

BOOMING SUCCESS

With the right product mix and marketing, in-store bakeries can reel in baby boomers.

• THE BUZZ ON BABY BOOMERS •

Born between 1946 and 1964, baby boomers hold **70% OF DISPOSABLE INCOME IN THE U.S. AND SPEND NEARLY \$300** on groceries a month.

With insight into baby boomers' shopping behaviors and priorities, in-store bakery managers can revitalize their departments to cater to them.

• SPOTLIGHT HEALTHY OFFERINGS •

 **45%** of global consumers 65+ say **EATING HEALTHY** is their most important post-retirement priority.

BOOMERS CARE ABOUT:



PROTEIN



FIBER



CALCIUM



VITAMINS



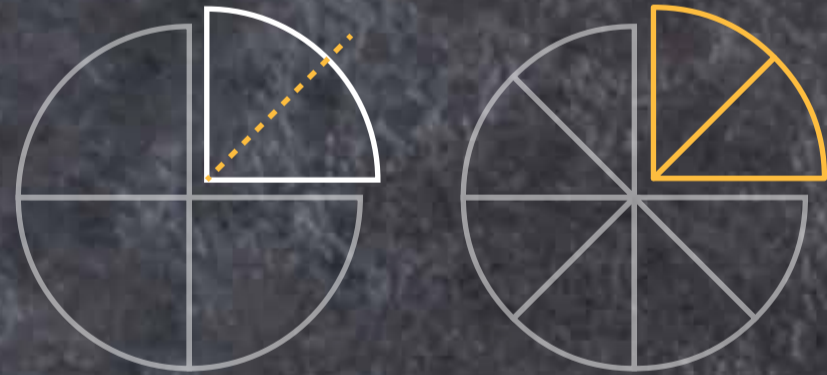
- Highlight ingredients and nutritional information that boomers seek in foods.
- Incorporate the nutritional values that matter most to boomers into product names.

• UNPACK OPPORTUNITY •

 **33%** of baby boomers **ARE SINGLE**


OFFER SMART SERVINGS:

Offer single servings of muffins, cupcakes, cookies and pastries.



Downsize portions of larger desserts.

• FEED BOOMERS' APPETITE FOR NEW PRODUCTS AT THE RIGHT PRICE •

 **41%** of baby boomers **PURCHASED A NEW PRODUCT** on their last grocery trip.

BOOMERS' REASONS FOR PURCHASING A NEW PRODUCT:



- Hold weekly promotions that cater to boomers' lifestyles, such as Dollar Brownie Wednesdays.
- Train staff to promote products, answer questions and provide suggestions.

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