

# The 50+ Consumer Is Not Past Prime

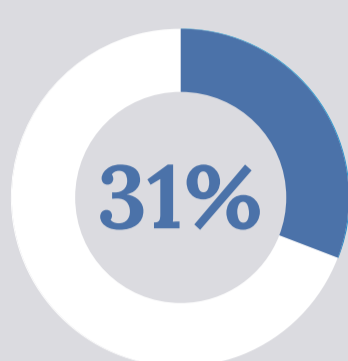
**They control trillions.** Brands are still looking the other way.



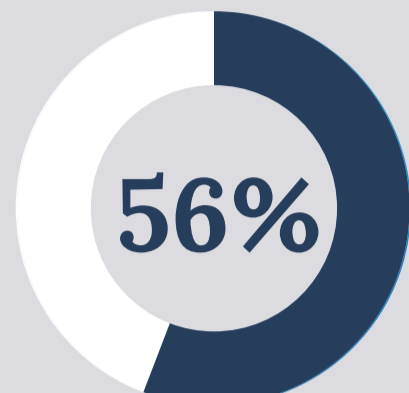
**Fewer than 1 in 10** feel authentically reached by brands.

## Economic Power

Adults 55+ are nearly **2x their population share** in health spending — and contribute more than \$8 trillion annually to the global economy.



Share of U.S. population



Share of U.S. health spending

## Spending On The Rise — Categories With Increased Spend In Past Year



**32%**

Food & Beverage



**30%**

Health & Wellness



**29%**

Beauty & Personal Care

## Purchase Decision Authority — Final Decision-Maker In Household



Household & Cleaning

**45.8%**



Apparel

**44.6%**



Technology

**36.1%**



Home Improvement

**35%**

## What Brands Assume Vs. What The Data Shows

### WHAT BRANDS ASSUME

- ✗ Hard to reach digitally
- ✗ Not the primary decision-maker
- ✗ Aging out of key categories
- ✗ Less brand-loyal than younger consumers

### WHAT THE DATA SHOWS

- ✓ Active on smartphones, social, e-commerce & telehealth
- ✓ Final purchase decision-maker in 4+ major categories
- ✓ Increasing spend across food, health & beauty
- ✓ When brands get it right, loyalty follows

## Looking Ahead

**1.6B** By 2050, the number of adults over 65 globally will roughly **double** to 1.6 billion.

**The 50+ consumer** is a defining force in product categories. Don't count them out. The brands that show inclusive momentum here will build **loyalty that compounds**.



### SOURCES

Curion Insights Poll Pulse 2026 Survey · curioninsights.com  
 Kiplinger — Average Cost of Health Care by Age  
 McKinsey Health Institute — Global Longevity Research  
 Morgan Stanley — Consumer Trends 2024my.