

# LIFESTYLES OF THE OVER-65S – GERMANY – 2023

Health and time with family/friends are top of mind for over-65s. Brands that support a holistic approach to well-ageing will resonate (eg promoting an active lifestyle).



Dr. Jennifer Hendricks,  
Senior Analyst – Consumer  
Lifestyles, Germany



# Lifestyles Of The Over-65s - Germany - 2023

## This report looks at the following areas:

- Over-65's overall satisfaction with life
- Over-65's priorities for the next five years
- Preferred ways to carry out selected activities (eg preference for grocery shopping in-person or online, managing finances in-person or online)
- Over-65's lifestyle behaviours, including their desire to try something new in the next 12 months and the role of new media in their everyday life
- How over-65s describe themselves and how this compares with their impression of other people in their age group



Health and time with family/friends are top of mind for over-65s. Brands that support a holistic approach to well-ageing will resonate (eg promoting an active lifestyle).

## Overview

High inflation is taking a toll on the budgets of over-65s. At 19%, Germans aged 65+ with a net monthly household income of less than €1,500 are less likely to say that **their financial situation allows them to live a carefree life** (vs 47% of those with a net monthly household income of €1,500-2,999).

Since many of these consumers **live off a fixed income from their pension pots**, they are **typically already prudent with their spending**. However, since **taking care of their physical health and spending time with family and friends are top priorities** for Germans aged 65+, they may be more likely to spend money on products and services that support them in pursuing these priorities (eg nutritional support, [family vacations](#)).

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While the **majority of older Germans are online**, only **23% of Germans aged 65+** describe themselves as tech-savvy. Brands need to take this into account and make it **easier and more secure** for older, less tech-savvy Germans to manage services online (eg all-in-one travel apps, safe payment online).

Brands can capitalise on this growing consumer segment with **support for well-ageing** and the provision of **products and services tailored to the lifestyles and interests of over-65s** (eg staying healthy, travelling). Beyond that, brands that embrace the **importance of family networks into their offerings** can reach these consumers effectively (eg designated **referral programs** for family members).

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# Report Content

## EXECUTIVE SUMMARY

### Market context

- Over-65s and the economy
- Health issues increase with age
- Internet usage is prevalent among over-65s

### Opportunities

- Understand how over-65s see themselves to resonate with them
- Support well-ageing with a holistic approach to health
- Celebrate age inclusion in the digital world to resonate with over-65s
- Embrace untapped opportunities in the silver economy with personalisation

## MARKET DRIVERS

### German economy

- Stagnation follows a technical recession
  - Graph 1: key economic data, in real terms, 2019-24
- Inflation slows down – but remains at a higher level
- Inflation is still the key factor affecting consumers' finances...
- ...confidence and consumer expenditure
  - Graph 2: financial confidence index, 2022 - 23

### Impact of the economy on over-65s

- The impact of the economy on over-65s
- Financial situation varies with life stage
  - Graph 3: current financial situation, by age, 2023
- More frugal spending is prevalent among older Germans

### Ageing population

- Demographic change is predicted to intensify over the coming years
  - Graph 4: population by age group, 2022
  - Graph 5: population structure by age, 2022-30
- Older Germans are an important target group
- Over-65s are living longer
  - Graph 6: further life expectancy of Germans aged 65, in years, 2005-2022

## Health

- Older men are more likely to be overweight or obese
  - Graph 7: BMI by gender and age, 2021
- The German obesity epidemic is fuelled by physical inactivity
- The mind-body connection
- Exercise activity decreases with age

## Technology

- Internet usage has become increasingly widespread among older Germans
  - Graph 8: internet usage, by age, 1997-2022
- Smartphone usage has grown in popularity
  - Graph 9: usage of selected types of smartphone apps (NET), by age, 2023
- More than half of over-65s are present on social media
  - Graph 10: usage of selected types of social media sites or apps, by age, 2023\*
  - Graph 11: social media platforms used in the last three months (top five), by age, 2023
- Social media shows potential to engage older Germans

## WHAT CONSUMERS WANT AND WHY

### Overall satisfaction with life

- About two in three over-65s are satisfied with their life
- Rotkäppchen celebrates the joy of life
- Homeowners are more satisfied with their life
  - Graph 12: over-65's satisfaction with life overall (NET), by housing situation, 2023
- Home and garden brands: support older home owners in carrying out DIY home projects to keep their life dream affordable

### Priorities for the next five years

- Staying healthy and spending time with loved ones are top of mind
  - Graph 13: over-65's priorities for the next five years, 2023
- Embrace a holistic approach to health to promote well-ageing
- Lanserhof Concept: living well for longer
- Get over-65s moving with fitness offers tailored to their needs
- Peloton highlights the joys of leading an active lifestyle
- Provide older consumers with nutritional support for age-related disease management
- Help older Germans with their mental wellbeing
- Address older Germans' desire for family time

## Preferred activity channels

- Over-65s prefer to carry out necessary everyday tasks in-person
  - Graph 14: preferred ways to carry out selected activities, 2023
- Grocery retail: entice over-65s with improved in-store experiences
- GLOBUS invites customers to enjoy their time in its in-house restaurants
- Finance brands: champion a hybrid approach to ensure customer retention among older Germans
- Combine forces with Paysafe to provide older Germans with safe payment online
- Travel & leisure: surprise over-65s with convenient all-in-one online solutions

## Lifestyle behaviours

- Over-65s are confident about their life experience
  - Graph 15: lifestyle behaviours of over-65s, 2023
- Connect older Germans in the digital world to promote an active lifestyle
- Balanced provides fitness content tailored to over-65s
- Satisfy over-65s' desire for new experiences
- Get inspired by Volkswagen and demonstrate that life always holds something new
- Provide jobs after retirement to contribute to older Germans' financial wellbeing
  - Graph 16: consumers aged 65+ whose financial situation allows them to live a carefree life, by age, 2023
- Examples for companies that champion senior expert programs in the German working world
- Seize opportunities to grow your target group in the online media landscape
- Vodafone targets keen senior social media users with its internet services

## How over-65s perceive themselves compared to others in their age group

- Family orientation is prevalent among over-65s
  - Graph 17: top five words that over-65s use to describe themselves and a typical person their age, 2023
- Step up your efforts to present over-65s authentically in advertising
- Convince older Germans with outstanding warranty promises
- Learn from Uber and celebrate independence for older consumers
- Support older Germans in navigating through the digital world

## APPENDIX

### Appendix – products, covered, abbreviations, consumer research methodology and language usage

- Products covered in this Report
- Abbreviations
- Consumer research methodology
- A note on language

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