

50+ Consumers Around the World

NIQ Consumer Life Global

May 2026

NIQ

© 2026 Nielsen Consumer LLC. All Rights Reserved.



About this report

Global 50+

People over the age of 50 are an important market for three compelling reasons:

- **There are a lot of them:** Over one in four people in the world is age 50+. Looking at the 18+ population, the share is even higher: more than 1 in 3 adults.
- **There will be more of them in the future:** The number of global consumers age 50+ is projected to grow 65%, more than twice as fast as the total population over the next few decades.
- **They have a lot of money to spend:** Consumers age 50+ wield an enormous amount of spending power and have the greatest freedom to spend on what is important to them.

This report explores the lifestyles of consumers age 50+ around the world. It highlights their geographic and demographic diversity and identifies the best opportunities to reach this significant market.

[International Database \(census.gov\)](https://census.gov)



Table of contents

Summary

4

Population and mindset

6

Lifestyle

22

Consumption

32

Appendix: Methodology

46

Consumers 50+ are far from homogenous

Three distinct cohorts, with varying priorities and needs, offer a range of potential opportunities



- **People in their 50s** lead full, busy lives, working more than older age cohorts, managing larger households (often living with multiple generations), and spending more time out of the home.
- Many have greater concern than those 60+ about job security and covering living expenses.
- Key opportunities include support around financial management, activities that engage the whole family, and solutions that help reduce stress.



- **The 60s** often mark a life stage when many retire and become empty nesters. Activity levels begin to taper as people embrace a slower pace and take time to enjoy everyday moments.
- This group often shifts how they allocate time and money, with greater focus on things like travel and personal interests.
- Day-to-day life for many consumers in their sixties is oriented around the home, with fewer out-of-home activities shaping their routines.



- **People aged 70+** tend to lead more pared-down lifestyles. They are generally not as active and participate less in consumption categories, although travel remains a key category of planned spending along with healthcare.
- Many 70+ consumers are thrifty shoppers, often living on a fixed income as they draw from pensions, savings, and investments.
- Importantly, a “minimal” lifestyle doesn’t necessarily mean cheap. It can just as easily reflect a more intentional, focused, and streamlined way of living.

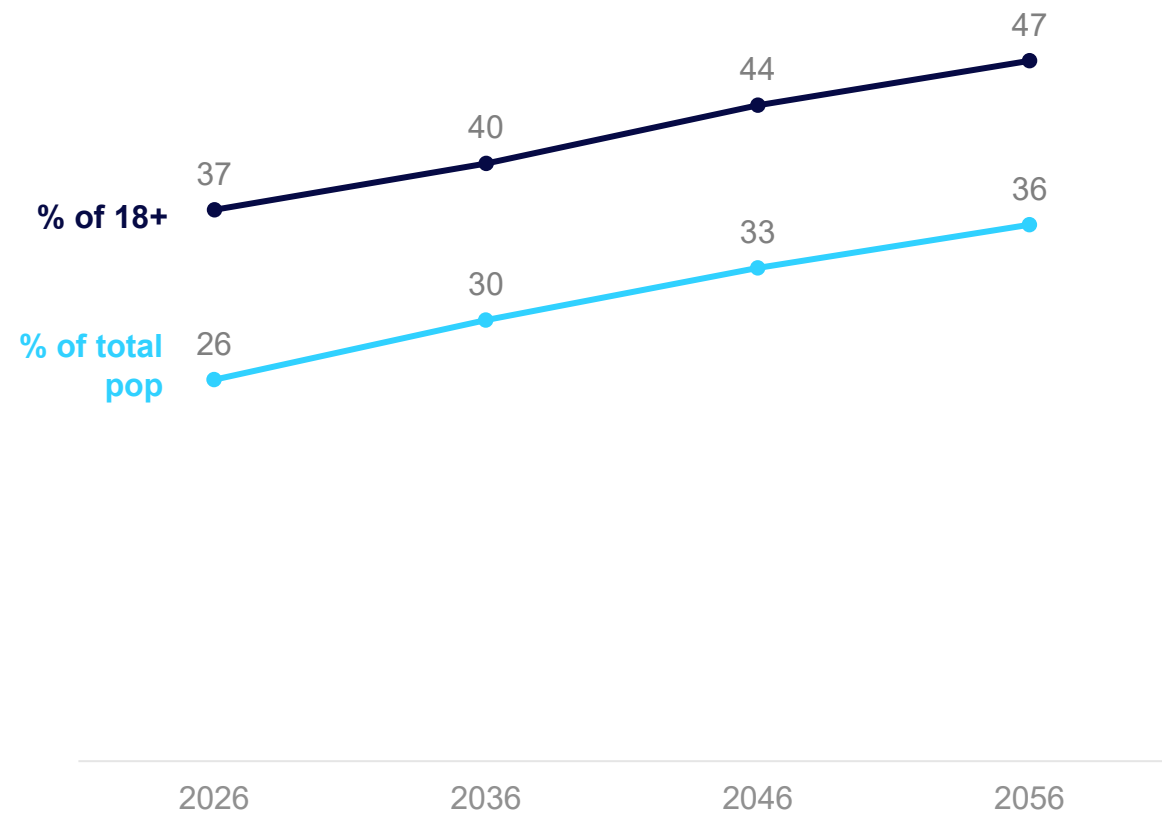


Population and mindset

Nearly 50% of adults will be age 50+ in 30 years

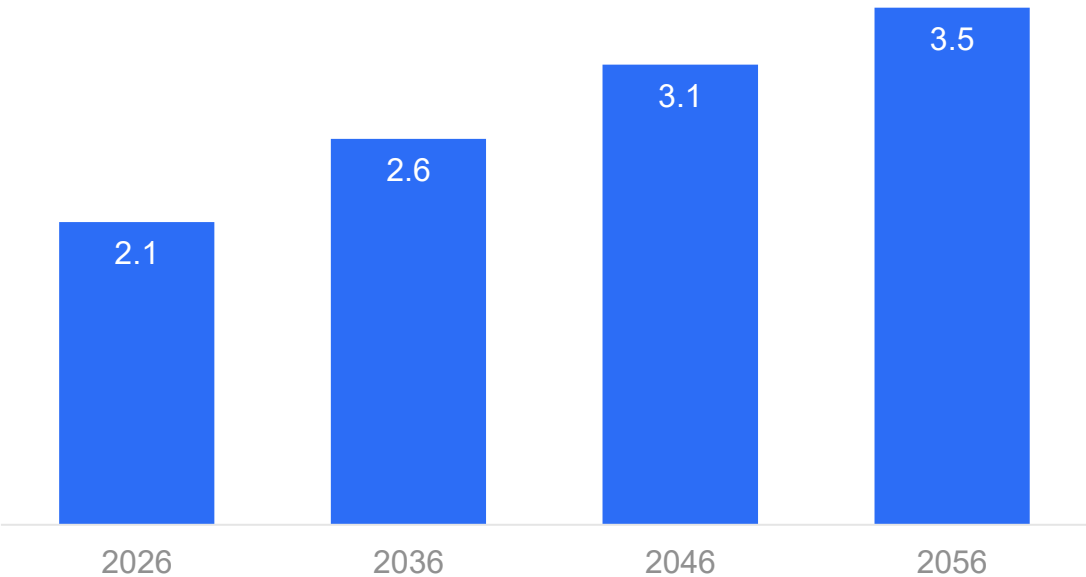
Around 3.5 billion people worldwide will fall into this group

People aged 50+ as % of global population



The global 50+ population is expected to **grow 65% in the next 30 years**, compared with 30% for the total population 18+

Global 50+ population in billions



[International Database \(census.gov\)](#)

Gen Xers have emerged as the largest generation in the 50+ population

In twenty years, almost 6 in 10 consumers over 50 will be Millennials

% distribution of global 50+ population by generation, 2026-56



Today: **Gen Xers** (age 47 to 61 today) have overtaken **Boomers** as the largest generation in the 50+ population. The youngest Boomers are turning 62 this year, and the population of this generation is already shrinking.

Tomorrow: **Gen X** will largely maintain its share of the population over the next decade while Boomers continue to decline and Millennials enter the segment, as the oldest of them turn 50 in 2030.

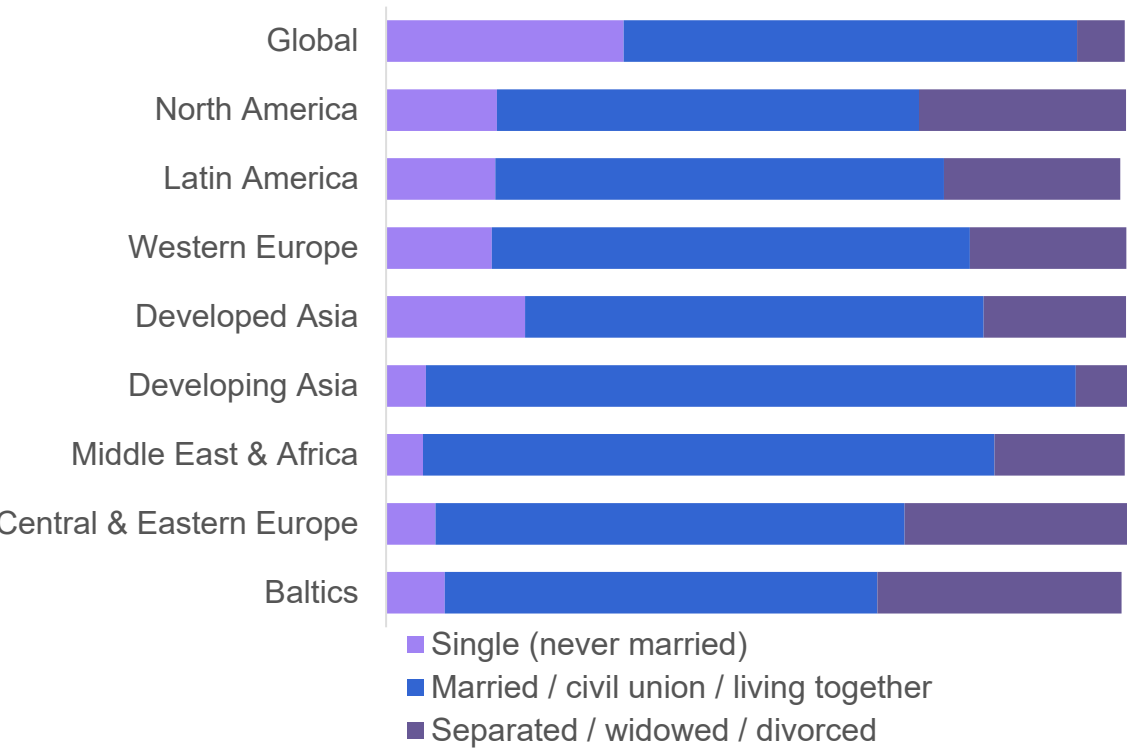
Future: **Millennials** will dominate the 50+ segment by 2046. They will retain that dominance in 2054 even as **Gen Z** enters the age group.

[International Database \(census.gov\)](#)

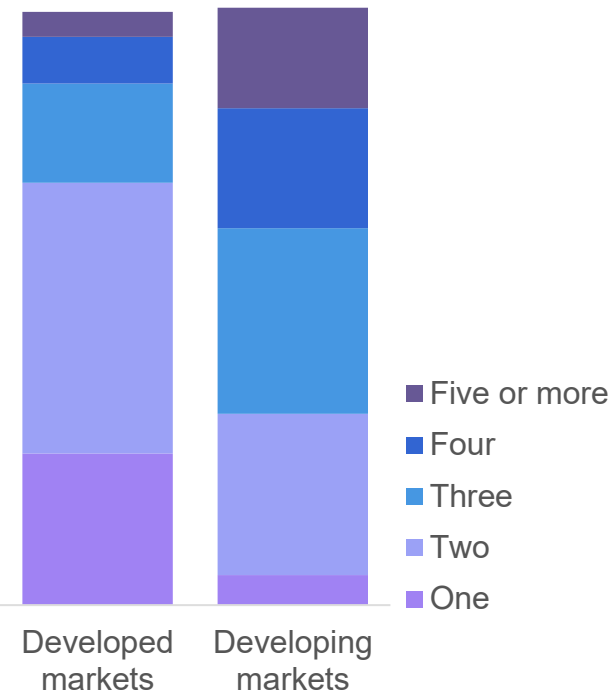
Few 50+ consumers live alone

This is particularly the case in emerging markets

% 50+ by marital status



% 50+ by household size



Pet ownership (%, sorted by 50+)		
	<50	50+
Latin America	xx%	xx%
Central & Eastern Europe	xx	xx
North America	xx	xx
Baltics	xx	xx
Middle East & Africa	xx	xx
Western Europe	xx	xx
Global	xx	xx
Developing Asia	xx	xx
Developed Asia	xx	xx

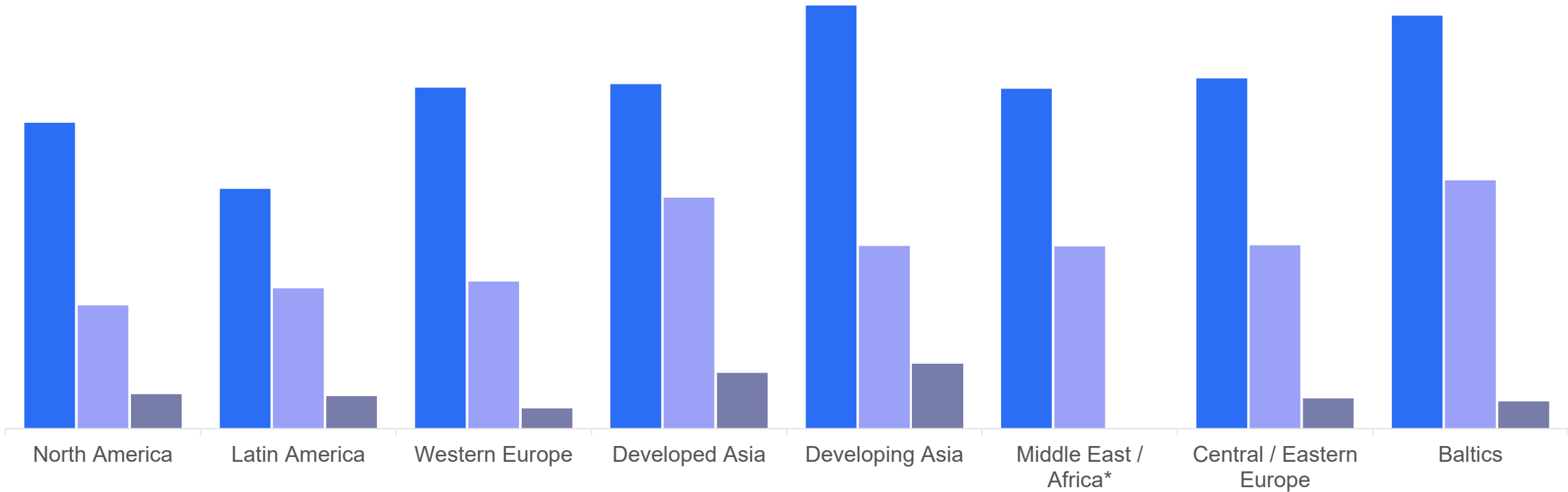
NIQ Consumer Life Global 2025, demos (global = 40 countries), Developed markets include North America, Western Europe, Developed Asia, and Baltics, Developing markets include Latin America, Developing Asia, Central & Eastern Europe, Middle East & Africa

People work less as they age into their golden years

6 in 10 people in their 50s work full-time, but that figure drops significantly as they enter retirement in their 60s and 70s

% who work full-time

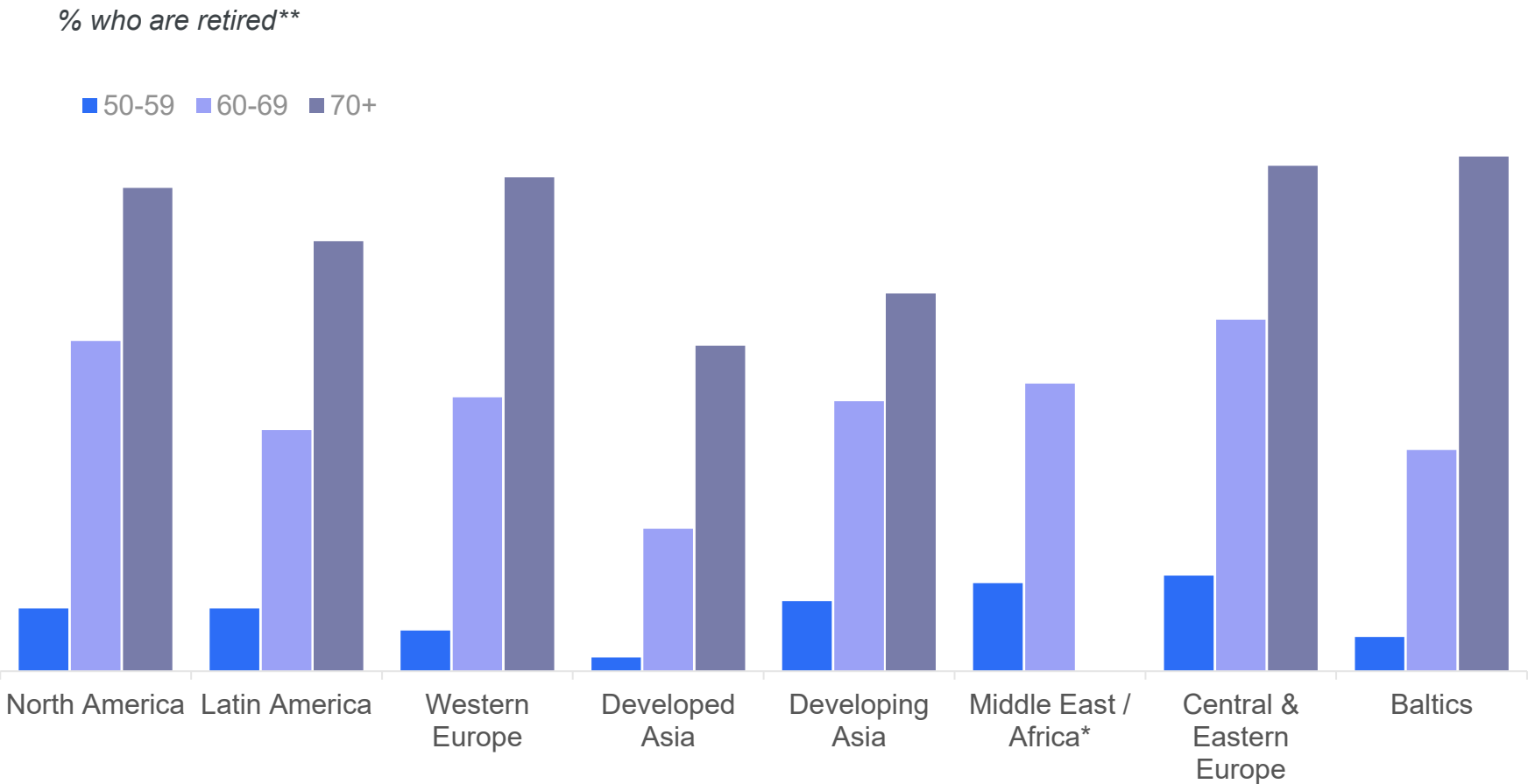
■ 50-59 ■ 60-69 ■ 70+



NIQ Consumer Life Global 2025, demos (global = 40 countries); * 70+ sample for Middle East/Africa suppressed due to very small samples;

Almost all consumers over age 70 in the Baltics and Central/Eastern Europe are retired

Across regions, retirement age is on the rise



Consumers face retirement delays around the world

For the first time in decades, China announced in 2024 plans to increase the statutory retirement age as the country confronts an ageing population and a dwindling pension budget. Retirement ages will be raised every few months over the next 15 years, with increases beginning in January 2025.

—BBC

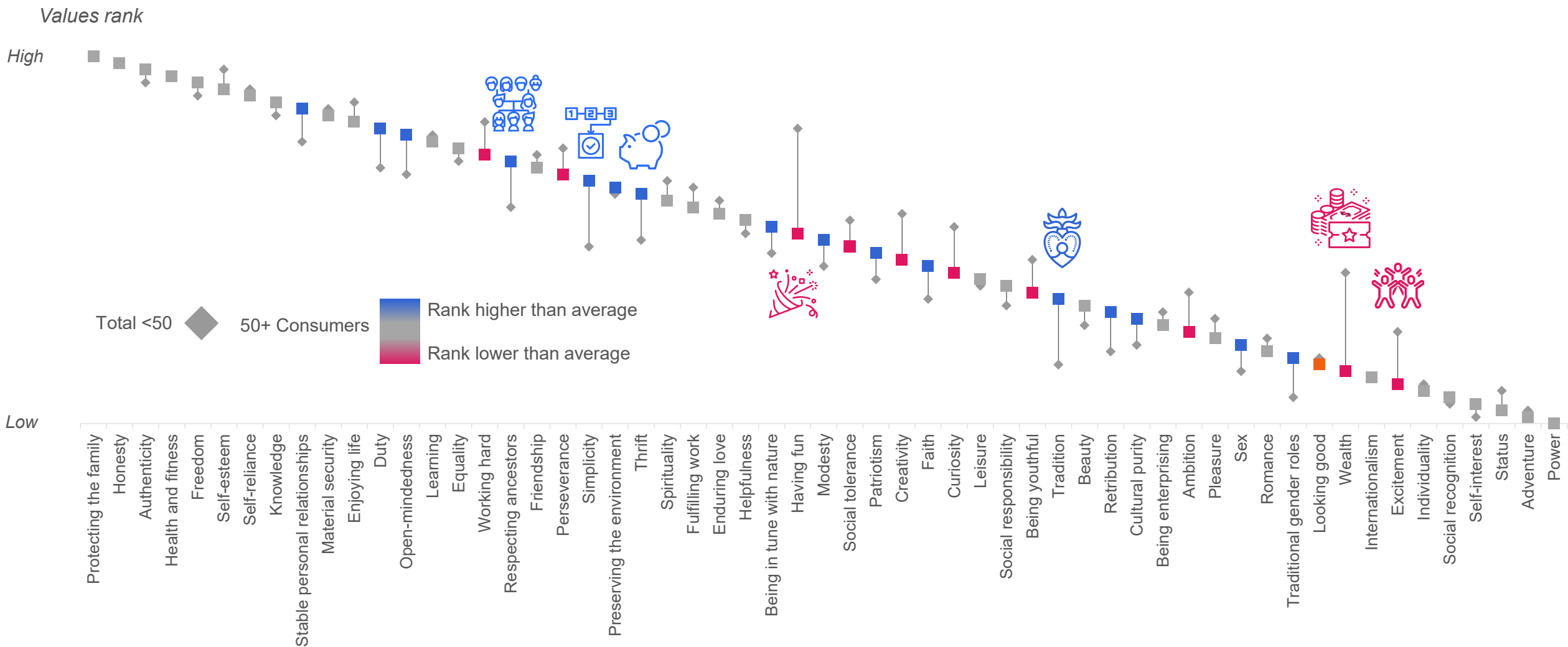
“Life expectancy and years spent in retirement are rising across Europe. In response, many countries are increasing retirement ages. Denmark has already decided to raise the retirement age to 70 by 2040. Several other European countries have also passed laws to raise pension ages in the coming years. According to the OECD, Denmark will lead by 2060, with people retiring at age 74.”

—Euro News

NIQ Consumer Life Global 2025, demos (global = 40 countries); * 70+ sample for Middle East/Africa suppressed due to very small samples; **includes those who work part-time; [Europe’s rising retirement ages: One country leads—which will follow?](#) | [Euronews, China to raise retirement age for first time since 1950s](#)

Consumers 50+ value *Simplicity, Tradition, Respecting Ancestors, and Thrift* more than others

They also rank values such as *Having Fun, Wealth, and Excitement* lower than their global peers

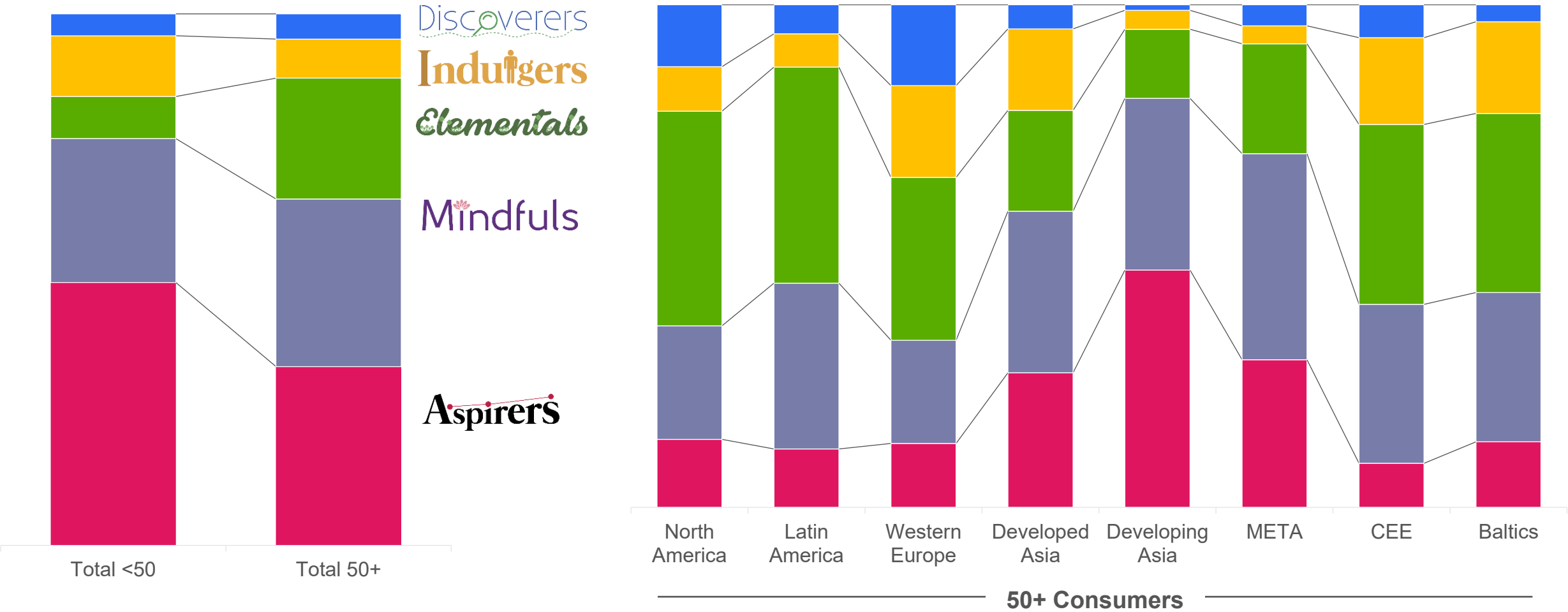


NIQ Consumer Life Global 2025, C1 (global = 40 countries)

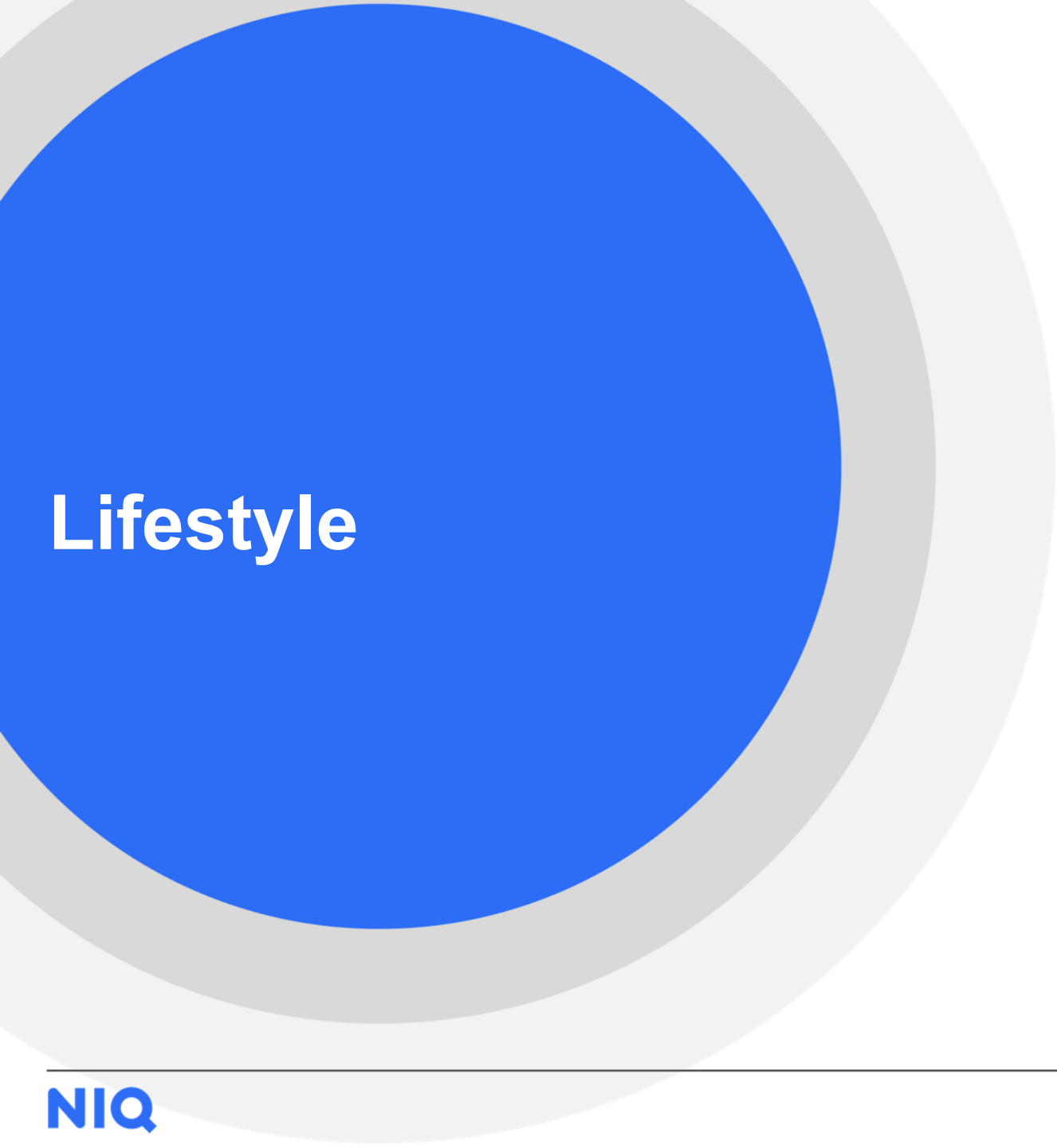
Consumers 50+ are significantly more likely to be Elementals than the global average

But regional differences still exist: Aspirers dominate in Developing Asia while Mindfuls are the majority in the Middle East/Africa

% global distribution by values segments



NIQ Consumer Life Global 2025, based on C1 (global = 40 countries); see Appendix for more information about values segments



Lifestyle

People 50+ want to live, work, and play in spaces that meet the needs of their aging bodies

Governments and businesses around the world are building infrastructure & policy solutions to let seniors thrive at home

Singapore offers \$1,200 in vouchers to install elderly-friendly fittings



Through its Enhancement for Active Seniors (EASE) program, Singapore is expanding aging-in-place support to seniors in private housing, with over 80,000 households eligible for subsidies covering up to 75% of senior-friendly home upgrades.

There are seven senior-friendly fittings available, ranging from grab bars to slip-resistant treatment for floors and shower seats. The initiative reflects growing demand among mature adults for safer, more accessible living environments.

China commits to let seniors live safely, comfortably, and with dignity



China's 15th Five-Year Plan (2026-2030) for the country's economic and social development calls to enhance the provision of basic elderly care services.

Local authorities across the country have expanded elderly care initiatives, including trade-in programs for senior-friendly products, age-friendly housing, and community senior canteens with meal delivery. By the end of 2025, Beijing alone established 152 senior care service centers benefiting over 2 million elderly people.

Japan's Silver Workforce Revolution: The 'Silver Jinzai' fuels elder agency



Japan has embraced what it calls "Silver Jinzai": specialized community agencies that keep seniors employed in meaningful part-time work.

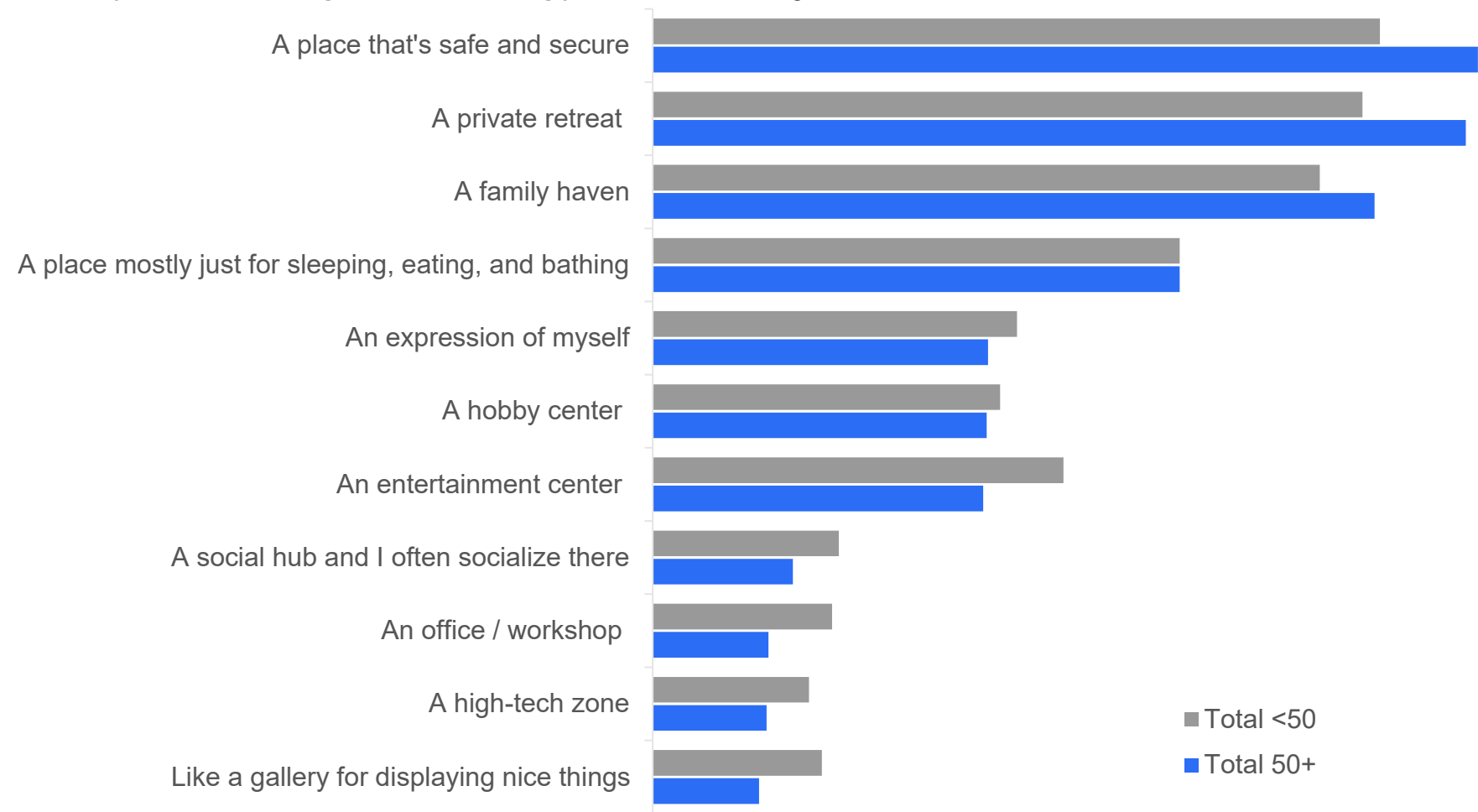
These centers represent a shift in thinking about aging, viewing mature adults not as dependents but as valuable human resources with decades of experience and institutional knowledge. The approach has proven so successful that similar programs are being studied across Asia and beyond.

[Over 80,000 private households eligible for S\\$1,200 in vouchers to install elderly-friendly fittings – CAN](#), [Age-friendly facilities elevate life for China's seniors | Borneo Post Online](#), [The Silver Crisis: Asia's Aging Populations Reshape Family Bonds and Employment Landscapes | Planet News](#)

50+ consumers view the home as a secure retreat from the outside world

With many living with multiple generations, the home is also viewed as a family haven

% who say that the following statements strongly describe how they feel about their home



AI-Powered Home Care Supports Aging in Place

AI-powered systems are helping elderly residents continue living at home independently. Through discreet sensors installed in the home's walls, systems monitor daily activity and detect issues like falls or missed meals, sending alerts to carers or emergency services as needed.

By working continuously and passively, these systems shift care from reactive responses to proactive prevention. A pilot deployed to 1,200 South London homes has already helped identify more than 1,800 falls while improving early intervention.

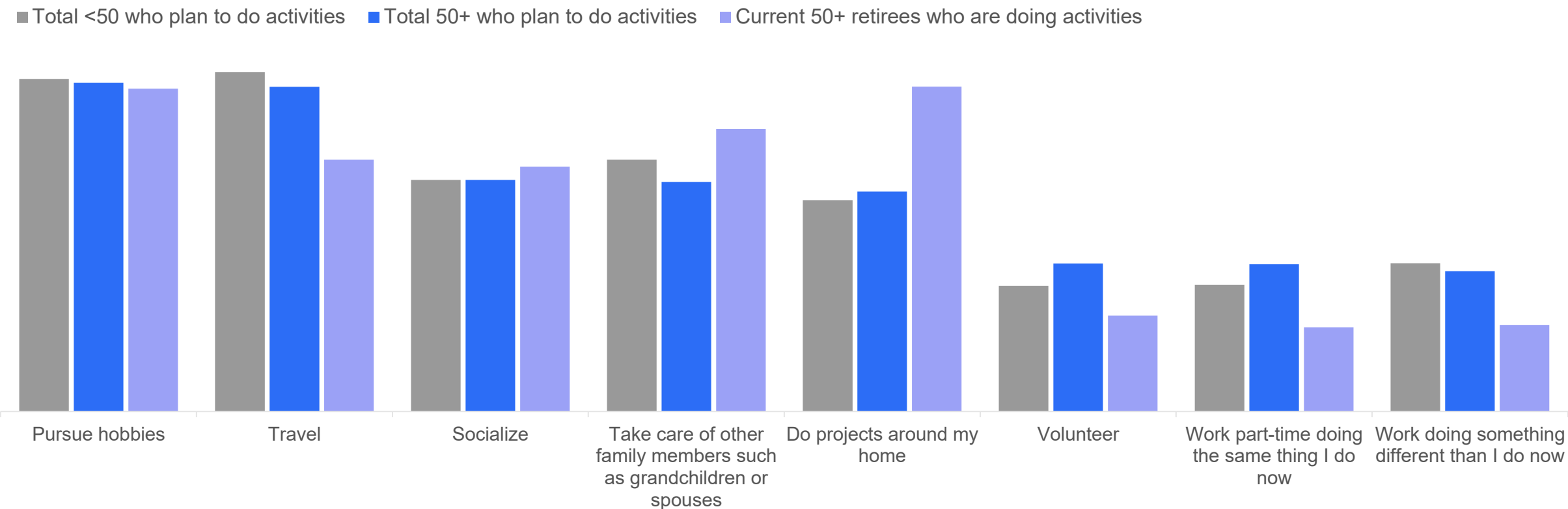
—City London News

NIQ Consumer Life Global 2024, I1 (global = 24 countries), [AI-Powered Care: Transforming Support for Vulnerable Residents - City News](#), [‘I track my mum, 86, with an AI monitor so she doesn’t have to move into care’ | The Independent](#)

Hobbies and travel are the top activities people 50+ look forward to when they retire

Among current retirees, home projects and hobbies are king; travel takes a backseat to caring for relatives

% who plan to do the following things when they retire (among employed people who plan to retire, by age)
and who currently do the following things (among currently retired)

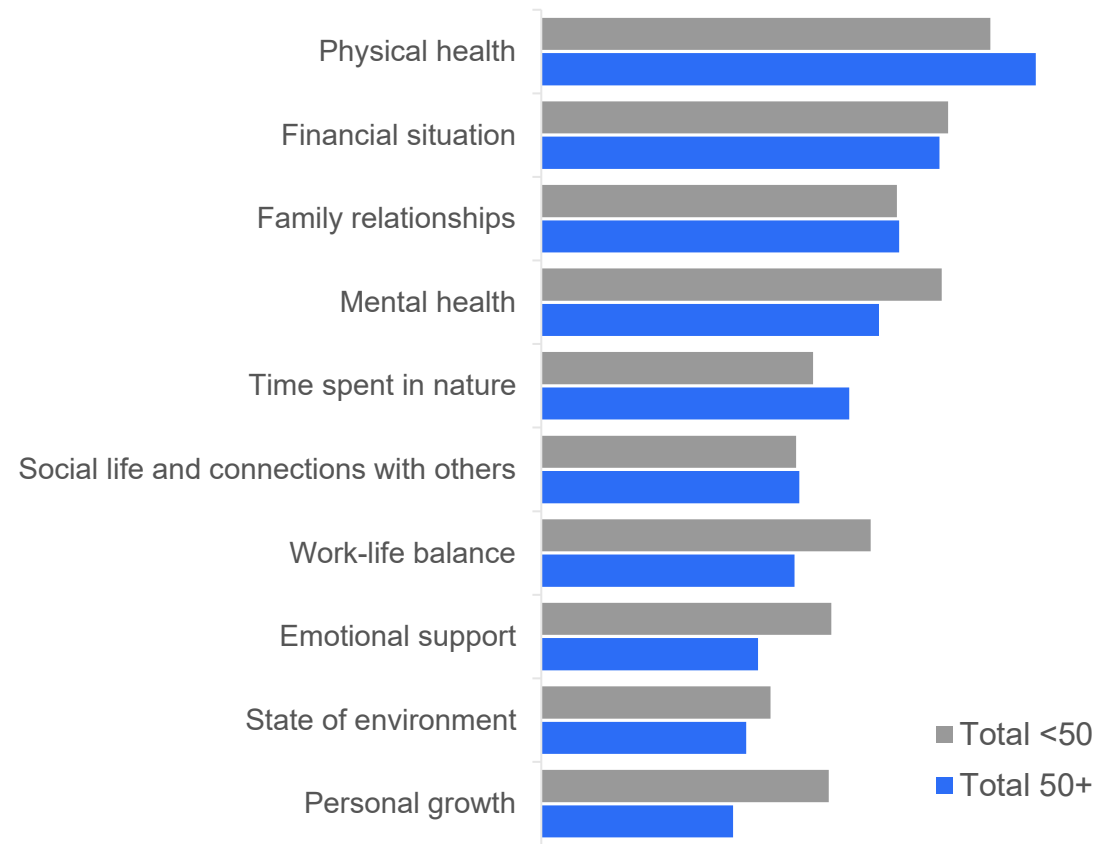


NIQ Consumer Life Global 2024, H42 and H44 (global = 24 countries)

Physical health takes priority in health management

Compared with younger people, 50+ consumers are also more likely to link time in nature to their wellbeing

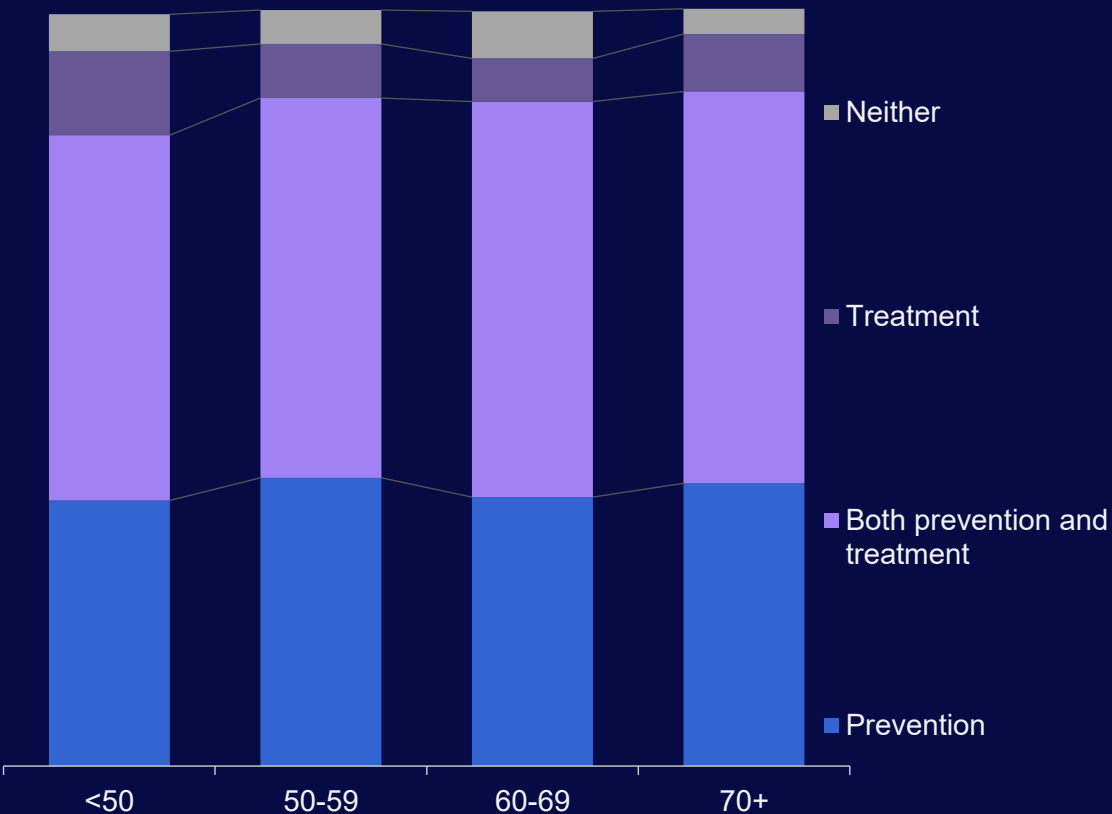
In which areas of life would changes most improve your well-being? (%)



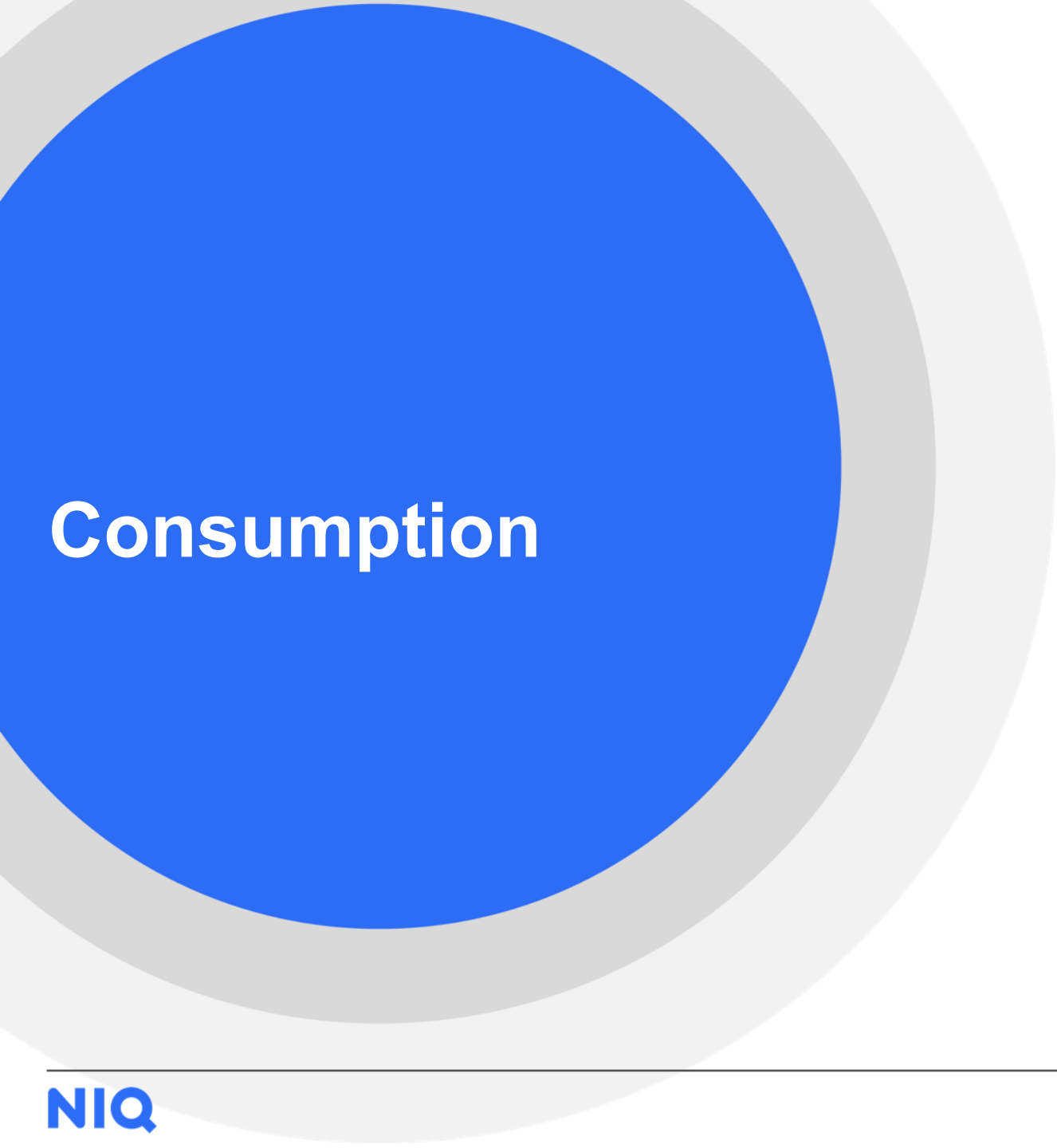
A balanced approach towards health

Combination of prevention and treatment dominates across age brackets

% distribution by primary focus for health and wellbeing



NIQ Consumer Life Global 2025, H11 (Global = 40 countries), NIQ Consumer Life Global 2025 H49 (global = 26 countries)

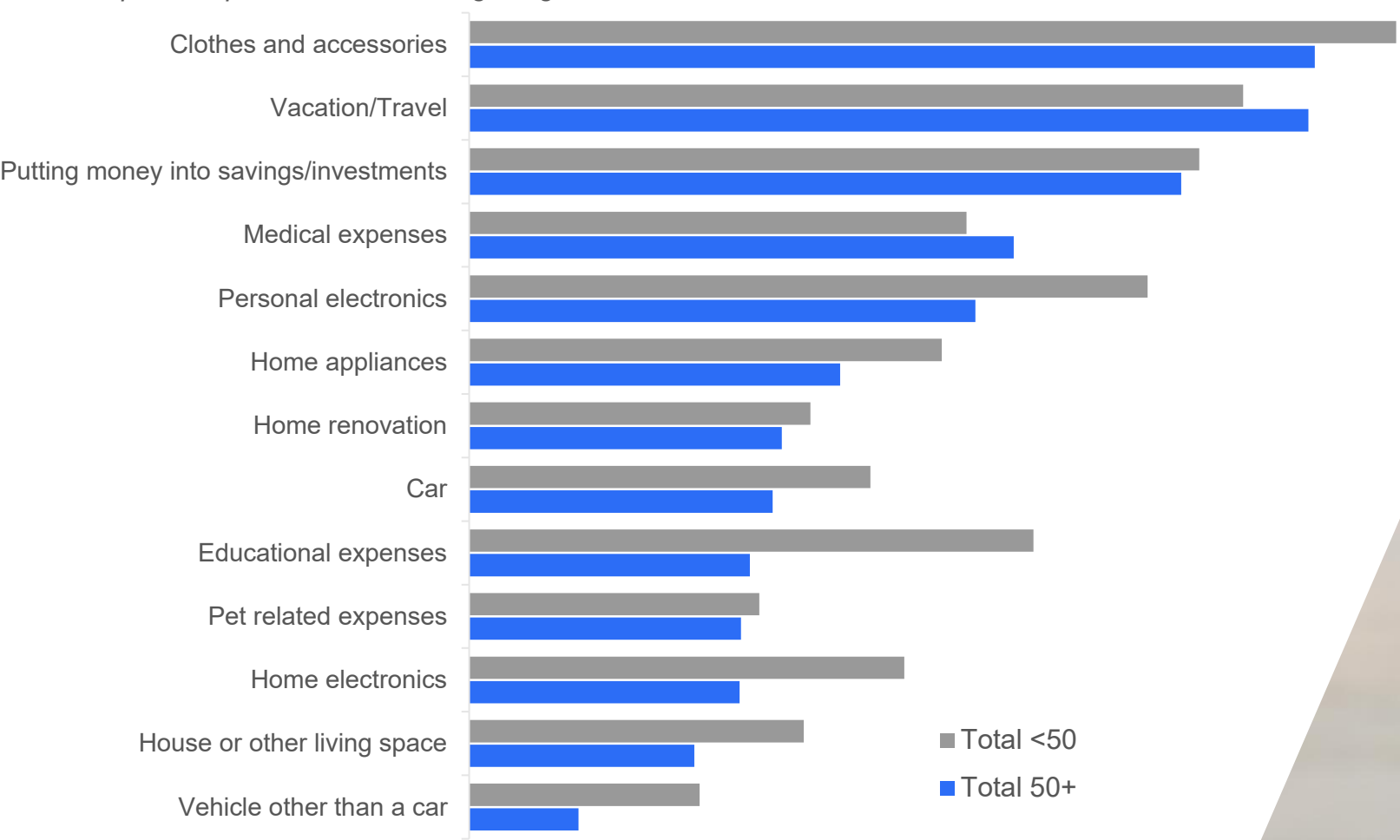


Consumption

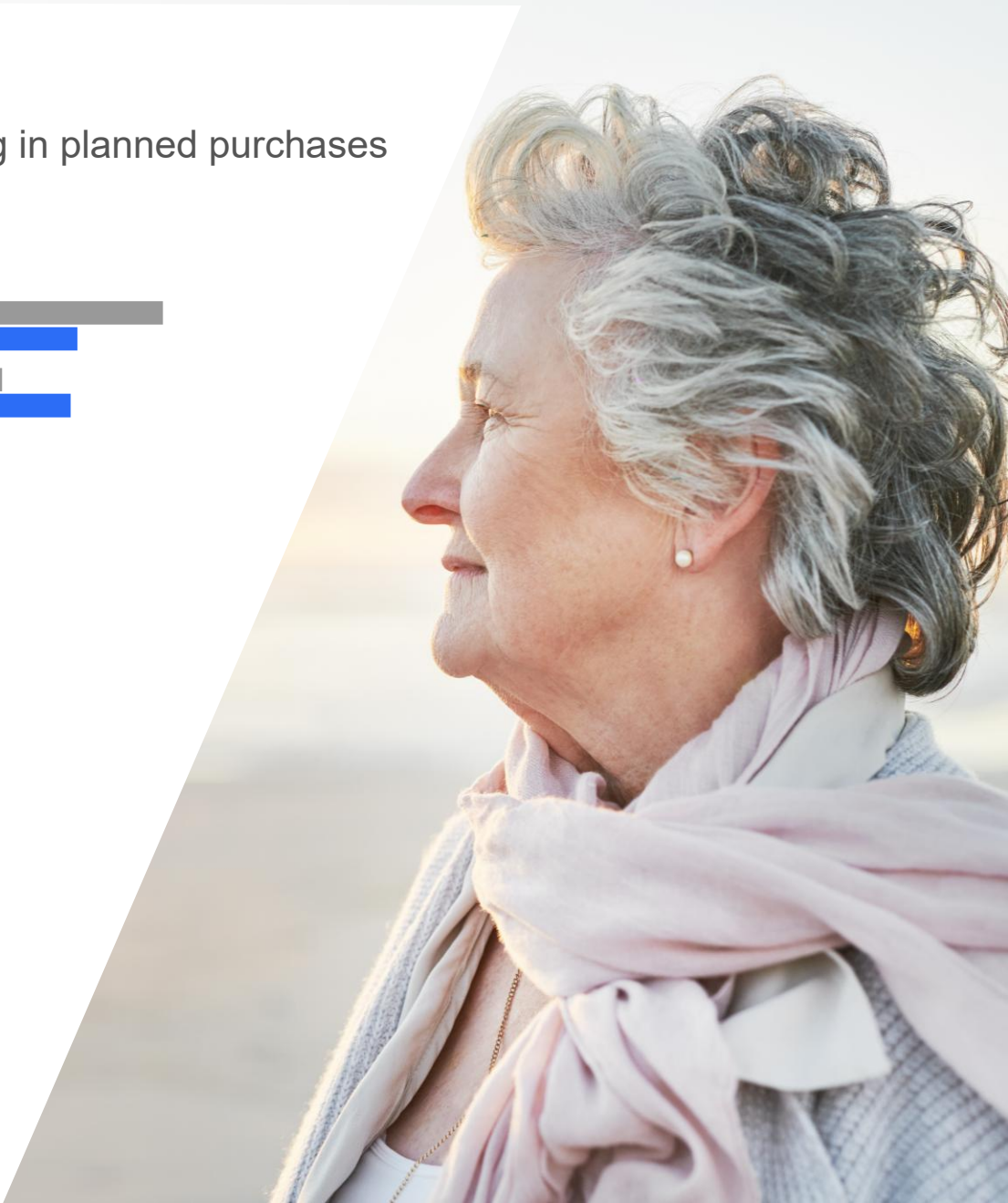
Consumers 50+ have big plans for travel spending

They also have stronger spending intentions for medical expenses, but lag in planned purchases of big-ticket goods

% who plan to spend on the following things in the next 12 months



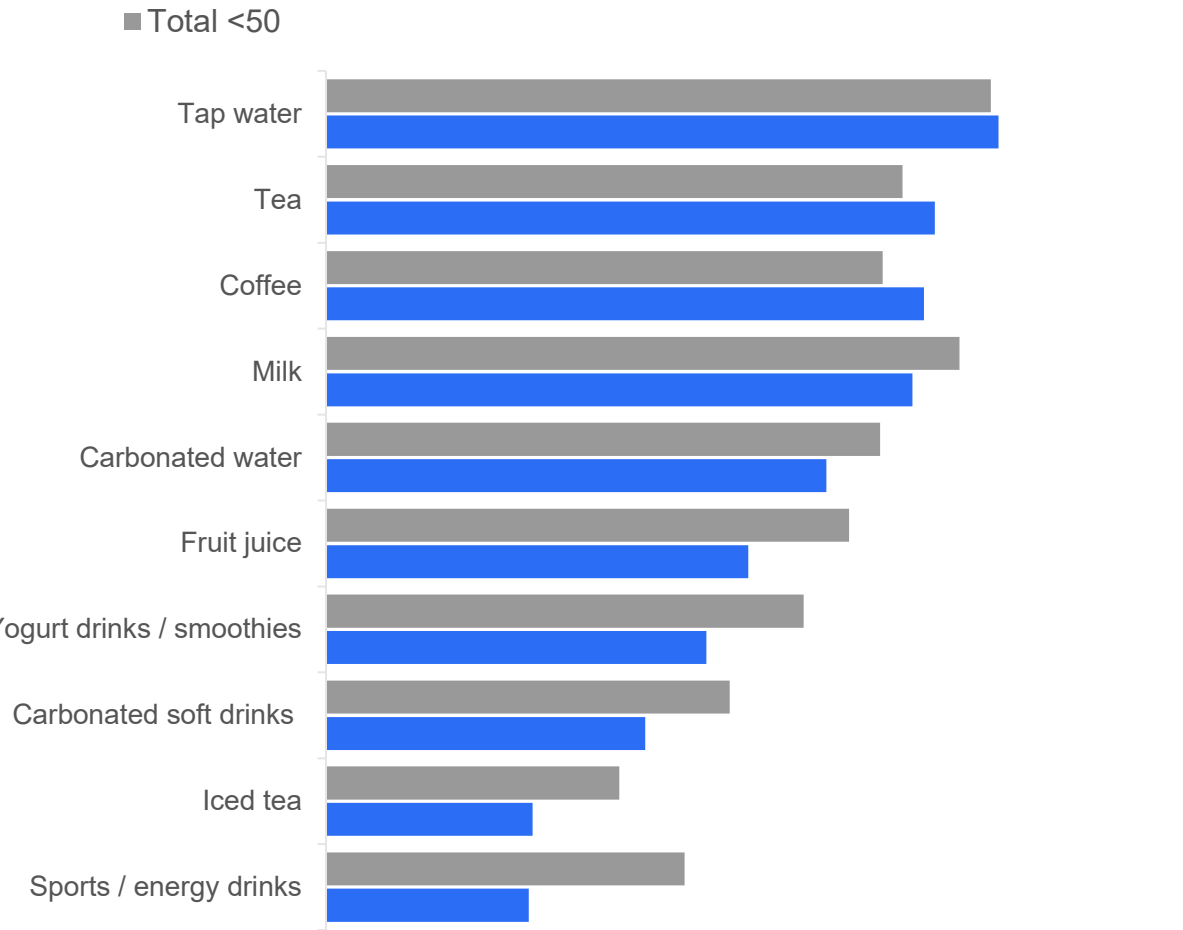
NIQ Consumer Life Global 2025, K15 (global = 40 countries)



Consumers 50+ drink a variety of non-alcoholic beverages

Stronger preferences for tea and coffee differentiate mature consumers from their younger counterparts

% who **drink beverages** at least weekly



NIQ Consumer Life Global 2025, F3, F11 (global = 40 countries)

Local, familiar foods are favored

Those 50+ are less interested in international foods, bold flavors, or easy-to-make options

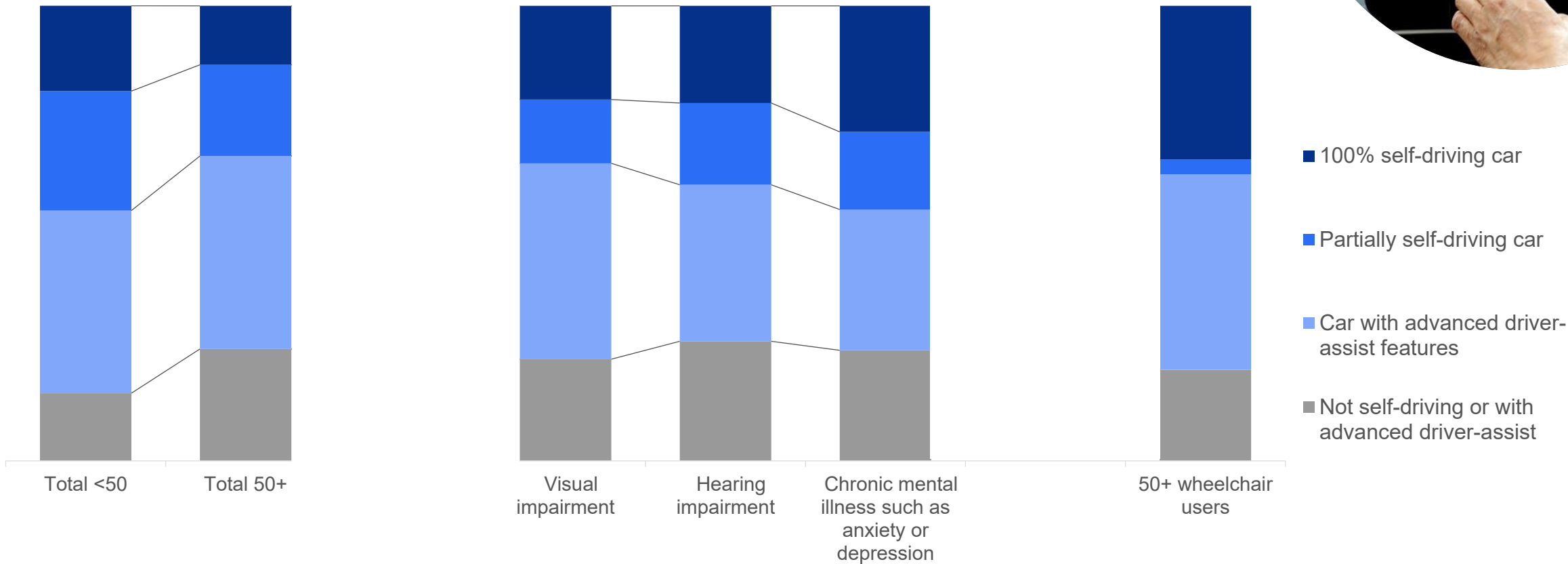
% who agree with the following **food-related** statements



Consumers 50+ are more wary of self-driving cars

But segments with certain health or mobility challenges show greater interest than younger cohorts

% distribution by preference if purchasing a car



— Consumers age 50+ with debilitating health issues* —

NIQ Consumer Life Global 2025, D9, P56, P57, P62 (global = 40 countries), *Those with the type of health conditions that severely or somewhat limit their everyday activities