

age of majority

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Pandemic Effects Shopping Habits

Post COVID-19 Shopping Habits

Adults 55+ are some of the biggest spenders across the board, largely due to their disposable income and increased leisure time - after all, over 70% of the United States' personal net worth belongs to Baby Boomers ([AARP/Investopedia](#)).

While marketers have slowly started paying more attention to this lucrative demographic, the COVID-19 pandemic has thrust the Active Ager into the spotlight and not for positive reasons. Suddenly, many older adults are not comfortable shopping in-store, with potentially significant repercussions for retail. Understanding how older adults want to shop amidst a pandemic - while looking towards the future - is key in capturing this market segment.

Will they continue to shop online? How do they want to be welcomed back in-store? Has the pandemic changed what they are choosing to spend their money on? These questions and more are discussed in our research.

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.

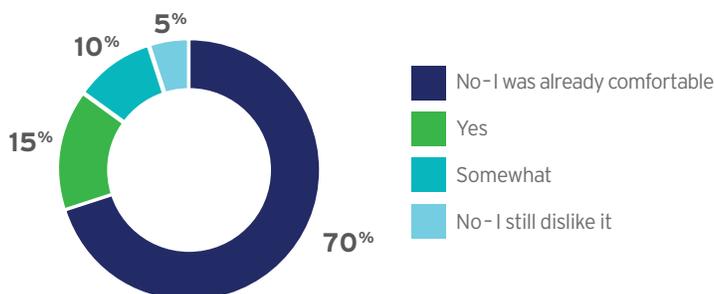
Adults 55+ are shopping online - now more than ever...

- Nearly 60% of adults 55+ have increased the amount of shopping they do online as a result of the pandemic.
- Certain categories saw considerable leaps in online spending: over half of adults 55+ spent more on online grocery shopping, 14% spent more on hobby supplies and equipment, and 9% spent more on personal care products.

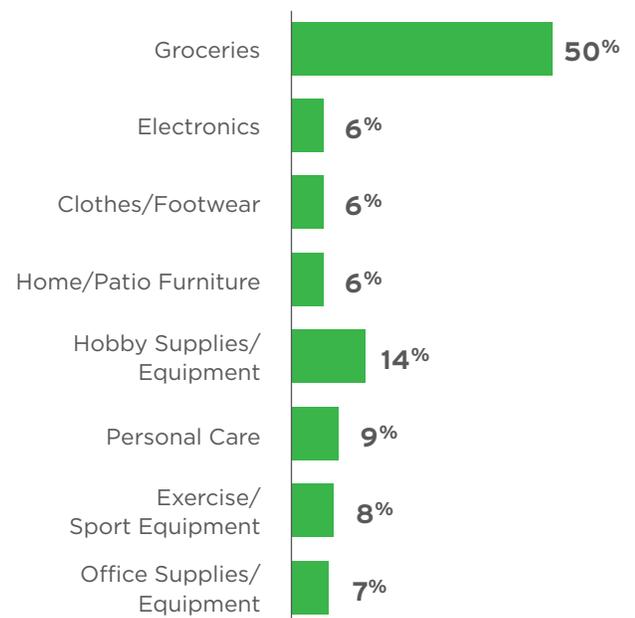
...but they were already comfortable shopping online.

- Nearly three quarters of adults 55+ were already comfortable with online shopping before COVID-19, with an additional 15% saying that the pandemic made them more comfortable with the process.

Are you more comfortable with online shopping than you were pre-COVID-19?

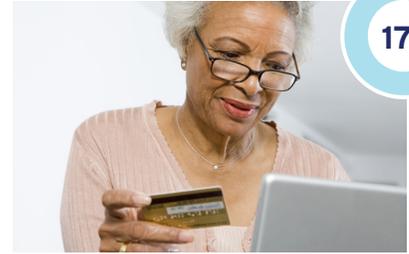


Percent increase in online shopping in various categories



COVID-19 helped establish new shopping trends.

- 17% of respondents reported online shopping for groceries for the first time, with the intention of continuing to do so in the future.
- 14% of respondents reported online shopping for personal care products for the first time, with the intention of continuing to do so.



Buying local is in.

- 65% of respondents are more inclined to buy local products now than before COVID-19.
- However, buying "local" can mean different things. The most common definition? Buying products that are made in "my own city/region" with nearly two thirds of respondents identifying with this definition.



They are discovering new brands.

- Nearly half of respondents said that the pandemic has prompted them to try a new brand or product that they had never tried before.
- Some of the most common categories for brand discovery were tissue paper products and cleaning products.

The future of retail is...bright.

- Once the pandemic is over, more than 90% of respondents expect to return to in-store shopping.
- There are new opportunities for online retailers too. Six in 10 respondents will use online shopping/delivery after the pandemic, and two in 10 will utilize curbside-pickup options.

What does it all mean?

There is no denying that COVID-19 threw the retail world for a loop. When looking at the effect on the Active Aging consumer, however, it is clear that new opportunities have emerged. This older consumer is more comfortable than ever with e-commerce and is adopting online shopping in certain categories at an extremely fast pace.

There is good news for retailers too as Active Agers also anticipate returning to stores and visiting brick-and-mortar locations in tandem with online shopping. Opportunities to reach this lucrative audience are growing, especially online with a significant percentage of Active Agers being more comfortable online shopping on a frequent basis.



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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