

GLP-1 Consumer Snapshot: Retirees

Age

Age Range:
50 - 70

Weight Loss Goal

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15 - 20 lbs.

Introduction:

Retirees aren't what most people think of when they think about retired people. True, many are facing the metabolic changes, lifestyle shifts, and even health issues that come with aging, but they don't look, feel, or act like stereotypical retirees. These consumers actively resist the effects of aging, combatting it through diet, exercise, and general wellness.

Retirees lead busy social lives, spending several evenings per week with family and friends. While most have struggled with above-average weight during their adult lives, Retirees do their best to stay relatively fit in the interest of maintaining mobility and independence.

Weight Loss Motivations:

Health is the main reason Retirees seek to keep weight under control, as they regard health and general wellness as the keys to enjoying their post-career years. Many are leveraging diet and weight loss to help manage existing health conditions. Others are simply seeking to prevent the serious illnesses they worry might limit their independence and/or quality of life.

Diet Habits:

Even though Retirees have more time to spend on meal preparation than other cohorts they aren't very ambitious in the kitchen, favoring easy-to-prepare meals, meal kits, and even frozen meals. Though healthy eating is a priority for them, they are prone to indulging in treats. Many adhere to specialized diets recommended by doctors and/or nutritionists.

Food & Flavor Preferences:

- Barbecue
- Spicy/tangy Asian
- Hot jalapeño/chipotle
- Meal kits
- Layered food bowls
- Protein marinades

Retirees may be more traditional in their food choices than other groups, but they are not boring eaters. Retirees are flavor people, attracted to lively southern, Mexican and Asian peppers, herbs and spices.

Target Messages:

Retirees are choosy in their buying habits and are attracted by functional ingredients with specific health claims. They appreciate clear labeling that highlights a product's primary benefits.

- ✓ Vitamins & minerals
- ✓ High protein
- ✓ Whole grains
- ✓ High in calcium
- ✓ Low saturated fat
- ✓ Heart healthy
- ✓ Low sodium

Buying Behavior:

Retirees have more time at their disposal not only to prepare food but to shop for food. However, because they are on fixed incomes they are careful about what they buy.

Men

Retiree males are not typically the primary food shoppers, but when they do shop, they scrutinize product quality (especially the degree of food processing). Highly budget-conscious, they prefer in-store.

Women

Retiree women are more likely to be primary shoppers and are even more budget-aware. They typically enter a store with detailed lists and are open to trying new products, especially sale items.



Media Habits:

Retiree media habits lean toward the conventional, but they aren't stuck in their ways. Retiree men in particular are consuming increasing amounts of online content.

Media Habits: Retiree Men

- Digital & social content (news, politics)
- Television & local televised news
- Radio/podcasts
- Senior-oriented publications

Media Habits: Retiree Women

- Television & local televised news
- Radio
- Newspapers\ magazines
- Social media

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