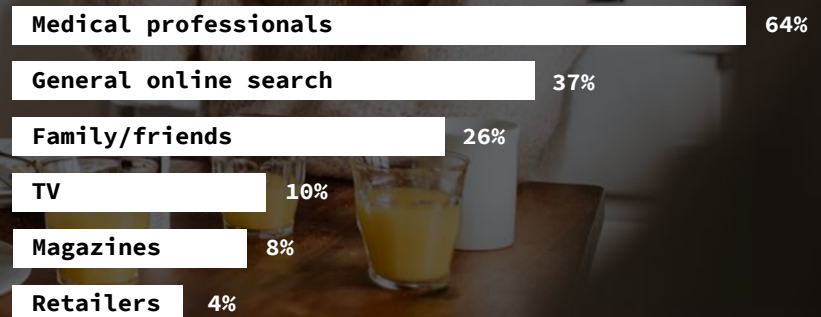
85%

trust their primary care physician, compared with 57% of Gen Z.

(PwC, July 2025)

Trusted Sources for Health/Wellness Information

% of Boomer respondents



(Mintel, 2025)



They want technology to support their health and wellness goals without creating more complexity.

“I’ve never had anything tracking my fitness. I just feel like, if I’m getting my workouts in, then I’m getting it done. I just can’t measure my food to the exact gram — *it’s just one more thing to stress over.*” (Female, 63)

“If I’ve gotten this far in life without telling a computer everything I do, I think I’ll be just fine.” (Male, 73)

53%

of Baby Boomers have never used a health app;
only 30% currently use one.

(EMARKETER, January 2026))

BRAND HIGHLIGHT



Apple Watch promotes itself as a valuable health partner to Baby Boomers through its various tools. Features like heart rate monitoring and irregular rhythm notifications help users better track their health. Apple has even showcased a user who was able to seek life-saving treatment thanks to the alerts.

([Apple](#))



Many are still determining whether artificial intelligence has a role to play in their healthcare journey.

48%

of Boomers interested in health management say they're not interested in using AI in any capacity to improve or manage their health.

(Mintel, 2025)

Only 8%

have used AI chatbots in the last 12 months to get health-related information.

(Mintel, 2025)

29%

are uncertain how AI will impact them personally; 28% believe it will affect them negatively.

(Pew Research Center, February 2026)



Beyond technology, they take a holistic approach to wellness that blends physical, mental, and social well-being.

“I think *being well is a combination of keeping up with physical health and dealing with your mental health.* I’ve always tried to eat right and I still exercise ... even as I’ve gotten older. I do every preventative healthcare appointment you can imagine, and I swallow a ton of supplements every day.” (Female, 63)

“I’ve made taking care of my physical health and my mental health part of my routine over the years. That hasn’t changed since I’ve retired ... I’ve learned that I don’t need one or the other, but *I need both of those things to stay healthy.*” (Female, 67)

“I think giving back to the community is part of *keeping your soul healthy.*” (Female, 63)



Many grew up when mental health conversations were stigmatized. Today, they're increasingly embracing mental health support as part of overall wellness.

92%

of Baby Boomers agree that taking care of their mental health is a critical part of overall wellness.

(MRI Simmons, Spring 2026)

25%

of adults 65 and older are living with a mental health condition such as anxiety or depression.

(National Council on Aging)

“Everybody I know has a therapist — everybody. I think most women, when you get to my age, know that every once in a while, you have to concede to it. Life is just a lot: You’re a mom, you’re a wife, you’re a caregiver, you’re an employee. *It’s just a lot to handle, and everybody needs a little help.*” (Female, 63)



They face an increased risk of isolation and loneliness, particularly as retirement changes longstanding routines and connections.

“I think as you get older, it could get easy to just shut yourself down. But *you have to surround yourself with people and situations where you get that interaction.* As you age and it becomes harder for you to get out and do things, it can be very difficult to stay social.” (Female, 63)

“When you get to be this age, you spend a lot of time alone. I can work out all I want and volunteer all I want, *but if I don't keep myself socially engaged I think it can really hurt your health as well.*” (Female, 68)

35%

of Boomers feel lonely or isolated from other people at least sometimes: 51% of those who live alone say so.

(Pew Research Center, November 2025)

36%

of adults over 65 say they socialize with friends very often; older women (38%) are slightly more likely than older men (33%) to do so.

(Pew Research Center, November 2025)



As they adapt to evolving health needs, wellness goals, and daily routines, Boomers are prioritizing themselves in new ways.

“Success to me now isn’t really about money anymore. Money is great and all, but it’s about being comfortable, happy and healthy.” (Female, 62)

“As I’ve gotten older, I’ve come to really appreciate getting to do what I want to do. Doing what I want, with who I want, and being healthy enough to do it is what really matters at the end of the day.” (Male, 67)



HEALTH & WELLNESS IMPLICATIONS FOR BRANDS

1

Boomers are focused on staying healthy enough to keep living life on their terms. Brands can connect by emphasizing the life their products help enable, not just the health outcomes they can deliver.

2

Boomers actively manage their well-being, but increasingly feel overwhelmed by, and skeptical of, conflicting advice. Brands that simplify their decision-making by providing clear expertise, evidence, and practical benefits will earn greater trust and loyalty.

3

For Boomers, health now extends beyond physical well-being to include mental health, social connection, and overall quality of life. Brands can build stronger relevance by supporting the full picture of wellness rather than focusing on a single outcome.

FOOD & BEVERAGE





As Boomers age and their priorities shift, food plays a different role in daily life. They're navigating:

More free time
as they enter
retirement

Slowing
metabolism
and smaller
portion sizes

New dietary
guidance for
maintaining a
balanced diet

A balance
of flavor
familiarity
with
exploration



As the household structure changes and they have more free time, their cooking habits also shift, from utilitarian to experiential.

“As I’ve settled into retirement over the past year, *cooking has become a passion for me*. I’ve tried more new recipes and cuisines recently than in the past 10 years combined.” (Female, 68)

“Ten years ago, our kids were on the swim team, so dinner was utilitarian and thrown together. For example, we’d do a big pot of stew that people could eat whenever they got home. Food was just to keep us going so we could move on to the next thing, but *now we are able to enjoy the cooking process more*.” (Male, 62)



When it comes to finding new recipes, Boomers learn from their social circles and trusted sources.

"I'm a lazy Luddite, but we get the *New York Times*, so I *look for inspiration in the cooking section*. Practically everything I've cooked in the last two years has come from them, but I'm particular. If it doesn't have a 5-star rating, I'm wary." (Male, 62)

"Me and my friends meet once a month for a *culinary adventure group*. We come up with a different theme and everyone makes a dish they haven't tried before to share." (Female, 64)





As they slow down and enjoy the cooking process, they're embracing a "less is more" approach and eating intuitively.

87%

of Baby Boomers skip lunch because they're not hungry.

(Mintel, 2025)

35%

agree that the biggest difference between a snack and a meal is portion size.

(Mintel, 2024)

"One of the benefits of being a senior is that you're not working so hard, so you're not hungry all the time. So I tend to *eat less and my portion sizes are smaller.*" (Male, 72)



While Boomers have more time for meal preparation, their preference for cooking vs. convenience depends on the meal.

Breakfast
Habitual & Routine

1 in 2

Baby Boomers say their breakfast is the same most days.

(Mintel, 2025)

“I’m a freakishly regimented breakfast guy for no reason other than that’s *how I’ve always started my day.*” (Male, 62)

Lunch
Solitary & Convenient

56%

say convenience is the most important part of a lunch, more than all other generations.

(Mintel, 2025)

“I’m usually *eating lunch quickly or [while] out and about*, fitting it in between things like volunteering and being outside.” (Female, 68)

Dinner
Intentional & Homemade

70%

say they cook dinner from scratch on an average weeknight (vs. 50% of Millennials).

(Instacart, 2025)

“In the modern era, cooking responsibilities are much more evenly split. I may actually cook more than my wife. For many years that was not the case, but now *we split it or enjoy cooking together.*” (Male, 62)



Their goal isn't omission, but rather a shift to lighter, more nourishing choices.

"We've started reducing our meat intake. Earlier in life, everything centered around meat. Now it's largely salads and protein where we can. Our meals are focused on being a little healthier and lighter." (Male, 62)

"I try to avoid heavy meats like roast beef or steak as much as possible. They just bloat you up. It's harder to digest stuff like that as you get older. We try to stick with leaner chicken and seafood." (Male, 72)

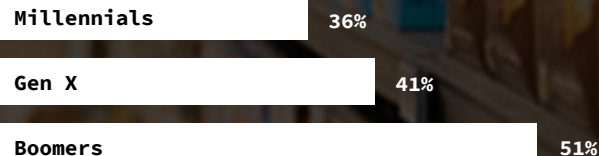


While Boomers are falling into today's protein craze, they're also concerned with sugar and sodium intake.

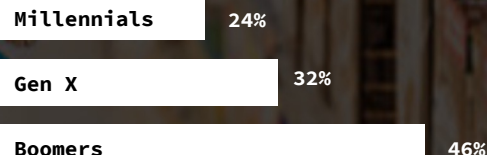
"I try to make *more of an effort to have more protein* during the day. I'll have maybe a protein bar, Greek yogurt, or a meat stick for a snack. But I'm not obsessed with getting tons of protein, just whatever works in my day." (Male, 72)

Food & Drink Purchase Considerations

Sugar Content



Sodium Content



Protein Content



(Mintel, 2024)



As a result, Boomers are open to trying new brands or products that will help cut back on their intake.

60%

of Baby Boomers said they would reduce their sugar intake to improve the health benefits of their current diet.

(Harris Poll, 2025)

BRAND HIGHLIGHT



Chobani launched a zero-sugar line of coffee creamers targeted at Boomers, who are seeking products with no sugar and natural ingredients across categories where better-for-you options haven't historically existed.



When it comes to beverages, their lineup is regimented and functional.

“It’s *always coffee in the morning* with H-E-B K-Cups. For lunchtime, it’s a Diet Coke. And in the evenings, I’ll do a V8 vegetable juice — it’s very tasty and has lots of fruits and veggies in it.” (Male, 72)

“I have one cup of black coffee, and the rest of the day is water until the evening, when I may have a glass of wine. Other than that, I don’t drink anything else. I *don’t drink soda or anything fancy.*” (Male, 71)



Alcoholic beverages serve as an occasional unwind, but Boomers tend to stick with what's familiar to them here as well.

“I don’t experiment much when it comes to wine. Typically, it’s part of the Costco run because they’ve got a great alcohol selection and the biggest bottle of Maker’s Mark you can find.” (Male, 71)

“When I was in my 30s and 40s, I’d be out with people in my social circles drinking who knows what, but now I can barely do more than two drinks. I *stick with what I like*, and it’s not all the time.” (Male, 72)



Ultimately, Boomers are motivated to enjoy their lives, and food plays critical functional and emotional roles in those life experiences.

“It’s this interesting combination of people laughing, maybe crying, and eating really good food — but the food can be interchangeable for me. It could have been a hamburger, it could have been a steak, it could have been soup, but the special thing about food is how it all comes together to form a memorable experience.” (Male, 62)



FOOD & BEVERAGE IMPLICATIONS FOR BRANDS

1

Boomers increasingly are focused on healthy aging and making thoughtful nutrition choices rather than chasing the latest trends. Brands can win by emphasizing practical health benefits, balanced nutrition, and everyday functionality rather than potentially confusing, fad-driven claims.

2

Food is about more than nourishment for Boomers. It supports connection, hobbies, travel, family gatherings, and overall efforts to enjoy the life they've worked hard to build.

Brands should focus on the moments food makes possible, not just the ingredients inside the package.

3

As Boomers balance rising grocery costs with nutrition goals, they're looking for products that deliver clear value. Brands that simplify decision-making by presenting straightforward benefits and practical solutions can build long-term loyalty.

SHOPPING





Boomers often make more frequent shopping trips with smaller basket sizes. They're not solely in-store shoppers, instead choosing the channel that fits their needs.

733

Number of shopping trips Baby Boomers make per year across general merchandise, CPG, and QSR.

(Numerator, 2026)

\$29

Average spend per trip across general merchandise, CPG, and QSR.

(Numerator, 2026)

How Baby Boomers Shop for Groceries

(Last 12 months)



(Mintel, 2026)



Their approach to shopping has evolved over the years. With many now on fixed incomes or managing health conditions, they've become more deliberate at the shelf.

"I shop a lot more now that I'm retired. When I was working full-time, I didn't have time to shop except on the weekends, and that was really hard because the stores were so crowded. Since I'm retired now, *I will probably shop more and I'm a little more careful about what I buy.*" (Female, 75)

"Over the years, what I've been looking for has changed. *I was focused on what I thought my kids needed when they were home. Now, it's whatever thing I'm into at the moment.* I try not to be fad-based, but I'll read an article, and then I'm avoiding sodium more often than I was before, or I'm looking for an ingredient more often than I was before." (Female, 63)



Boomers choose shopping channels based on convenience, not habit.

“I have to drive everywhere, so *I have to be very intentional in my shopping* — whereas before I would just walk somewhere to grab what I needed.” (Female, 64)

“I keep a pretty busy schedule with all my social groups and activities. *It's nice to spend just 10 minutes buying something on Amazon instead of driving* to the store sometimes.” (Female, 68)

50%

of Baby Boomers say location is one of the most important considerations when choosing where to grocery shop.

(Mintel, 2026)

70%

shop online, surpassing their digital video (63%) and social media (57%) participation.

(EMARKETER, 2026)



As Boomers on more fixed incomes navigate inflation and rising prices, they're focused on balancing value, convenience, and quality.

54%

of Baby Boomers plan to actively look for ways to stretch their budget in the next three months, more than any other generation.

(Mintel , 2026)

1 in 3

say that prices and deals are the most important factor when choosing where to buy groceries.

(Mintel , 2026)

“Technology is really helpful when I’m online shopping. *At a store, I will see one price and I can easily see if it’s the best one.* If I’m at Walgreens, does CVS have this for cheaper or does Target have the better price for it?” (Female, 62)



Boomers grew up in an era when private label came with a quality compromise. Today, many view store brands as credible alternatives.

18.3%

The percentage of total CPG and general merchandise spend among Baby Boomers devoted to private label.

(Numerator, June 2025)

“Twenty years ago, private labels were not as good as they are now. I think that’s completely no longer relevant for today’s shopper — myself included.” (Female, 64)

“H-E-B has a lot of very good private-label foods that are often quite different and you can’t get a brand name like it. If the private label brands are good, you stick with them.” (Male, 72)



Familiar brands earn repeat purchases by consistently delivering value. Boomers may explore new products, but they rarely abandon brands that have proven themselves over time.

76%

of Baby Boomers say they usually buy the same grocery and household brands.

(Morning Consult, 2024)

“I tend to buy what I’ve always bought, unless it’s something strikingly brand new that I’ve seen ads for.” (Female, 75)

*“I will try a place, and if I find value in the item I purchased and if it was **a good product and a good price**, I will go back there to buy it again.”* (Female, 64)



They embrace technology when it simplifies the shopping experience.

Boomers use AI, online reviews, social platforms, and expert recommendations to help evaluate products – but only when those tools make shopping easier and decision-making more efficient.

“Occasionally, I’ll do an AI search when I’m looking for something in particular, like a piece of furniture. I’ll say, ‘Here are the qualities I want to have,’ and I’ll see what it suggests to me.” (Female, 62)

*“I will shop from Instagram. I have done that a lot. And lately, I’m a *New York Times* Wirecutter addict. **I’ll look at what they post, and I figure it can’t be bad if they’re recommending it.**”*
(Female, 64)



They want technology to enhance their shopping experience, not replace valuable human support.

“It’s frustrating when you’re trying to get an answer and the AI robot is not answering the question so you have to ask for a customer service person multiple times. *You have to go through all these steps now — that’s very frustrating.*” (Female, 76)

“I like to browse, but *I don’t want to be overwhelmed with all the millions of options* and variants I have to sort through.” (Female, 64)

71%

of Baby Boomers say that automatic chatbots and AI pop-ups on websites are more annoying than useful.

(Mintel , 2026)

BRAND HIGHLIGHT



Best Buy uses technology to simplify shopping while keeping human expertise accessible. Digital tools help customers troubleshoot and manage orders, while Blue Shirts provide in-store guidance, product comparisons, and recommendations to create a tech-enabled experience that still feels personal and reassuring.

(Path to Purchase Institute)



Boomers do their homework before making a purchase.

61%

say positive customer reviews give them confidence to purchase an item online, more than any other generation.

(Mintel, March 2025)

“If I have the time and I’m looking for something, I will read the reviews. But a lot of times, when it says it’s a trusted review, I’m wondering if that is something I can trust or if it’s not a real person.” (Female, 75)

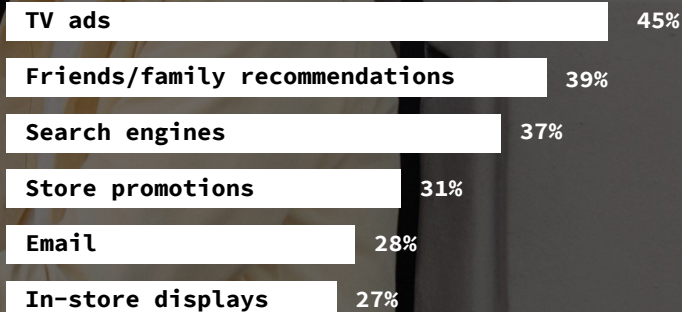
“I did a lot of home purchases last year, and sometimes I was lucky to get good stuff. I learned to get really smart about reading everything and looking at reviews. To me, if you don’t read the reviews, you get what you pay for.” (Female, 64)



Trusted recommendations and familiar media help introduce Boomers to new brands.

Brand Discovery Channels

% of Boomer respondents



“Anytime I watch something on TV that’s not one of my DVDs, they find a way to show me something brand new on the commercials. *It’s always for some problem I didn’t know I had until I saw it on TV.*” (Male, 69)

(GWI USA, 2026)



Boomers shop with experience. They know what already works for them, but they still put in the effort to make sure every purchase feels worth it.

“We used to have this store we called ‘Geriatric Ralphs’ because all of the old people would sit there in the aisle reading labels, making it hard for everyone else to get through. Now I think I’ve become one of those people ... and now it’s important for me to read all the labels before I buy.” (Female, 77)



SHOPPING IMPLICATIONS FOR BRANDS

1

Boomers are budget-conscious, comparing prices, assessing quality, and returning to brands that prove their value over time. Brands should make savings, quality cues, and functional benefits easy to see and understand so Boomers don't have to work too hard to justify making the purchase.

2

Boomers embrace technology when it simplifies shopping, but they reject experiences that make it harder to access human support. Retailers and brands should use technology to help shoppers narrow choices, find helpful information, and connect with humans when needed.

3

Boomers are loyal to what has proven itself yet still open to discovery through trusted sources, reviews, and familiar media. Brands should balance newness with credibility, clear claims, and reassurance to stand out with Boomers.

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WELCOME TO

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We're the Connected Commerce company that leads brands and retailers to *growth* through shoppers.

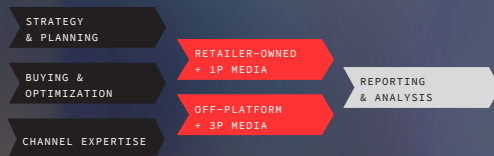
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