

age of majority

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Pandemic Effects Health & Wellness

Post COVID-19 Health & Wellness

While already a primary concern for older adults, the outbreak of COVID-19 has made health and wellness more important than ever before. The pandemic has created new fears and anxieties among people of all ages.

What areas of health matter more to Active Agers now? How will it affect their view on wellness? These are some key areas we cover in our new research.

COVID-19 has created new health concerns among older adults.

- 42% of respondents claimed that they are more worried about their health than ever before.

Concern for mental health is on the rise.

- Nearly 30% of respondents are paying more attention to their mental health than before the pandemic.

The health of the lungs and immune system is paramount.

- Compared to before the pandemic, 35% of adults 55+ are more interested in their lung health now, and over half cited an increased interest in immunity health.

Vitamins and supplements are more important than ever.

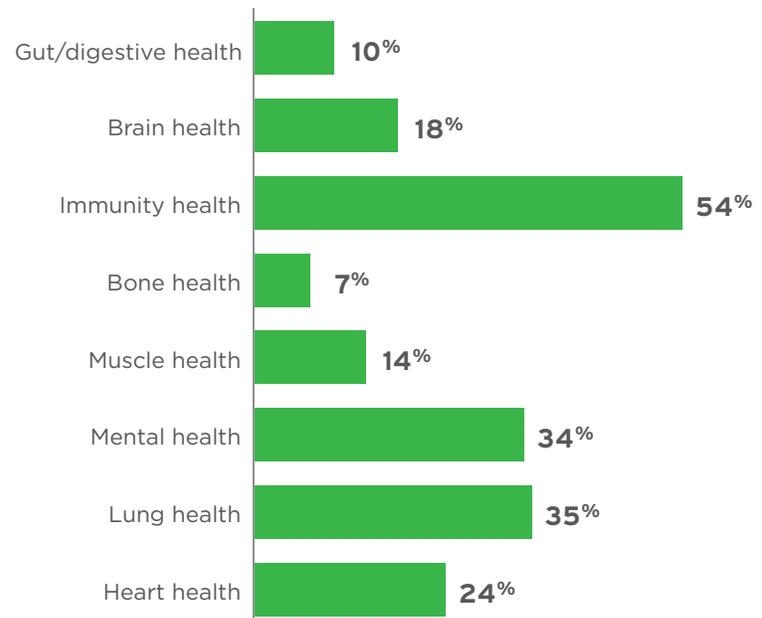
- Adults 55+ typically have high consumption levels of vitamins and supplements, specifically Vitamin D, Calcium, and Vitamin C.
- The outbreak of the pandemic helped sustain the sale of vitamins and supplements for older adults, even increasing their adoption of them: for example, 5% of respondents started using probiotics for the first time.

Pandemic Effects is an eight-part series looking at the ways in which the COVID-19 pandemic will affect the lives and habits of adults 55+.

Survey methodology

An average of 400 U.S. and Canadian residents participated in eight online surveys fielded between June 10 and July 28, 2020. Respondents were all members of Revolution55, an online insights community of Age of Majority.

Percent of respondents who indicated “I am more interested now” in the following product areas:



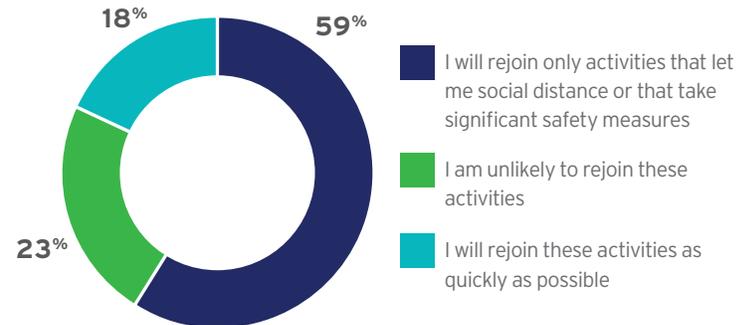
They have adapted well to at-home and online workouts...

- Nearly half of respondents participated in some form of out-of-home fitness activity before the pandemic (i.e. gyms, sports lessons, classes, community centres).
- Nearly 60% of those who participated in out-of-home fitness programs before the outbreak developed their own at-home routine during the pandemic and an additional 23% utilized online programming.

...But many are eager to get back into the gym.

- Nearly 20% of adults 55+ will rejoin their fitness activities as quickly as possible, with an additional 59% stating that they will rejoin them if they provide social distancing or safety measures.
- When rejoining fitness facilities, the top three safety features older adults will seek are: limits on the amount of people, designated "senior" hours, and routine professional cleaning of common areas.

When will you rejoin out-of-home fitness activities?



Limited capacity



Senior hours



Routine cleaning

What does it all mean?

Active Agers care about their health and wellness more than ever before - and they are not letting a pandemic stop them from achieving their goals. The realities of living through a pandemic and being in quarantine have greatly affected the way older adults think about their mental health - making it a much greater priority than before.

In addition, certain areas directly related to COVID-19 have sparked concern among Active Agers, specifically lung and immune system health. These new areas of concern represent a massive opportunity for health and wellness companies to engage older adults on issues that are relevant to them with respect to the effects of COVID-19.

In addition, many older adults have put in considerable effort to remain active during lock down, and enthusiasm is high for the eventual reopening of certain types of fitness centres. Remaining healthy and well is more important than ever before, and the pandemic has introduced new and innovative ways for Active Agers to achieve their goals.

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Visit ageofmajority.com to subscribe to our email list and receive all of the Pandemic Effects white papers, as well as our regular updates.

About Age of Majority and Revolution55

Age of Majority is a strategic marketing consultancy that identifies, sizes and capitalizes on opportunities to deliver better products, services and experiences to Active Aging consumers. Powered by our highly engaged online community of Active Agers, Revolution55, we deliver actionable consumer insights and decisive recommendations that lead to executable solutions. Let us put our community to work for your brand or company.



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