



Our Shifting Culture... The New Aging Consumer



10,000

**Boomers turn 65 every day—
and will do so for approximately
the next 16 years***

**Pew Research, National Academy of Sciences*

2/3

**of all Boomers have some sort
of chronic illness***

**Pew Research, National Academy of Sciences*

An underlying current of health and wellness, as well as increased demand for fresh, less processed, local and real will drive the aging consumer's lifestyle choices. Importance of health-related attributes:

Large selection of healthy, fresh and/or perishable foods, such as fruits, vegetables and lean meats:

56% Boomers

51% Gen X

Large selection of healthy prepared foods:

27% Boomers

33% Gen X

Large selection of natural and organic products, fresh and packaged:

27% Boomers

36% Gen X

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