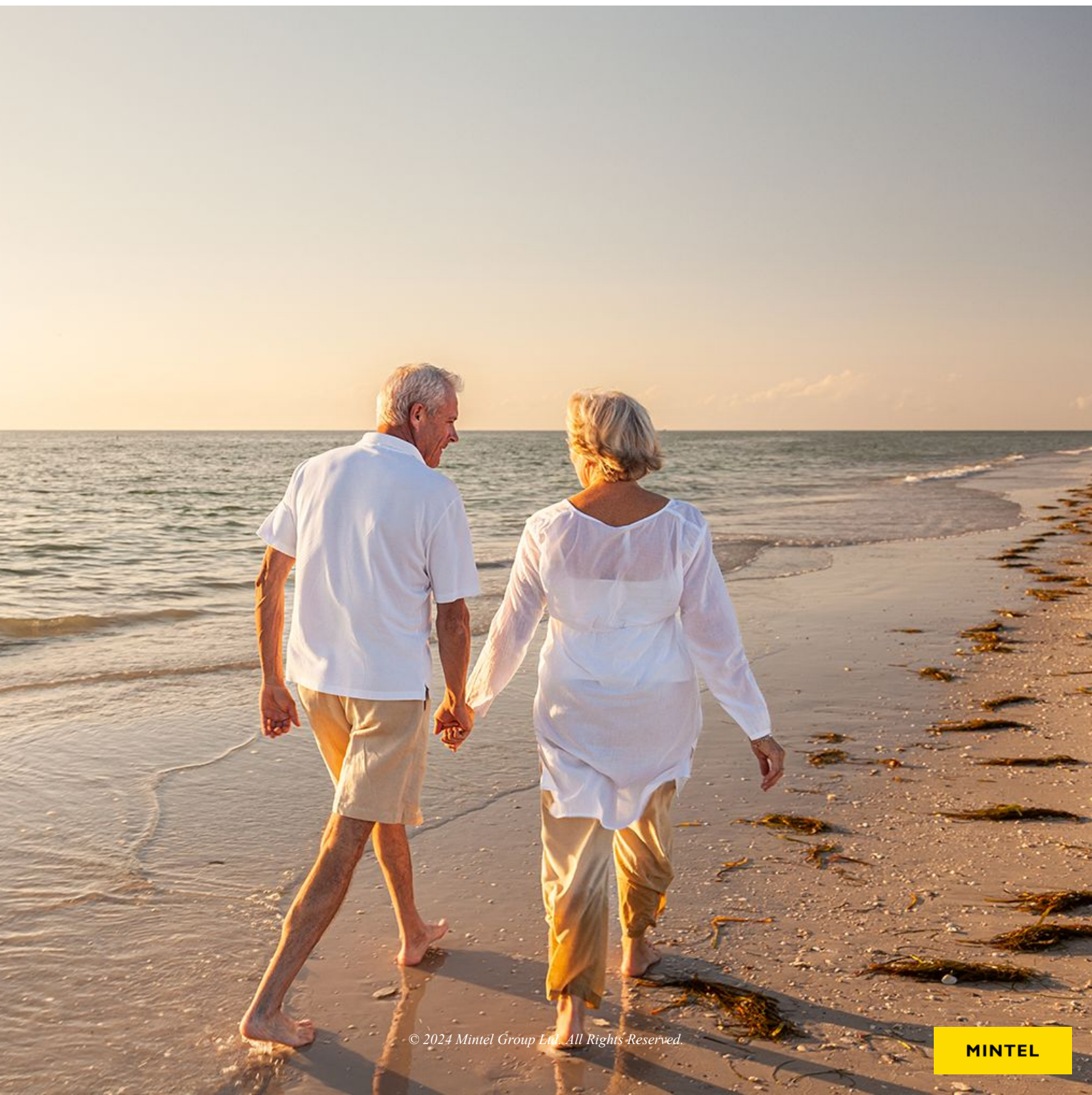


# LIFESTYLES OF THE OVER-65S – GERMANY – 2023

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).



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# 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

## 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](#)).



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).

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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

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### German economy

- Stagnation follows a technical recession
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- Inflation slows down – but remains at a higher level
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- The impact of the economy on over-65s
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- The mind-body connection
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  - Graph 9: usage of selected types of smartphone apps (NET), by age, 2023
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  - Graph 11: social media platforms used in the last three months (top five), by age, 2023
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- Rotkäppchen celebrates the joy of life
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- Provide older consumers with nutritional support for age-related disease management
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- Address older Germans' desire for family time

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- 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
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## 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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