

THE MATURE MARKET

The world is getting much older... with the over-60 segment growing faster than any other. Here's why this segment provides a new growth opportunity.

SPENDING POWER

Baby boomers outspend other generations by approximately **USD 400 billion** each year on goods and services

Source: US Government Consumer Expenditure Survey (21)



GLOBAL WEALTH



In the US, **70%** of disposable income will be in the hands of those over 60

Source: WEF Global Agenda Council on Ageing. "Ageing as a Source for Economic Growth Fact Sheet", 2014



INTEREST IN TECHNOLOGY

Internet use among Americans 65 and older grew

150% between 2009 and 2011, the largest growth in a demographic group

71% that go online do so daily

34% use social media

Source: Pew Research Center

