

# Key Trends Influencing Aging Consumers' Food Choices



**As more consumers turn 50, the demand for fresher, less processed CPGs will increase.**

**Organic & Sustainable:** Gen X is more likely to seek organic foods and products, as well as meaningful food experiences via local producers.

**Fresh:** As Gen X ages, demand will increase for higher-quality, natural and organic packaged goods.

**Globalization:** Globalization has had a dramatic impact on the approach Gen X and Boomers take to wellness rituals and trends, because of the introduction of global foods, beverages, supplements and practices.

**Functional Foods:** Gen X and younger Boomers want their food to be inherently functional and will shun overtly scientific functional foods.

Source: Qualitative Insights from The Hartman Group's *Health + Wellness Deep Dive* 2011 report.