



Mid-Lifers at a Crossroads: Global Market Impact and Lifestyles

This report focuses on lifestyles and expectations of 45-59 year-olds and a forthcoming report how buying behaviour impacts consumer markets.

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Longer life expectancies, improving health, later retirement mean that the bar for old age is shifting; age-blurring makes “50 is the new 30” truer than ever. However, with age comes inevitable change - physiological, family-related and work-related. Mid-life is a time for consumers to take stock of their lives and, in some cases, embark on new ventures. This report focuses on lifestyles and expectations of 45-59 year-olds and a forthcoming report how buying behaviour impacts consumer markets.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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- Identify factors driving change now and in the future
- Understand motivation
- Forward-looking outlook
- Briefings and presentation should provoke lively discussion at senior level
- Take a step back from micro trends
- Get up to date estimates and comment

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