

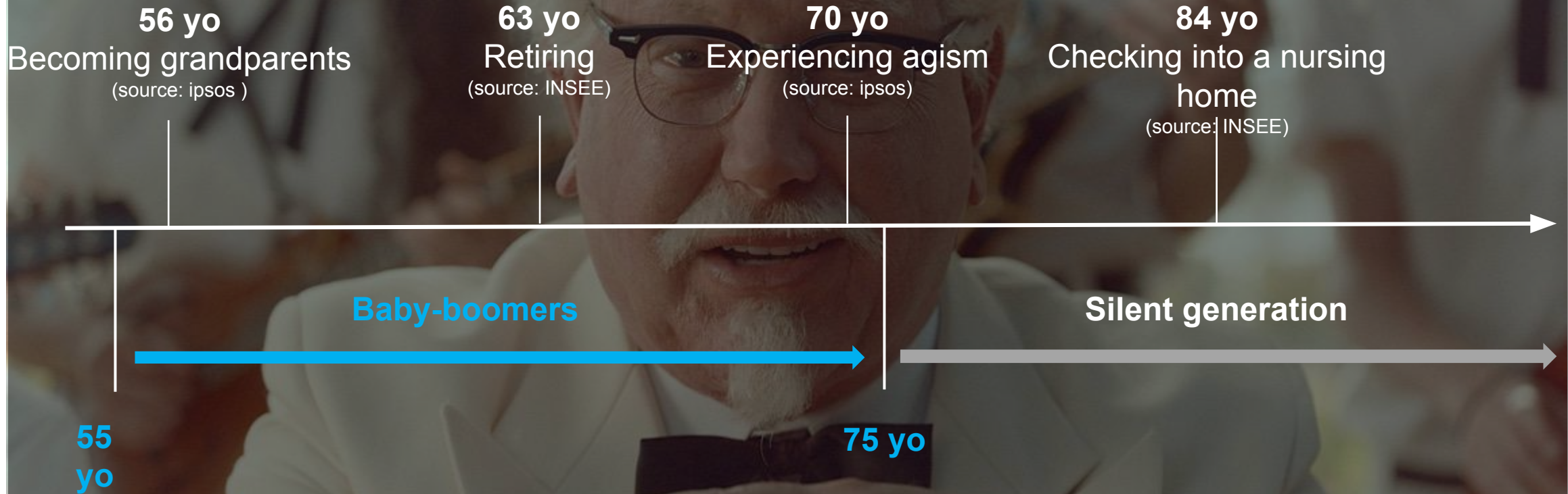


# THE FUTURE OF AGING

Prosumer  
Report

**IAVAS**  
**IAVAS**  
GROUP

# This Prosumer study is focused on baby-boomers, people aged between 55 and 75



# WHO ARE PROSUMERS?

LAGGARDS

MAINSTREAM

20%-30%  
PROSUMERS

INSTIGATORS

PROSUMER  
ADOPTION

**6-18  
MONTHS**

**53%** | **60%**  
18-34 | 55+

Society has grown too youth obsessed



49/67



47/57



54/60



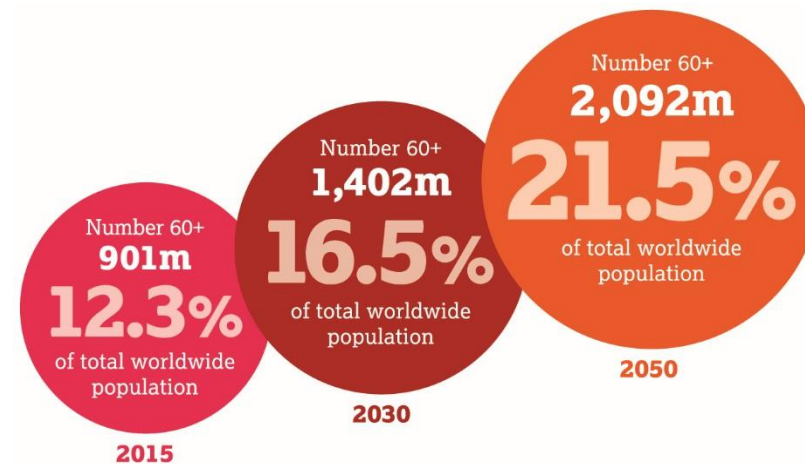
43/50



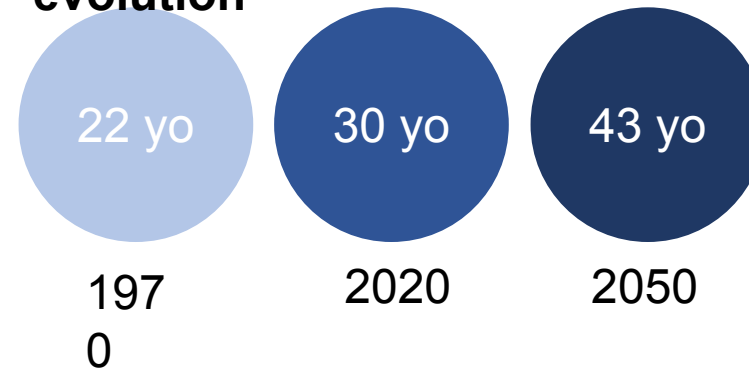
65/74



67/60



Worldwide median age evolution



Source :  
UN



# Boomers invented youth culture


# They keep redefining what old means

*“Things they do look awful cold,  
I hope I die before I get old  
(Talkin’ ‘bout my generation)”  
(The Who, My Generation, 1965)*

+60 years old

**72%** | **70%**  
PROSUMERS | MAINSTREAM

I feel younger than most people my age

The image features three women of different ages, all wearing white t-shirts with the text 'NOT AT YOUR AGE' and silver jackets. The woman on the left is the youngest, the woman in the middle is middle-aged, and the woman on the right is the oldest. They are standing in a row against a plain background.

Today, age is no longer discriminating

70% | 76%

18-34

55+

Age is more a matter of mindset than  
physical abilities

# Love has no age

**31%** | **26%**

18-34

55+

I think it's weird when a woman  
dates someone way younger  
than she is

**30%** | **24%**

18-34

55+

I think it's weird when a man  
dates someone way  
younger than he is



# Love has no age

I think it's weird when a woman dates someone way younger than she is

29%



Global  
Total



# Dressing sexy has no age

**31%**

18-34

**23%**

55+

When you're a woman who's over 60, you should start dressing more conservatively

**29%**

18-34

**21%**

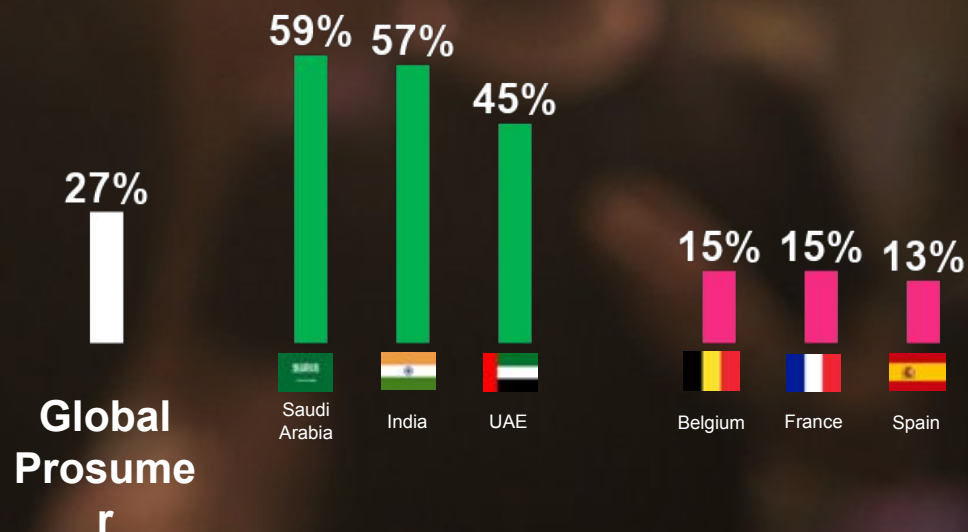
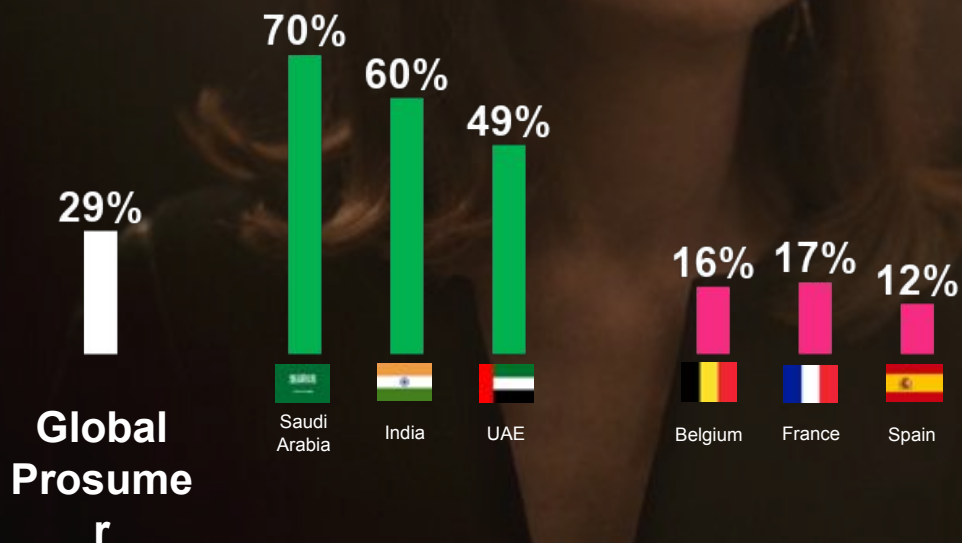
55+

When you're a man who's over 60, you should start dressing more conservatively

# Dressing sexy has no age

When you're a woman who's over 60, you should start dressing more conservatively

When you're a man who's over 60, you should start dressing more conservatively



# Boomers continue to be admired for their fights

**54%** | **50%**  
18-34 | 55+

**57%** | **52%**  
18-34 | 55+

I admire baby boomers for: Fighting for women's equality and reproductive rights

I admire baby boomers for: Fighting for civil rights and racial equality



59/50



59/50



56/51



52/43



53/53



51/44



71/63



63/51



55/53



51/43



49/52



64/56



**Still the power remains in the hands of boomers but for how long?**

**Economical  
power**

**Demographic  
power**

**Cultural  
power**



**A physical  
limitation**

**A contested  
power**



**1.**

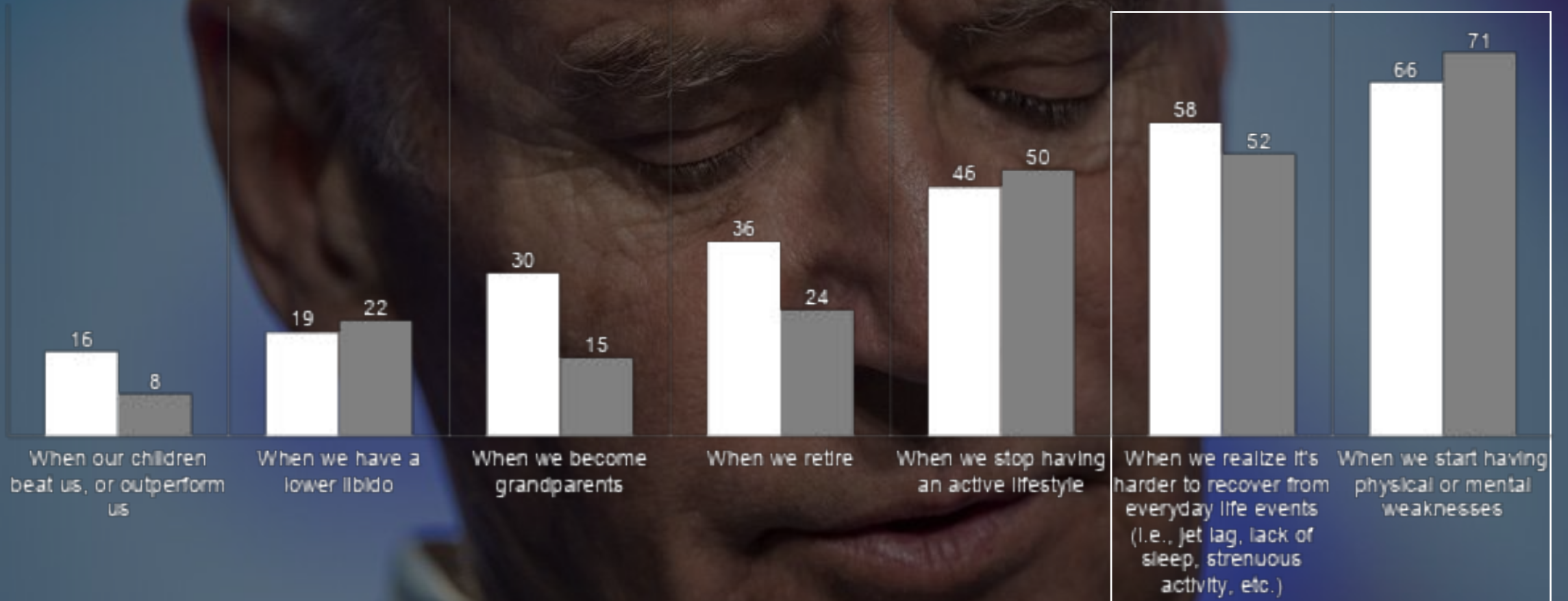
**Tension 1**

**When reality starts to hit**

# A physical reality

The point at which we start to feel old is:

■ 18-34 ■ 55+



**It's hard to jump on the  
bandwagon**

**64%** | **52%**  
18-34 | 55+

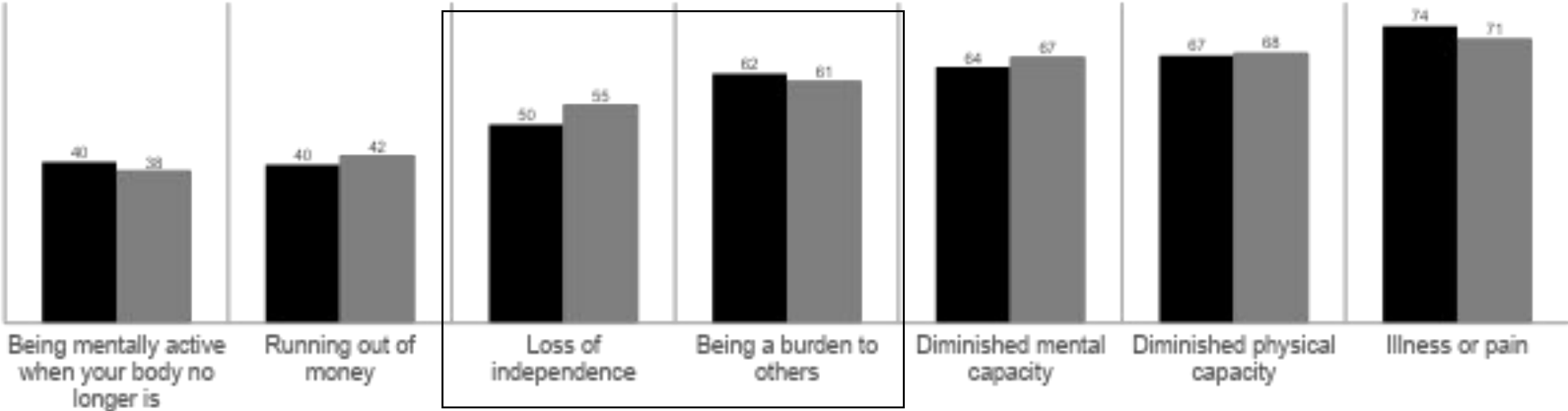
The world moves so fast it's  
hard  
for older people to keep up



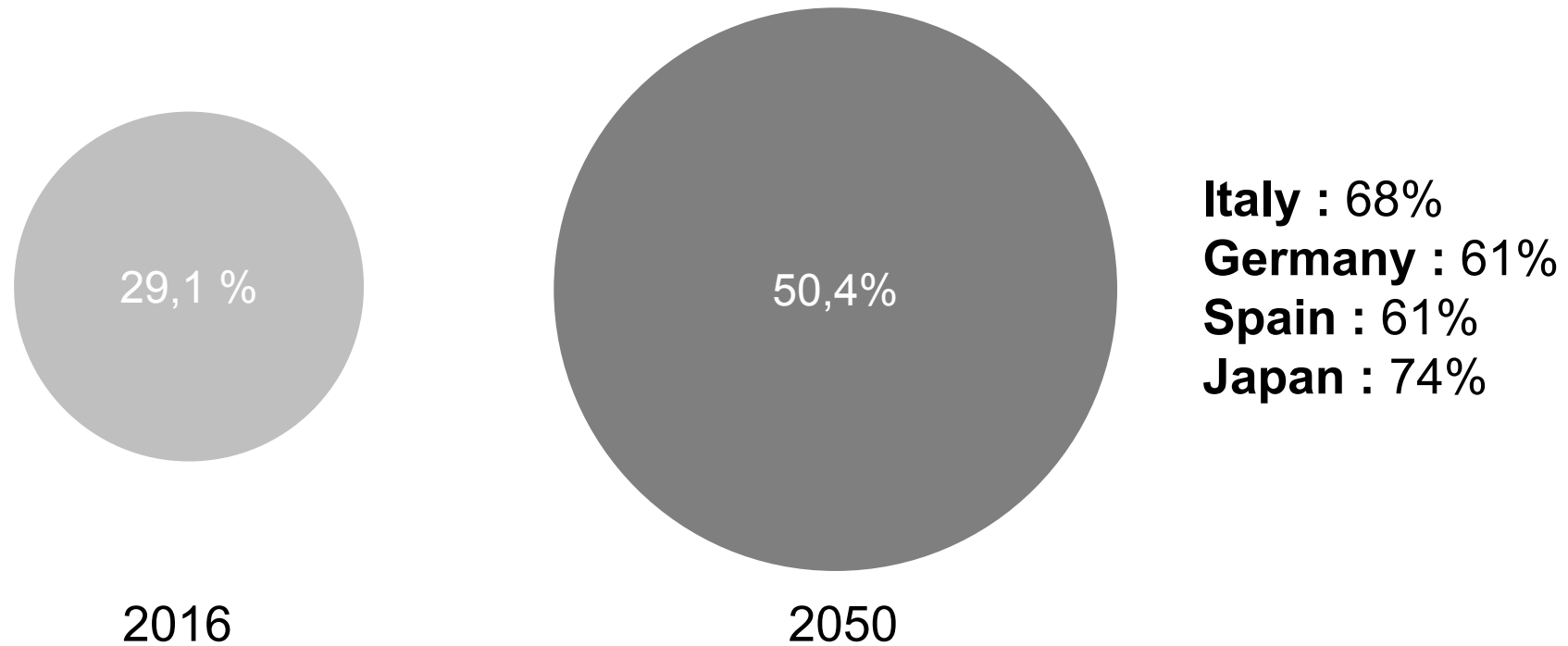
# Even the youth share the anxiety of dependence

Which aspects of aging worry you?

■ 18-34 ■ 55+

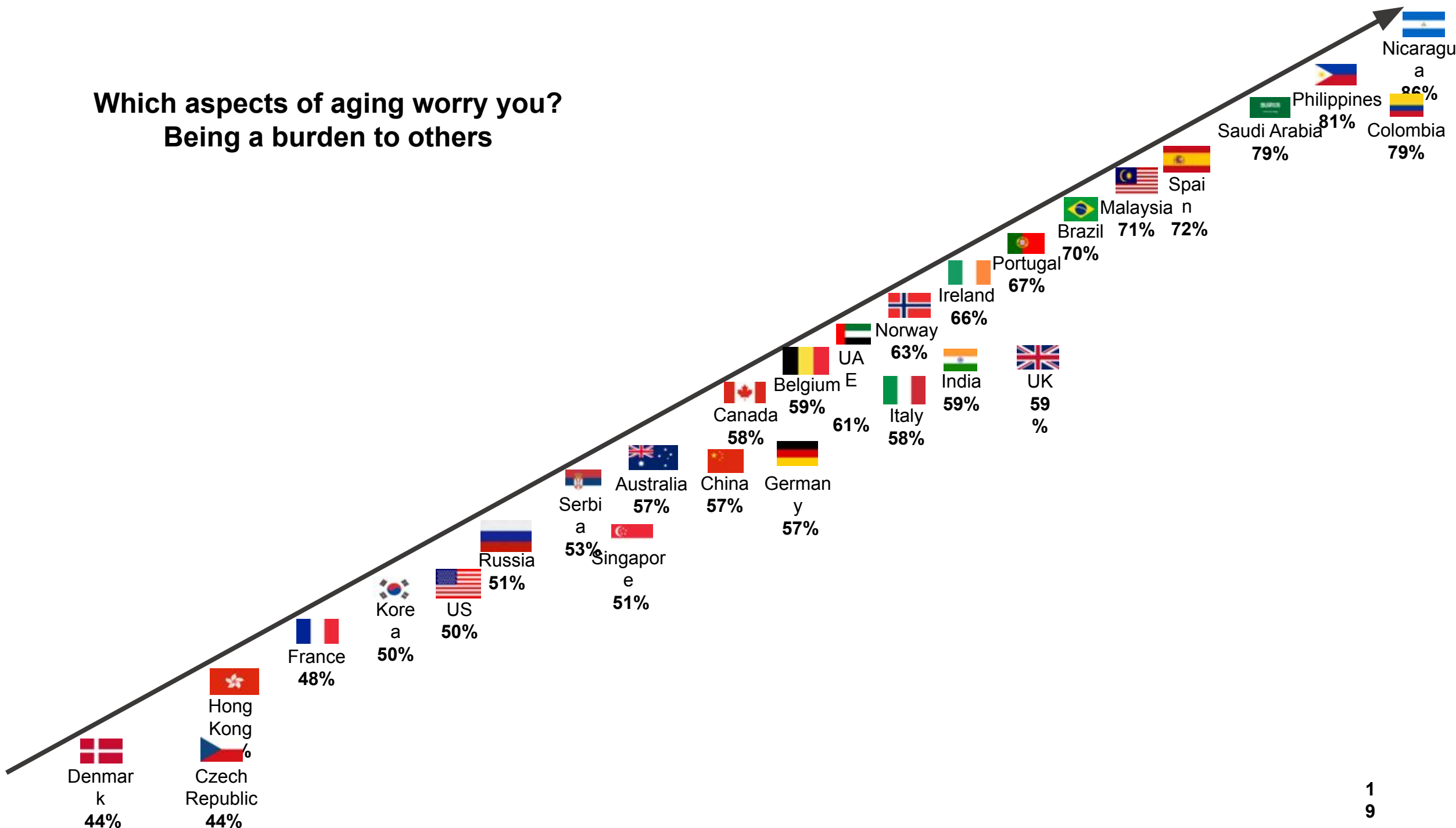


# Worldwide ratios of dependence in industrial countries



Source :  
UN

# Which aspects of aging worry you? Being a burden to others

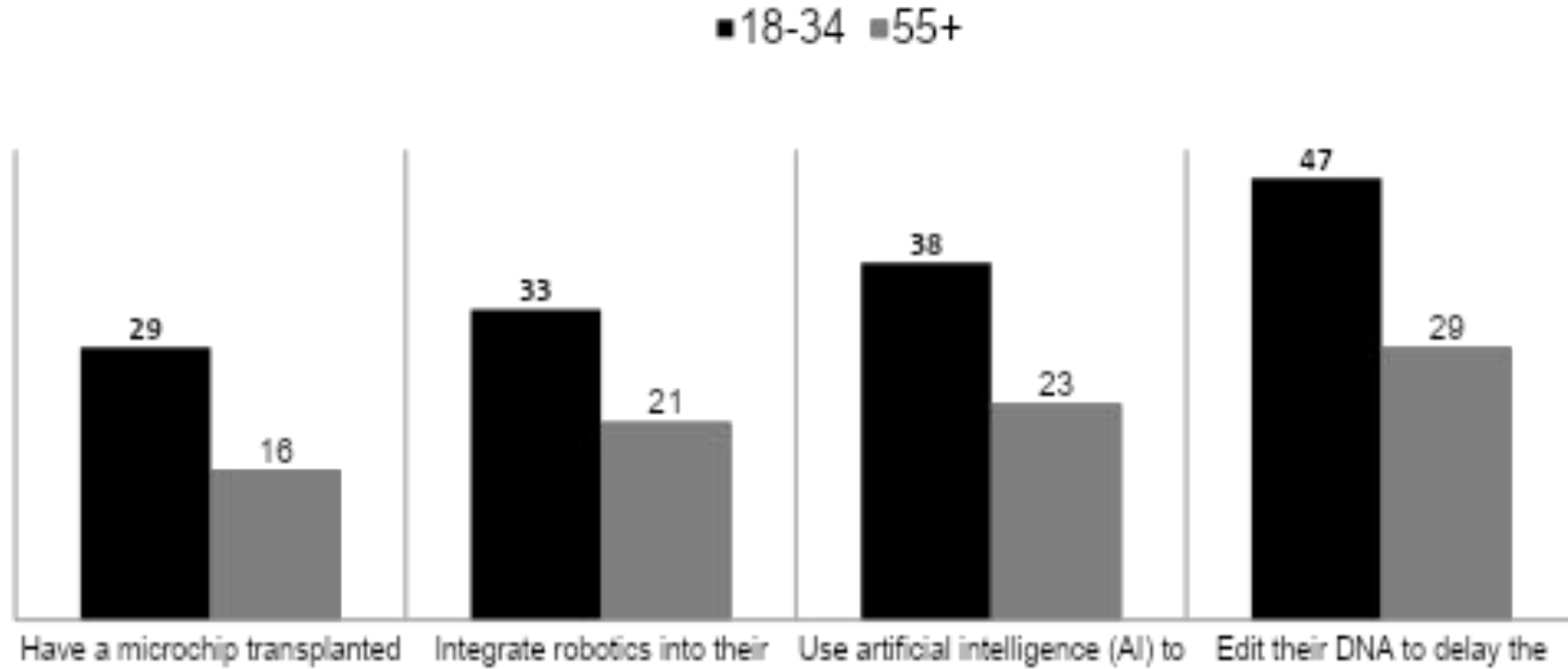


# Elderly people are a burden on society



# The younger the more open to embrace anti-aging tech

To stay younger, most people would be willing to:



**Ending it will  
become your  
responsibility**

**57%**

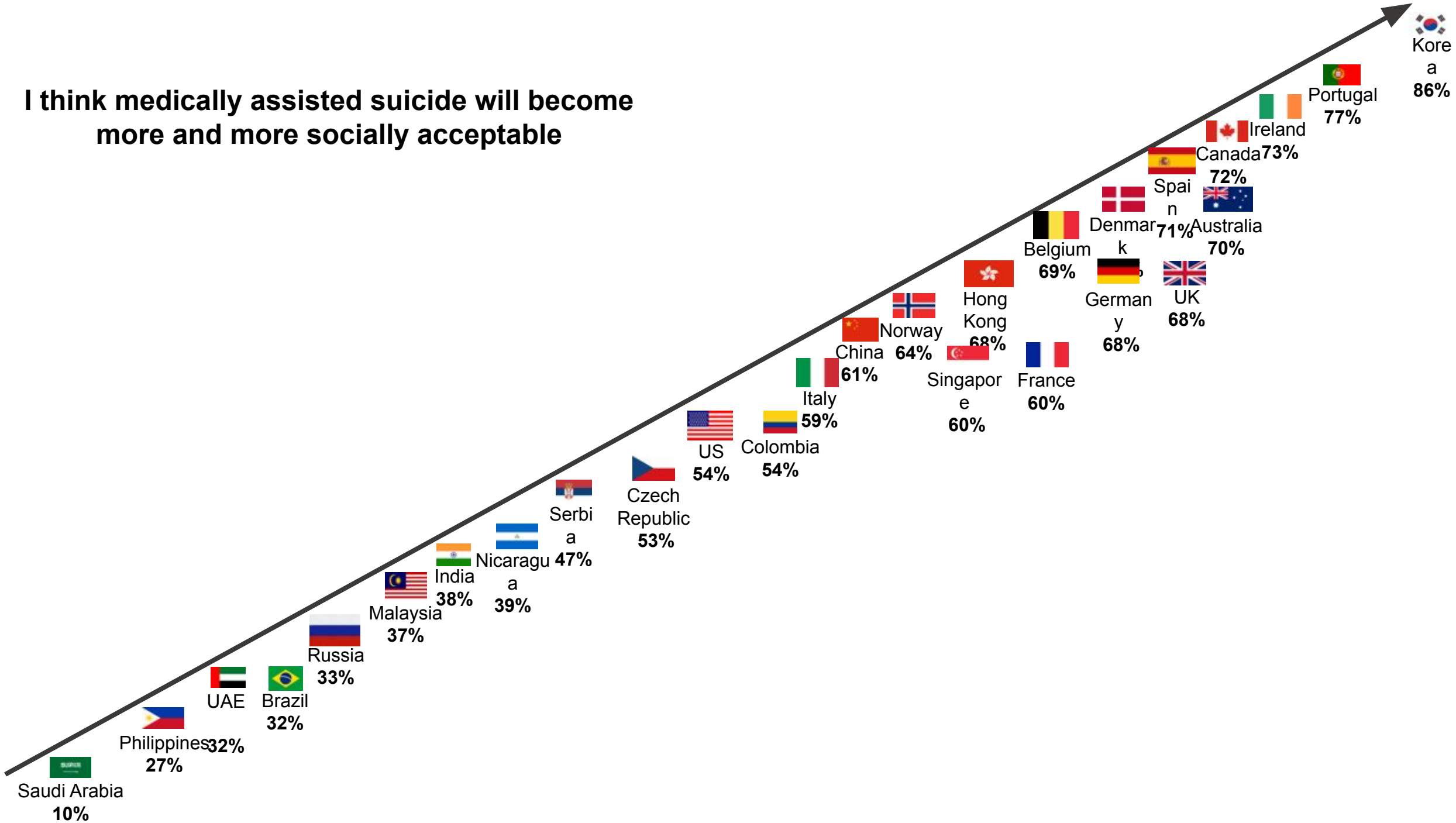
18-34

**55%**

55+

I think medically assisted suicide will  
become more and more socially  
acceptable

# I think medically assisted suicide will become more and more socially acceptable





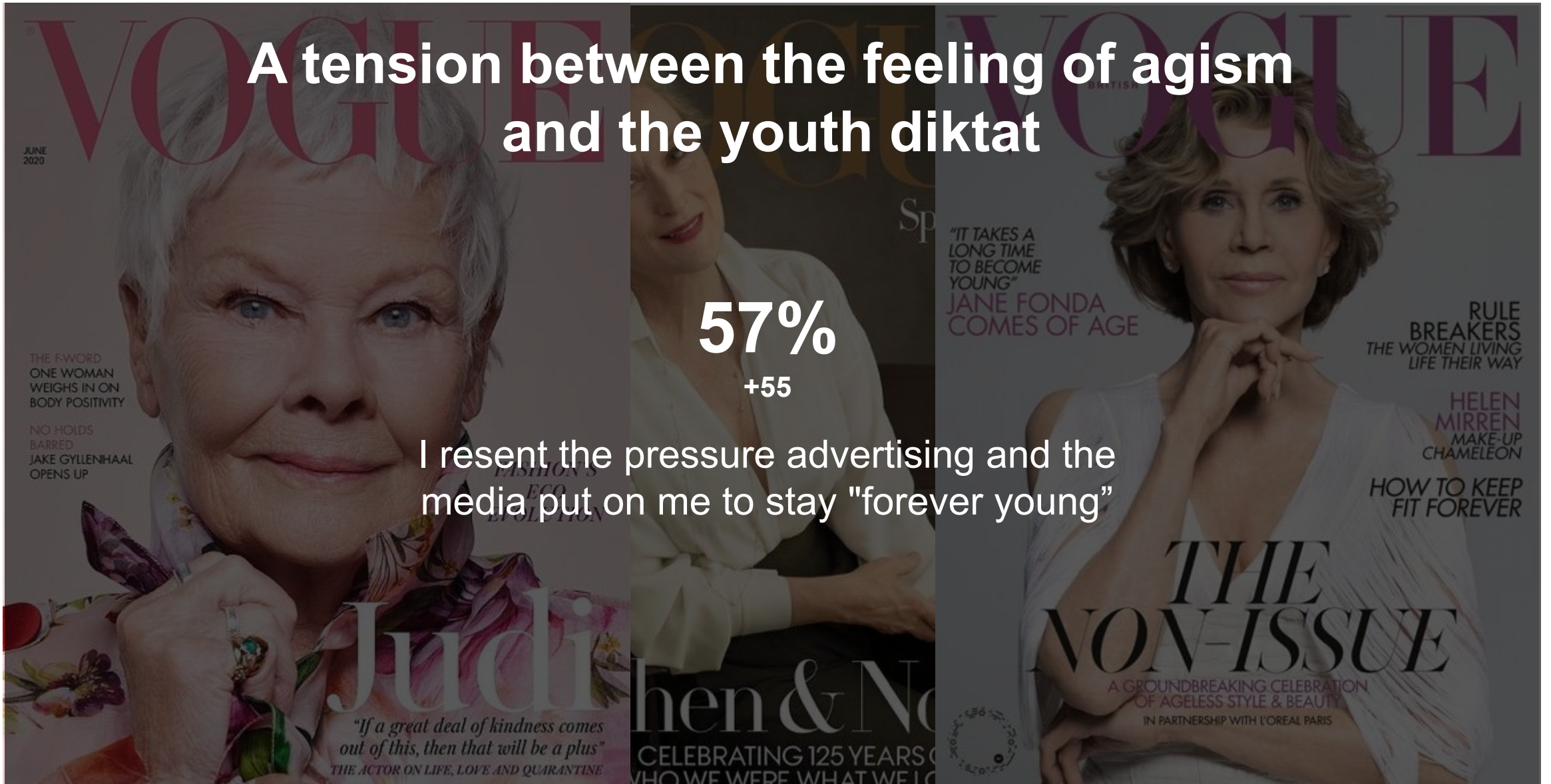
# HOW DO WE ADDRESS THE NEW REALITY OF AGING?



# A tension between the feeling of agism and the youth diktat

57%  
+55

I resent the pressure advertising and the media put on me to stay "forever young"





**Brands have a responsibility to address this tension in showing the reality of aging**

**56%**

PROSUMERS

**46%**

MAINSTREAM

**64%**

PROSUMERS

**53%**

MAINSTREAM

FOR RESPONDENTS AGE 55+:

I wish brands focused less on youth and more on people who are middle-aged or older

I would like to see more people aged 65 and older in advertising and media/TV

# BRAND Universal communications

71%

PROSUMERS

65%

MAINSTREAM

**FOR RESPONDENTS AGE 55+:**

I prefer to buy brands that are not targeted at any one generation



70/62



92/51



100/84

# PRODUCT A whole range of products

72%

PROSUME  
RS

54%

MAINSTRE  
AM

**FOR RESPONDENTS AGE 55+:**

I expect my favorite brands to adapt their products and services to suit me as I get older



80/50



62/60



100/87

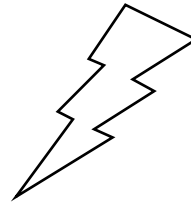
A woman with blonde hair is on the left, looking towards a man on the right. The man is pointing his right index finger towards the woman. They are standing in front of a white brick wall. The overall scene is dimly lit, creating a somber and tense atmosphere.

2.

**Tension 2**

**Millennials against boomers, a new contestation of power**

# The climate change crisis has initiated generational fracture



55+

59%

Rather than going on strikes for the environment, children and teens would be better off staying in school

# The worst is yet to come

FINANCIAL TIMES

The risks of the global Covid debt bridge

franceinfo

Coronavirus : des étudiants en grande précarité

En période de confinement, de nombreux étudiants sont privés de revenus et de petite bourse. Loin de chez eux et de leurs familles, ils se retrouvent en situation précaire, dépendant de gestes solidaires, des dons de banques alimentaires et des marchés.

Le Parisien

Aides pour les jeunes : soutien financier, jobs étudiants... le plan d'urgence du gouvernement

71%

18-34

53%

55+

I'm worried about my own personal future



46/38



65/43



73/47

# A generational fracture that COVID-19 has only amplified

philosophie  
magazine

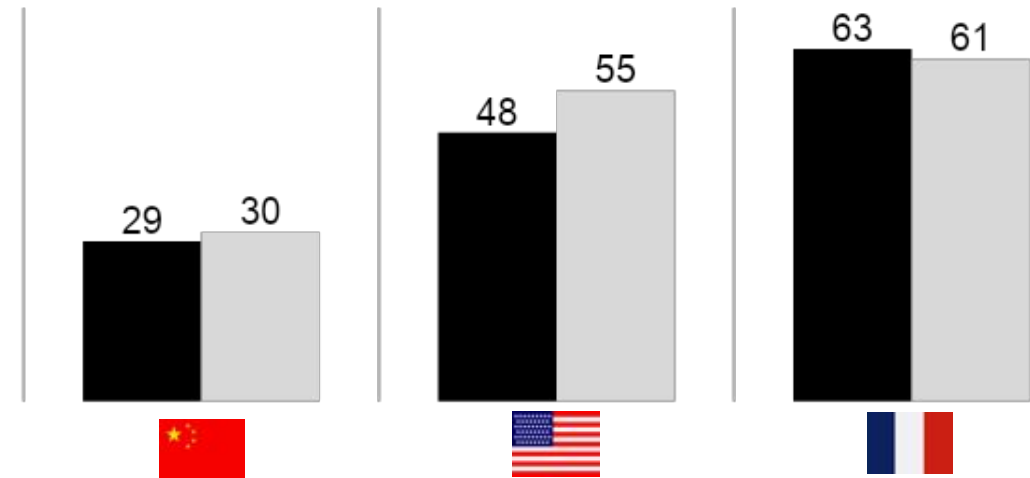
Covid-19 : vers un nouveau conflit de générations ?

Courrier  
international

OK Boomer. La guerre des générations à l'heure du Covid-19

The COVID-19 crisis has created antagonisms between the old and young

■ Prosumer ■ Non-Prosumer



# The germ of a revolution among the young

18-3

<sup>4</sup>**63%**

The COVID-19 crisis will allow the world to start again with a clean state

18-3

<sup>4</sup>**73%**

I think it takes radical actions to bring about real change

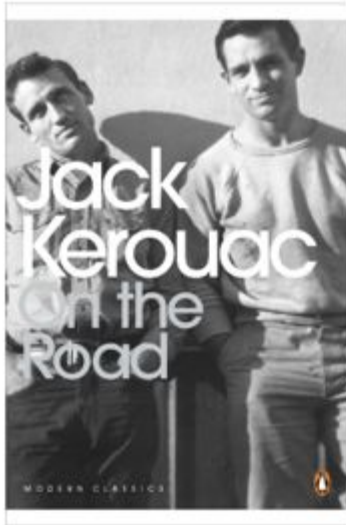
bgc





# A GENERATIONAL FRACTURE FOR MULTIPLE REASONS

# Remember the 70s



Beat generation - 1957



Mai 68



Woodstock -1969



Mai 68 in  
Japan

**1.  
ECONOMICAL  
RUPTURE**

**2.  
TECH &  
CULTURAL  
RUPTURE**

**3.  
IDEOLOGICAL  
RUPTURE**

**Too many sacrifices  
have been made**

**48%**

18-34

**22%**

55+

To protect the elderly from this virus, we have been asked to sacrifice too much of our economic growth/stability and our lifestyles

# Younger generations feel trapped by debts

**48%**

18-34

**34%**

55+

COVID-19 has increased the debt older generations have to younger generations



54/53



71/65



29/18

Prosumer / Mainstream

**1.  
ECONOMICAL  
RUPTURE**

**2.  
TECH &  
CULTURAL  
RUPTURE**

**3.  
IDEOLOGICAL  
RUPTURE**

# A clash of culture: Tech & Social media savvy

**How social media is  
opening a new  
generation gap**

The only demographic not  
leaving Facebook is those aged  
50+, research shows

Generation Z is already moving away from  
Facebook, and marketing experts reveal 8  
more industries could be next

**FACEBOOK LOSING ITS GRIP ON YOUNG  
PEOPLE, WHO ARE QUITTING THE SITE  
IN THEIR MILLIONS**

Only **17%** of global  
Internet users are 55+\*

# A user-generated culture

Mashing-up Culture: The Rise of User-generated Content

User-generated content, YouTube and participatory culture on the Web:

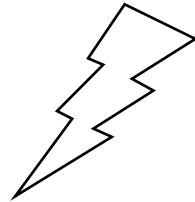
**54%** | **28%**  
18-34 | 55+

I like it when brands ask consumers to get involved through crowdsourcing, creating brand videos, etc.

Millennials make up **90%** of the world's 3.5 billion social media users, being the biggest content producer



# Tech has created an hermetic culture



**ADDISON RAE**  
*Tiktok superstar*  
*4,5 Billions likes*



**HYPE HOUSE**  
*A villa of 19 tiktokers*  
*19 millions followers*

**Culture is not broadcasted on mass media anymore, and as a consequence elders no longer connect with the references or celebrities emerging on new platforms**

**1.  
ECONOMICAL  
RUPTURE**

**2.  
TECH &  
CULTURAL  
RUPTURE**

**3.  
IDEOLOGICAL  
RUPTURE**

**Everyone shares the sense  
of the urgency**

**73%**

18-34

**68%**

+55

I think it takes radical actions to bring about  
real change regarding the planet situation



72/59



78/66



82/76



24/25



82/83



78/76

**But do we share  
responsibilities?**

**40%**

18-34

**34%**

55+

I blame baby boomers for: Being responsible for overconsumption unconsciously depleting our resources

# The difference lies in the radicality of actions



There is no planet  
B

**A third of millennials joined a  
boycott last year**

**REVOLUTION 101**

For hardened teens of the Hong Kong protests, violence is one way forward

# 70' COUNTER CULTURE

A fight for freedom  
It's forbidden to forbid



# Nowaday CANCEL CULTURE

A fight for judgment  
Forbid as a principle





**HOW DO WE ADDRESS THIS NEW  
TENSION BETWEEN GENERATIONS?**

**83%**

**18-34**

**90%**

**55+**

Society benefits when intergenerational bonds are strong



86/81



88/78



91/84



93/73



98/95



97/90

Prosumer / Mainstream



**We all agree elderly people  
have a role to play**

**81%**

18-34

**93%**

55+

Which comes closer to your point of view? Elderly people contribute a good deal to society

**69%**

18-34

**82%**

55+

I worry that modern society is missing out on the wisdom of elders

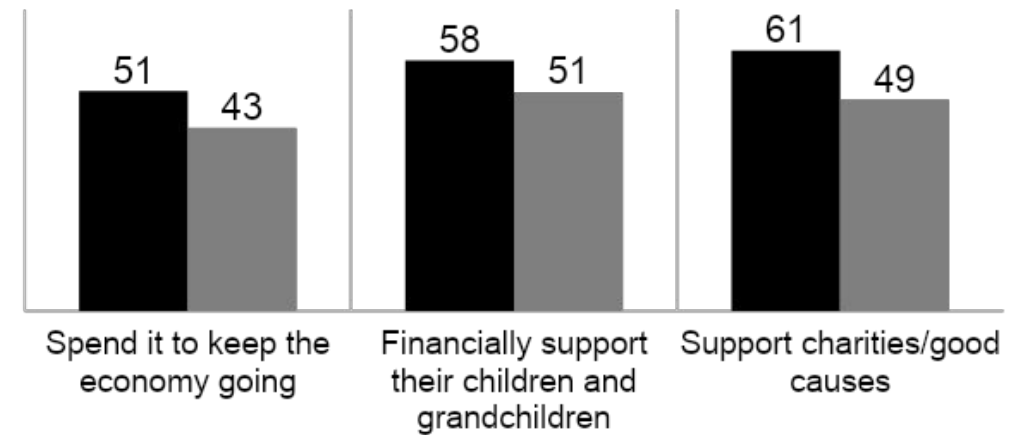


# 1. FIND A BALANCE OF POWER

# A challenge of wealth repartition

Elderly people who have money have a  
duty to:

■ Prosumer ■ Non-Prosumer



# A challenge of wealth repartition

**74%**  
18-34

**54%**  
55+

Company executives need to make  
room for young people



66/52



70/53



38/40



93/90



73/83



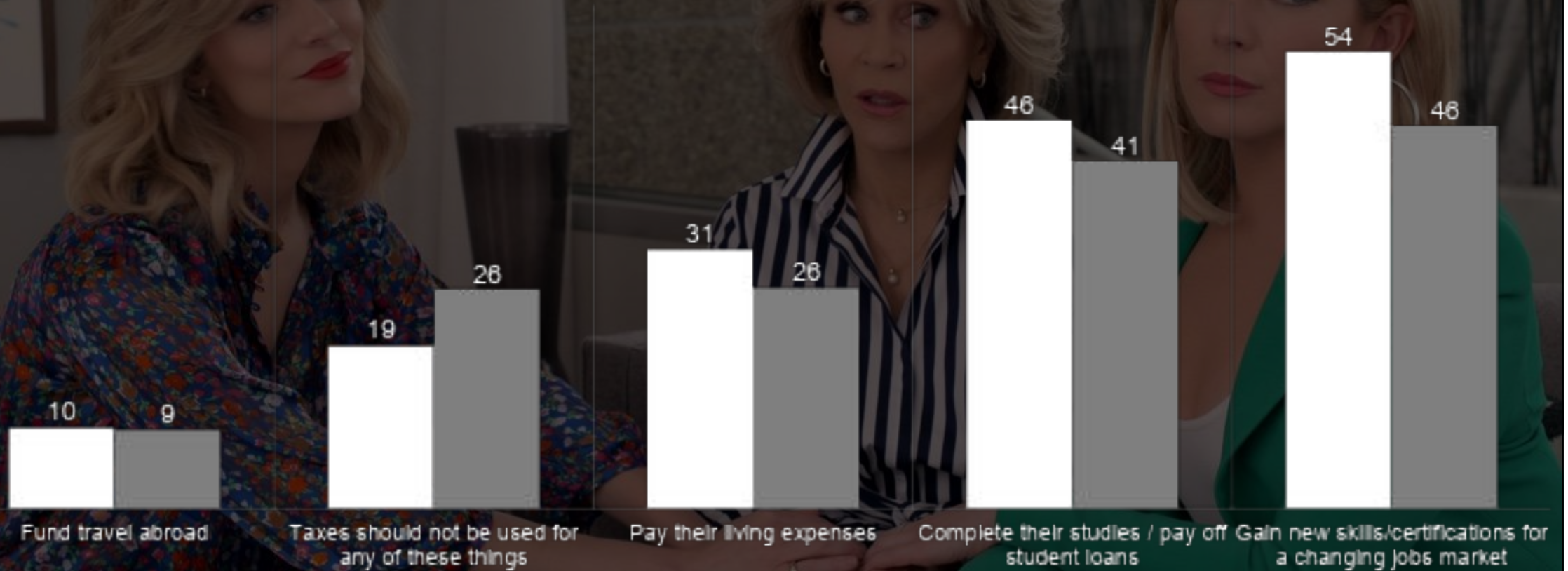
92/81

Prosumer / Mainstream

# A challenge of wealth repartition

To make up for the sacrifices they made during the pandemic, taxes should go toward helping young people:

■ Prosumer ■ Mainstream



## 2. A challenge of intergenerational mentorship

**88%**

18-34

**94%**

55+

**80%**

18-34

**65%**

+55

Younger employees could learn a great deal from their older colleagues

Older employees could learn a great deal from their younger colleagues

**3.  
REESTABLISH  
DIALOGUE &  
COME TOGETHER  
BEYOND  
DISAGREEMENTS**

**49%**  
18-34

**58%**  
55+

The COVID-19 crisis has created antagonisms  
between the old and the young



48/55



55/59



63/61



29/30



71/57



40/46



48/51

Prosumer / Mainstream

# **In a nutshell**

**An aging society still obsessed with the idea of the eternal youth**

**Youth : a matter of mindset but physical reality always gets in the way**

**What can brands do: Universal communications but tailored products**

**A new tension regarding the ecological crisis amplified by COVID-19**

**3 ways of reconciliation :**

- Find a balance of power**
- Promote intergenerational mentorship**
- Reconciliation through dialogue**





**THE FUTURE  
OF AGING**