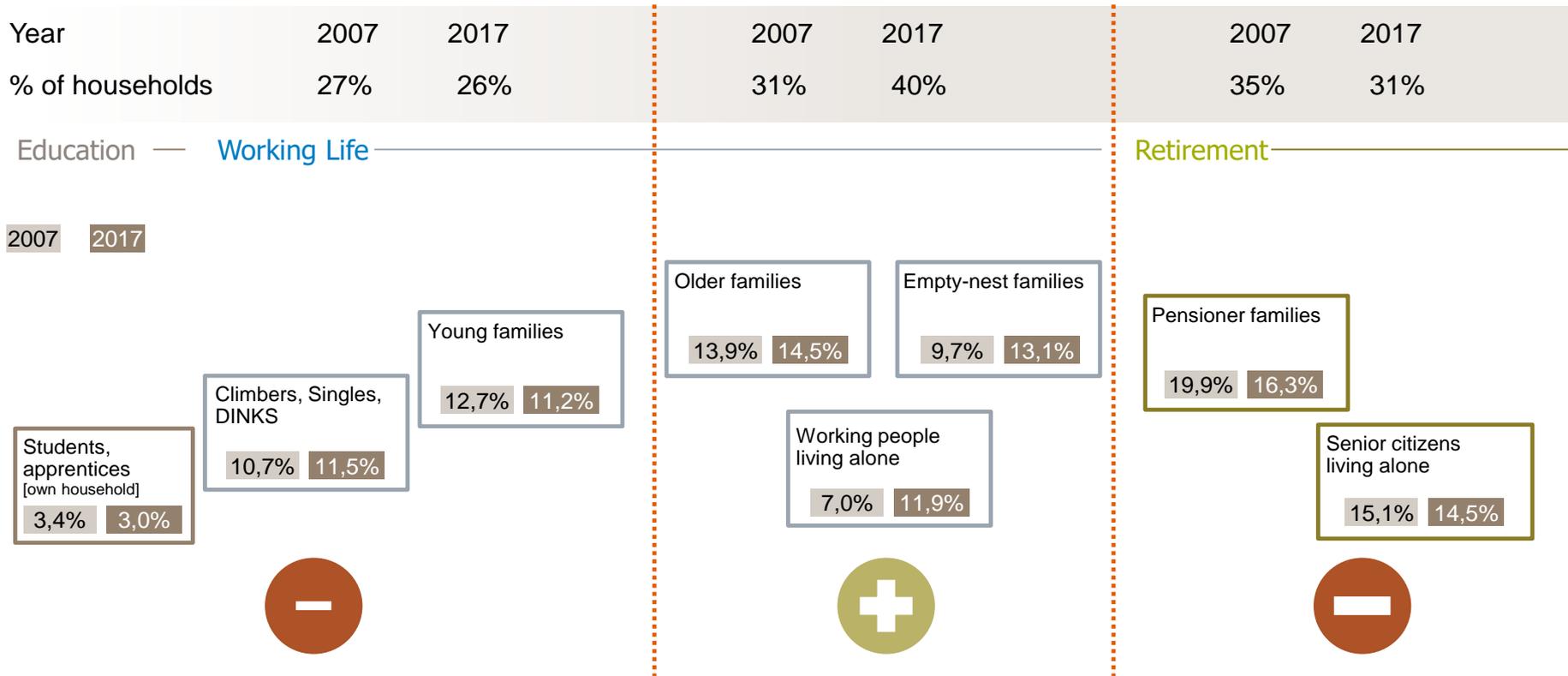


Older working households are quantitatively gaining in importance; younger and pensioner households are declining



Share of the family social groups 2007 and 2017, without Unemployed people/ Working Poor, therefore percentages do not add up to 100

Silver professionals, late mothers and – also older – single households are on the rise

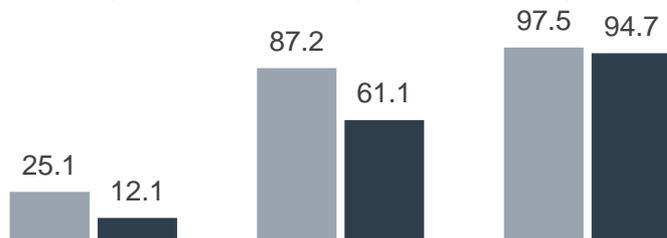
Shares 2007 compared with 2017 in %

Answers in % (rounded); age group of the respective head of household ■ 2007 ■ 2017



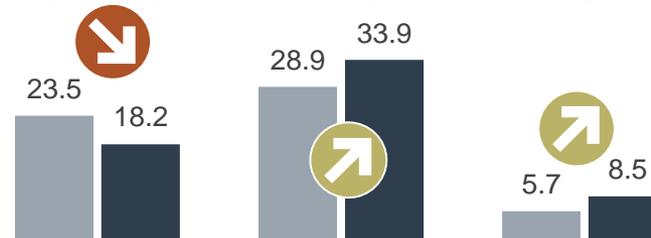
Share of retired persons

50–59 years old 60–69 years old 70+ years old

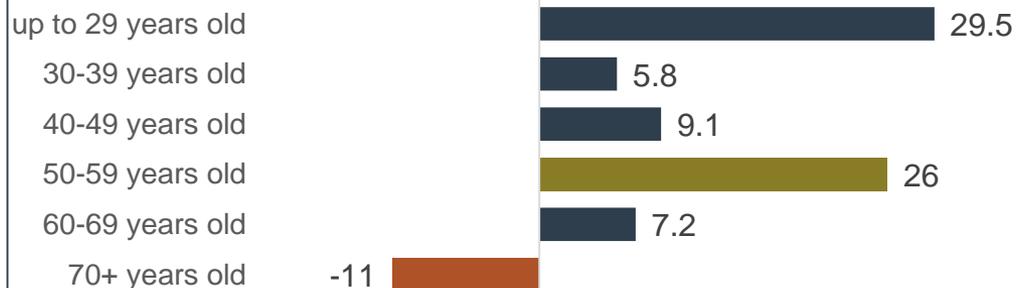


Households with kids < 6 y.

Up to 29 y.o. 30–39 y.o. 40–49 y.o.



Change in the shares of single-person households among different age groups



Silver professionals: On the move again after office hours

Working couples and older people who are already retired are similar when it comes to age-related subjects, but differ in terms of relevant attitudes and behaviors



Silver professionals:

- Feel **younger in their behavior** and interests
- Are interested in **trends**
- **Work is not a necessary evil**, it is something they enjoy
- Even though their day-to-day life is **hectic and sometimes also stressful** on account of their job, workers deal well with this stress (it makes them feel young and in the thick of it) – they also feel **fitter in terms of their health**
- Still want to **do their bit for society** and actively participate in social life

In contrast, older people in retirement:

- Have done their bit, now focus on own interests
- Are **more introverted**, their home and partner the focus of their lives, spend **a lot of time with their partners**
- Time is **mainly spent with their partner**

Similarities that are presumably a result of age:

- Senior citizens are **more active today than previous generations** – age doesn't automatically mean infirmity
- **Physical impairments** are recognized more often → desire for support within the household
- Time becomes more **important**, as they are aware of their **own mortality**
- Time is precious, so **enjoyment is clearly important**
- **Following a healthy diet** to curb the onset of physical aging
- **Worried about social isolation**

Late mothers: Know exactly what they want

Same life situation results in many similarities, while differences versus younger mothers arise from previous life experience



Motherhood brings out the following aspects in both younger and older target groups alike:

- **Safety** is a core value and **family is the center of their life**
- **Always** challenges with regard to time and mobility
- **Food as an important responsibility**
- **Household** as an **important base and particular burden**
- **Personal body care** is an area where a mother can also **occasionally take the time to focus on just herself**

Reasons and motives for late motherhood form the basis for understanding differences:

- A **greater desire for freedom** leads to some women **becoming mothers later**, as they want to live a little first
- Older mothers therefore seem to have **several lives** (with focuses on certain subjects) successively and can **concentrate completely on motherhood in the moment**
- Moreover, they differ in the **freer way of living** favored by younger mothers; later mothers often have more traditional attitudes

The specifics of older mothers lie in their age, character and the age at which they entered motherhood:

- A **stronger focus on health**, which does crop up in all mothers, in fact **influences attitudes and behavior much more in later mothers**
- A **more reflective, conscientious attitude**, leading to **sustainable consumerism** and overall **less complacency**
- **Higher demands** of themselves and products for themselves and their children, which should be **high-quality and natural in particular**
- Mental maturity and self-awareness, expressed in **emphasis on own style and renouncing idealism**
- Appreciate the **bigger picture, beyond their own family**

People living alone: Go their own way



There is no set pattern for people living alone. This above all is due to the fact that there is an emphasis on embracing individuality.

In spite of this, specific characteristics can be identified that differentiate between older people living alone and families and couples:

- People living alone are **not** simply in some sort of **transitional phase**.
- **Living in the here and now** is a way of life acquired over time.
- **Freedom, flexibility and hedonism** are particular elements.
- Not conforming to the **standard path** but happy nevertheless.
- Outward-looking life is also reflected in **appearance. Physical attractiveness and well-kept appearance** are important (also in light of the fact that for some, the search for a partner is not yet over).
- **21st century nomads**: Always being on the move is the norm and is not perceived as a negative.
- Objectively, people living alone **have fewer daily responsibilities than couples and families**, but despite this, they are **always pressed for time** and rush from appointment to appointment.

Differences between the sexes:

- Men are less preoccupied with what the rest of the world thinks of them → less perceived **societal pressure**.
- **Men** seem less concerned and act more in line with the **pleasure principle**. **Women** are more concerned about subjects such as **food, appearance** and positive and negative **effects**.

Differences versus young singles:

- **Generation “maybe”**: A good description of younger people living alone is that they are keeping all options open and not entering into any obligations.
- Older people in this group are **more appreciative** overall for what they have – they are aware of hard work. The younger people in this group **take a lot for granted**.
- Older people living alone know **what’s right for themselves**. Younger people experiment more.



Download, Background

Survey description

Method

Source:	37th Kronberg entrepreneurial talks, January 2018; Title: Beyond disruption – Creeping sociostructural shifts with great influence on consumer behavior.
Data source/ methodology:	(a) GfK Consumer Scan (b) GfK Sociolog (Influence of demographic changes on consumer behavior (a qualitative study for GfK Verein))
Survey period:	(a) Years 2007 and 2017 (b) November 2017
Sample:	(a) Regular reporting of 30,000 panel households (household panel) or 40,000 individuals (individual panel) who record their FMCG purchases via scanner (b) 5 weeks online community with 70 participants (of which 20 older people, 20 mothers, 30 people living alone)

Survey description

These groups were defined in the consumer panel, recruited for the qualitative study and compared with the respective reference group

Generation X — Generation X/Babyboomer — Babyboomer



Late Motherhood

(Age of mother at the birth of the first child 31-49 years)

Reference:

Mothers, younger than 31 years at the birth of the first child



Solo Going Professionals

(40+ years old, Working people living alone)

Reference:

All households in Germany



Silver Professionals

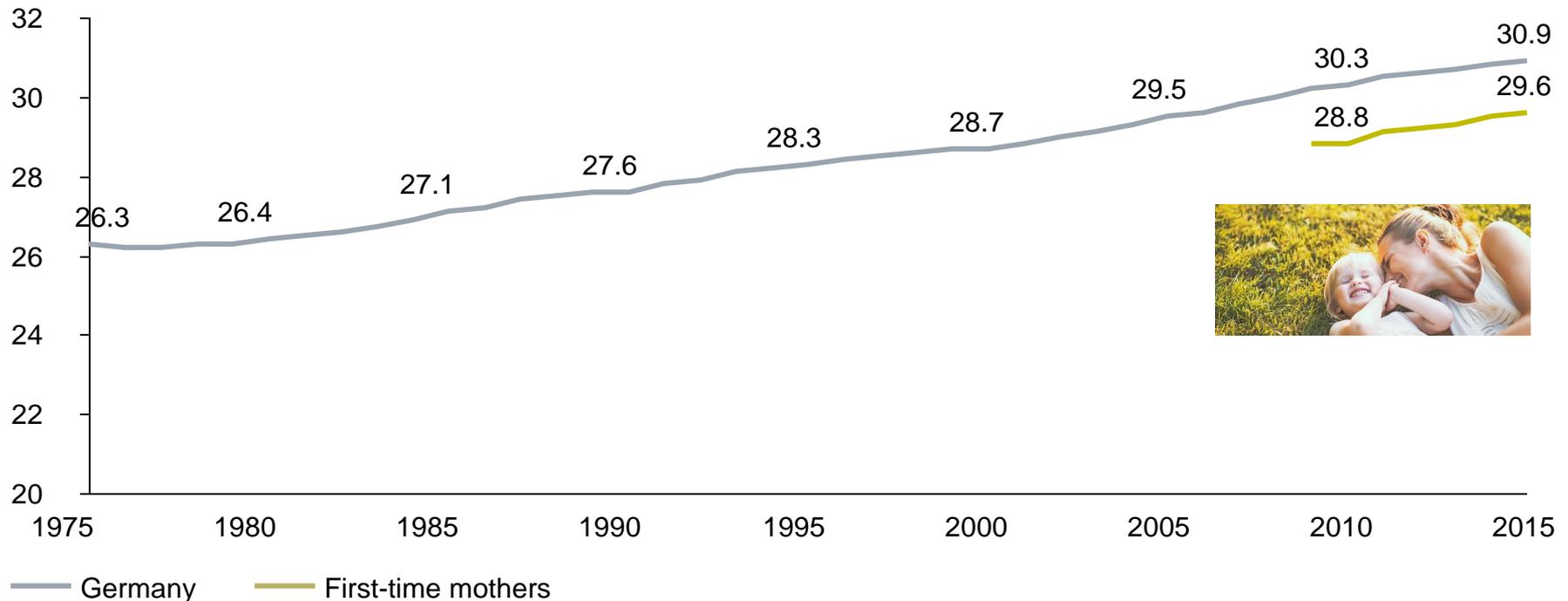
(55-64 years old, working)

Reference:

Pensioners at the age of 55-64 years

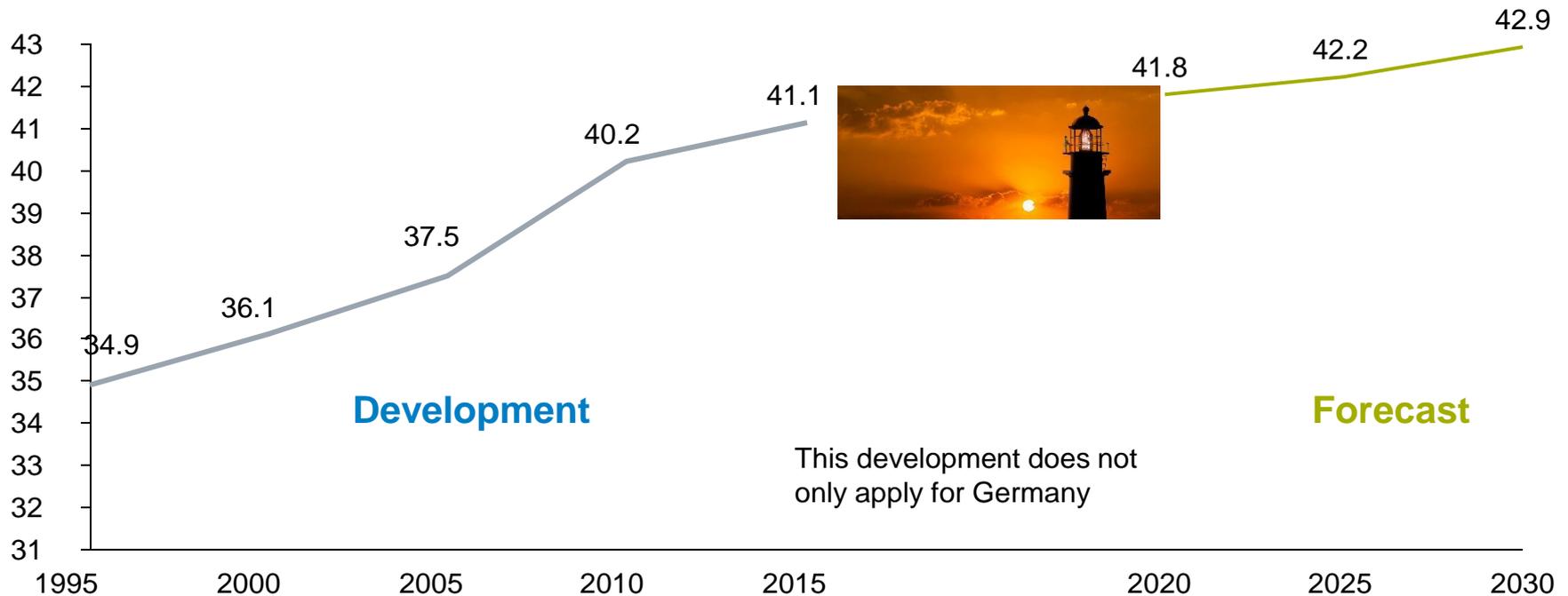
The age of mothers at the birth of their children has been rising for years

Average age of mothers at the birth of their children in Germany between 1975 and 2015 and average age of first-time mothers 2009 and 2015



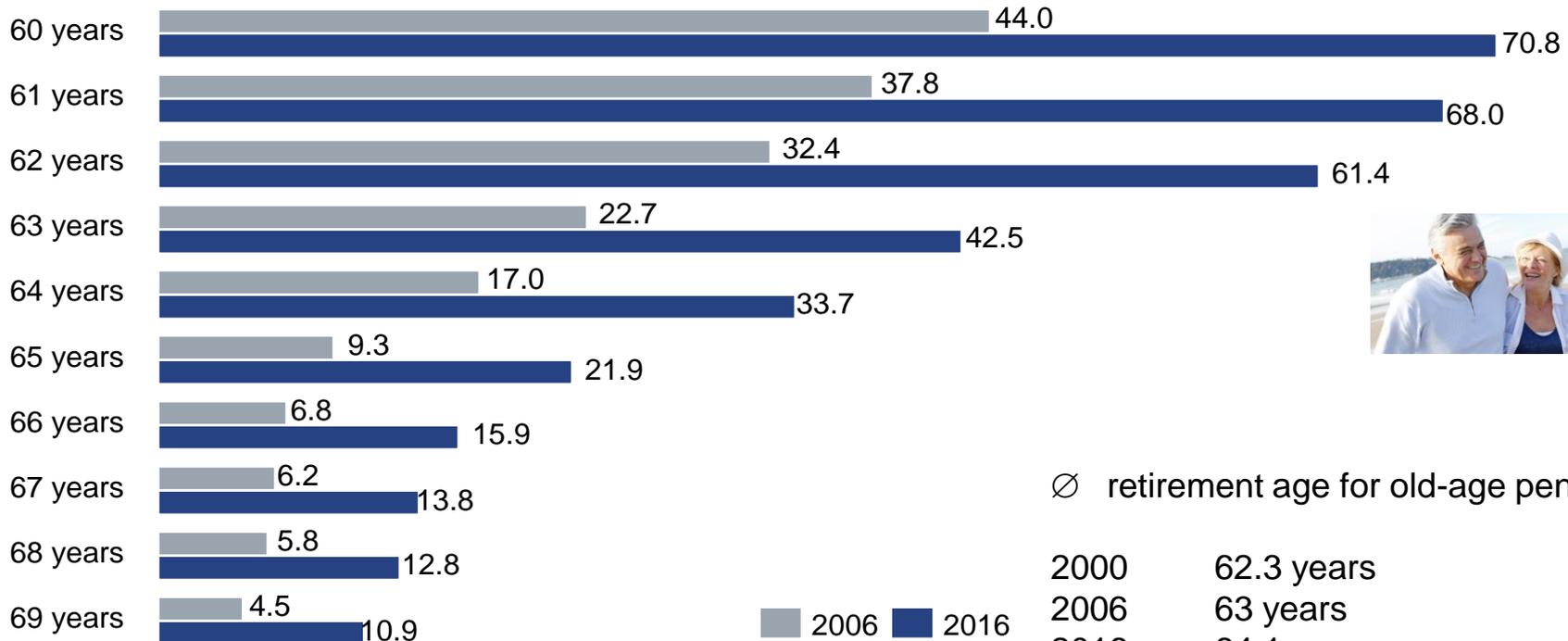
Nowadays more than 40% of all households in Germany are single-person households; and the trend continues

Share of single-person households among all households in Germany in %



Sharp increase in age of retirement.

Percentage of people in Germany working at the age of ... *:



∅ retirement age for old-age pensions:

2000	62.3 years
2006	63 years
2016	64.1 years