

MARKETING TO GENERATION X - GERMANY - 2021

The often overlooked Gen X lead busy lives, tasked with raising the next generation, supporting the previous and demanding jobs. This presents opportunities for brands to embrace digital solutions and position them as a way to make Gen X lives easier.



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Report Content

EXECUTIVE SUMMARY

Key issues covered in this report

- Overview

The impact of COVID-19 on Generation X

- COVID-19's impact on Generation X and German consumer behaviour

Market context

- Generation X is the second largest generation
- One in three are faced with a tight financial situation

Opportunities

- Optimise the online shopping experience
- Increase offering and scope of seamless tech solutions
- Opportunity to offer Gen Xers financial guidance
- Brands to offer consumers ways to help save time
- Embrace services that help Gen X look after their parents
- Aid in living a healthy life
- Brands should highlight authentic depictions of all-aged women

Marketing mix

- The marketing mix
- Quick download resources

MARKET DRIVERS

- COVID-19: market context
- The impact of COVID-19 on the German economy
 - Graph 1: key economic data, in real terms, 2019-23
- The impact of the economy on Gen X
 - Graph 2: changes in financial situation since the start of the outbreak, 2021

Generational characteristics

- The overlooked Generation X
 - Graph 3: breakdown of the population by generation, 2019
- A changing relationship with children as they grow up

Financial situation

- Gen Xers face financial challenges
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 - Graph 4: financial situation of Gen Xers, by gender, 2021

Social media

- Gen X keeps pace with social media platforms
 - Graph 5: social media platforms used in last three months, 2021

WHAT CONSUMERS WANT AND WHY

The impact of COVID-19 on consumer behaviour

- Concern over exposure to COVID-19 continues to be high
- COVID-19 prompts healthy eating boom...
- ...and exercise too
 - Graph 6: exercise frequency since the COVID-19 outbreak, 2020
- Mental health is in the spotlight among Gen Xers
- COVID-19 has turbocharged online shopping in Germany
 - Graph 7: changes in shopping habits since the start of the outbreak, 2021
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 - Graph 8: COVID-19's impact on Gen Xers' family life, 2020

Generation X time pressures

- Gen Xers struggle to find more time to relax
 - Graph 9: activities Gen Xers wish they had more time for, 2021
- Opportunities to promote relaxation and sleep benefits
- Gen Xers wish they had time to exercise
- New tech can offer Gen Xers bespoke home workout routines
- Brands to capitalise on outdoor family activities
- Tackle household chores smartly
- Home applications for easier family cleaning
 - Graph 10: families who do household chores together, by age of children in the household, 2020
- Home applications for easier family cleaning

Support provided for parents

- Gen X take care of their parents
- Scope to position tech tools as a way to help Gen Xers
- Almost four in every 10 Gen Xers offer practical support for elderly
 - Graph 11: activities that Gen X help the elderly people in their life with, 2021

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- Offer online solutions to attract time-consumed Gen Xers
- Home delivery services most important to support elderly family members
- Fast delivery of online groceries comes in handy
- Taking care of care: opportunity for brands to fill that gap

How Gen X perceive themselves

- A divisive take on age
 - Graph 12: Gen X attitudes towards themselves, 2021
- Still much room for improvement when it comes to age representation
 - Graph 13: Gen X attitudes towards portrayal in media and advertising, 2021
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- Opportunity for brands to relieve Gen Xers from 'aspiration fatigue'
 - Graph 14: proportion of Gen X who agree with the statements by financial situation, 2021
- Opportunity for brands to relieve Gen Xers from 'aspiration fatigue'

Current lifestyles priorities

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 - Graph 15: Gen X current priorities in life, 2021
- Amplified importance of physical health
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- COVID-19 heightens the focus on immunity support...
- ... and generates a greater focus on mental wellbeing
- Help consumers manage their finances
 - Graph 16: proportion of consumers that consider being in a good/stable financial situation a priority, by financial situation, 2021
- Help consumers manage their finances
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 - Graph 17: Gen X current relationship priorities in life, 2021
- Scope for a crossover between brands and community
- Scope for brands to support local communities

APPENDIX

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

- Abbreviations
- Generational groups in Germany
- Consumer research methodology
- A note on language

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