

Baby boomers & e-commerce: **Understanding generational sentiment** What they care about and why it matters



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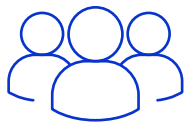
Why it matters

The power of baby boomers

Baby boomers are accustomed to shopping in stores. They grew up with brick-and-mortar where they could see, touch, and experience products in real life. At the onset of the pandemic, many began incorporating online shopping into their e-commerce habits, and this behavior has stuck. But in our survey of more than 1,000 consumers in the United States,¹ we discovered that this transition has left them dissatisfied, wanting more from retailers when it comes to product imagery.

Baby boomers are a large generation with significant purchasing power. Savvy retailers will not ignore the preferences of this generation, understanding that their impact on success cannot be understated.

Baby boomer stats



2nd largest generation²

Millennials

73.5 million

Baby boomers

69.6 million

Gen X

65.1 million



Most affluent generation³

Baby boomers

\$73 trillion

Gen X

\$41 trillion

Millennials

\$8.7 trillion



Powerful wallets:
\$2.6 trillion
in buying power⁴



Strong employment:
Many are still working and **49%**
plan to work past 70 or not retire⁵

¹ Methodology: In April 2023, Nfinite surveyed 1,074 consumers in the United States (37.5% male vs 62.5% female), to ask their opinions on product visuals and online shopping. Respondents ages ranged from 18-77. Boomer ages in this survey ranged from 60-77.

² Insider Intelligence, 2023

³ Federal Reserve, 2022

⁴ FONA, 2018

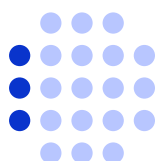
⁵ NRMLA, 2022

Boomers have higher expectations for e-commerce experiences

Boomers are more dissatisfied with product imagery than other generations

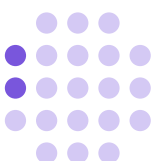
Boomers

12%



Gen pop

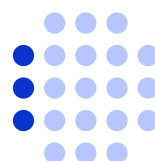
10%



Percentage that is dissatisfied

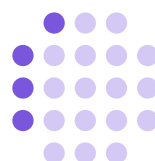
Boomers

14%



Gen pop

19%



Percentage that is very satisfied

Boomers want as much information as possible

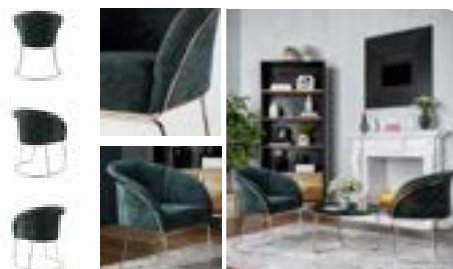
Boomers

76%



Gen pop

56%



Percentage that is less likely to purchase a furniture item if there is no or limited imagery available for the specific color/finish they want

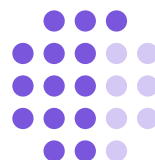
Boomers

76%



Gen pop

65%



Percentage that is more likely to purchase a piece of furniture if they can see an item from all angles

Boomers are more likely to gravitate toward seeing products in context, especially if it's personalized

Boomers

76%



Gen pop

69%



Percentage that said a lifestyle image is more likely to capture their attention than a packshot

Boomers

64%



Gen pop

50%



Percentage that is more likely to buy a piece of furniture if they can visualize it in their space using the camera on their phones

Boomers

66%



Gen pop

60%

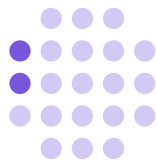


Percentage that is more likely to purchase a product when the images show products in a context that matches their personal aesthetic or interests

Boomers are less likely to return products, but bad imagery takes a toll on customer loyalty

Boomers are less likely to return products, as they find it difficult

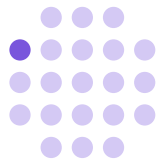
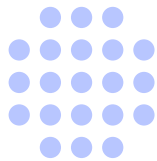
Boomers
12%



Gen pop
8%

Percentage that said it was so difficult to return a large item that they ended up keeping it

Boomers
0%



Gen pop
6%

Percentage that said it was very easy to return a large product

Boomers
75%



Gen pop
83%

Percentage that will return a product if it doesn't match the image online

Boomers
28%

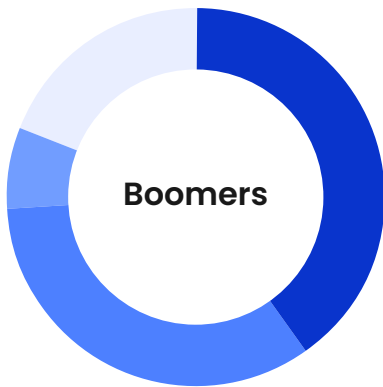


Gen pop
45%

Percentage that have returned a large item because it did not match expectations in appearance or size

Boomers will take their business elsewhere if images are inaccurate or misleading

Boomers are less likely to shop at a retailer again if a product doesn't match the image online

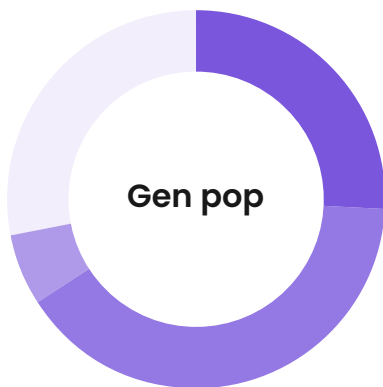


40% will be **very unlikely** to shop there again

34% will be **somewhat unlikely** to shop there again

7% will **not** shop there again

Compared to



26% will be **very unlikely** to shop there again

40% will be **somewhat unlikely** to shop there again

6% will **not** shop there again

Why it matters

With such significant purchasing power, brands and retailers can't afford to lose out on baby boomers' business. Those that prioritize high-quality, accurate product imagery will secure the loyalty of this contingency, leading to steady long-term revenue.

» *Discover how to create this imagery at scale*

