

Midlife Crises
Just Ahead

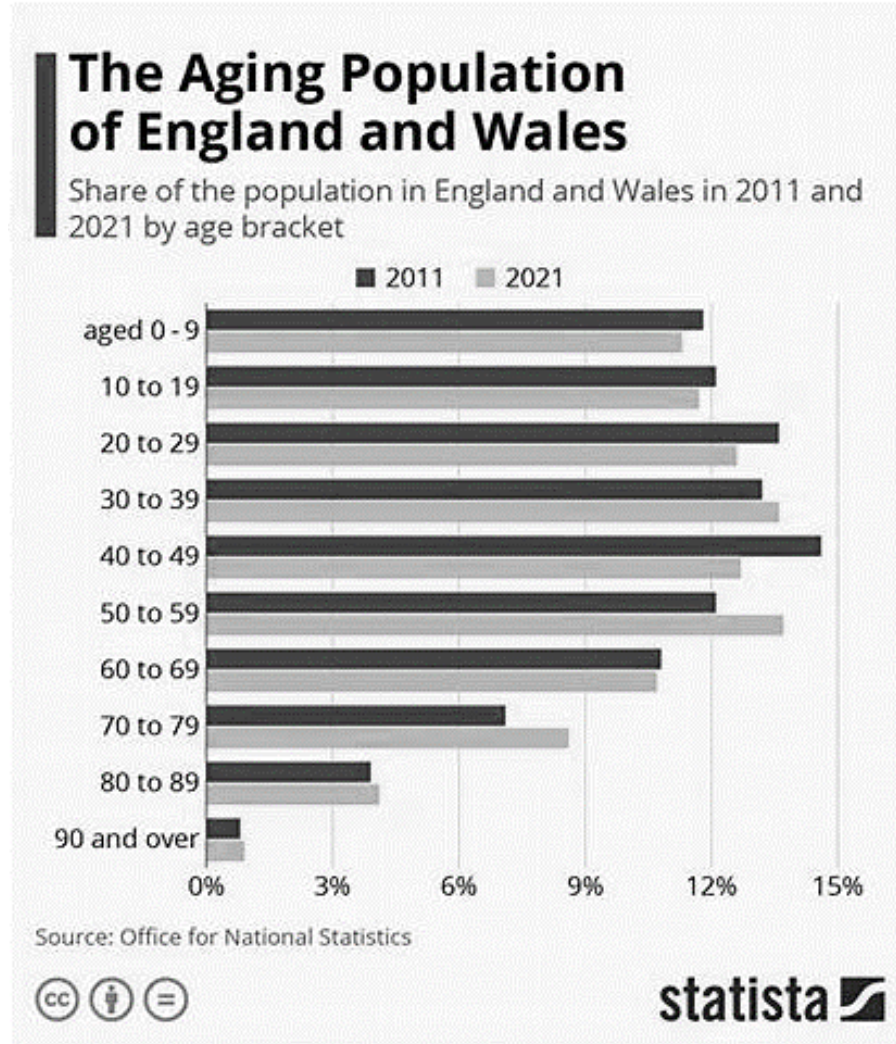
THE NEXT SILVERS

The 40+ Cohort on the Bumpy Road
to the Messy Middle



**Silver
Marketing
Association**

BOOMERS STILL BOOMING



- 10.4m people aged 65+, an increase of 52% since 1981
- Projected to increase by 30% in next 20 years
- By 2040, 63p of every £ will be spent by silver consumers
- But...older Boomers are becoming elderly and moving on

WHO ARE THE NEXT SILVERS?

- Aged 40-49 – 7.5m = 13% of the population
- Younger Gen X born 1975-1980 aged 44-49
- Older Millennials born 1981-1984 aged 40-43



• 20X
X

CULTURAL INFLUENCES IN THE 1990s

• 20X
X



THE BIG 5-0 APPROACHES

The Next Silvers will be turning 50 between 2025 – 2034

“Turning 50 felt like an important milestone in terms of my career and my health. It made me think: ‘What do I want this next phase of my life to be?’

Mishal Husein



TURNING 50 MARKS THE END OF Q2



Q1 - Grow

Q2 – Achieve

Q3 – Become

Q4 - Harvest

THE LAST DECADE OF ACHIEVEMENT

- Work
- Wealth
- Love
- Family
- Property
- Health



At least 5 big life challenges...

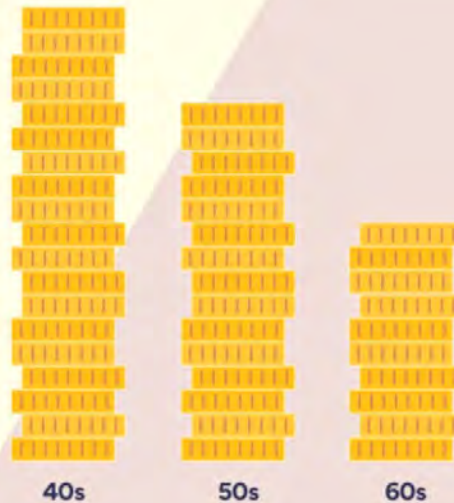
- Ageism in the workplace
- Redundancy
- Divorce & new starts
- Bankruptcy
- Bereavement
- Domestic abuse
- Young kids and/or tricky teenagers
- APs (ageing parents)
- Physical/mental health issues



THE WORK TRAJECTORY

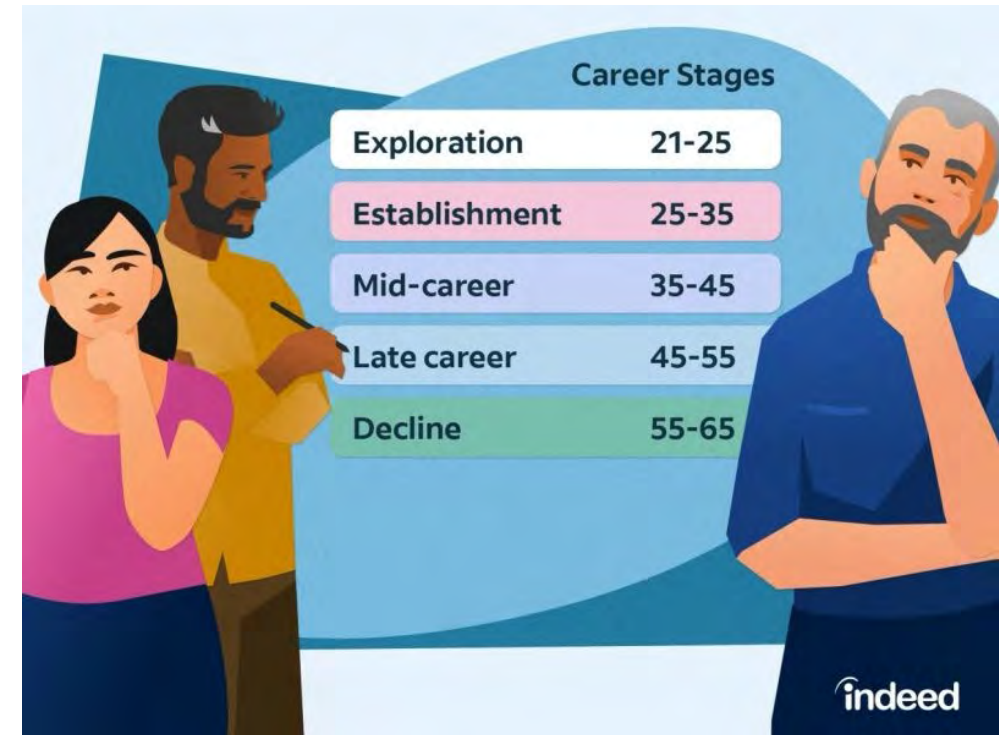
Work

Median weekly earnings typically peak for people in their 40s and begin to decline in their 50s and 60s – particularly for full-time workers.



Source: ONS (2021), Earnings and hours worked, age group. Available at: <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/agegroupshetable6>

Centre for
Ageing Better



indeed



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AGEISM & GENDERED AGEISM IN THE WORKPLACE

- Policy of not hiring over 45s commonplace
- Algorithms rigged to ignore CVs where age is over 35
- Disappearing women phenomenon – not male, young or linear in their careers





6 main reasons
why
WOMEN
have
AFFAIRS

AFTERMYAFFAIR.COM

HEALTH & LOOKS IN YOUR 40S

- Eyesight diminishes
- Hair – grey, less and more!
- Skin pigmentation & wrinkles
- Muscle loss
- Reduced ability to metabolise caffeine, alcohol and lipids
- Hormonal changes – women & men



HEADING FOR THE MID-LIFE COLLISION



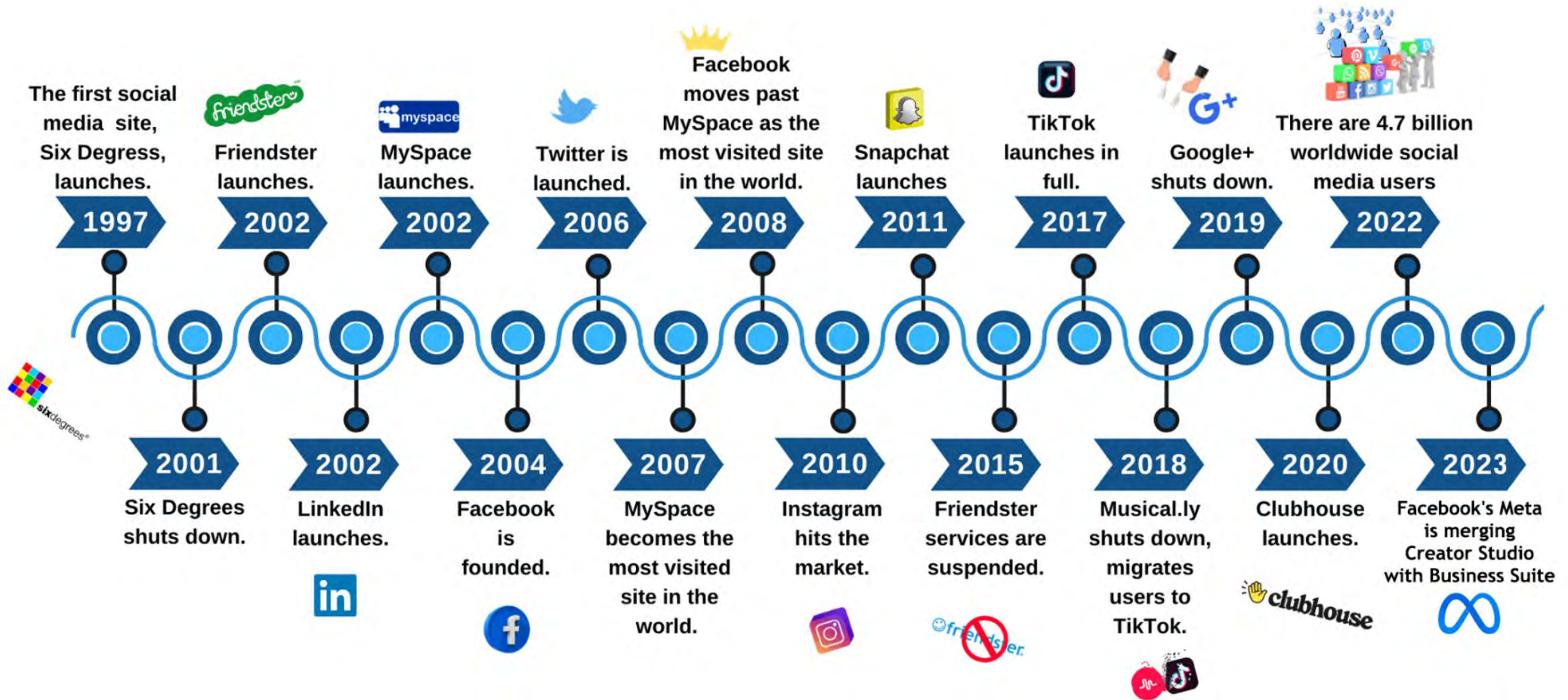
Unhappiness
'peaks' at 47

TODAY's 40s COHORT - wherever & whenever



- Built their careers in the shadow of the dot com boom
- Witnessed the birth of social media and smart technology as young adults
- Have been marketed to by email and Facebook since their 20s

SOCIAL MEDIA TIMELINE



MARKETING TO THE 40+ COHORT

- The only age group that reported the most consistent rise in disposable income over the last 5 years
- 10% said their wealth has increased by more than £2k a month
- The age group most likely to have increased or maintained their spending across key categories, including travel

Comparative spending last five years, increased or maintained:

	40-49	50-59	60-69
Travel and leisure	50%	37%	46%
Eating out	47%	32%	31%
Clothing and accessories	56%	40%	43%
Home and lifestyle	45%	36%	42%
Electronics	57%	42%	47%
Health and wellness	45%	33%	35%

Source: Anything But Grey Research 2024

WHICH MEDIA DO THEY CONSUME?

1. Live TV
2. Radio
3. Social Media
4. Video On Demand
5. Digital Audio
6. YouTube



Source: *Midlife Revolution*

THE BLIND SPOT - THE 40+ MARKET LUCRATIVE BUT UNDER-SERVED & NEGLECTED

- 93% can't recall a campaign that featured someone their age in it
- 'Never had kids' group are the worst represented – 44% feel misrepresented



76%

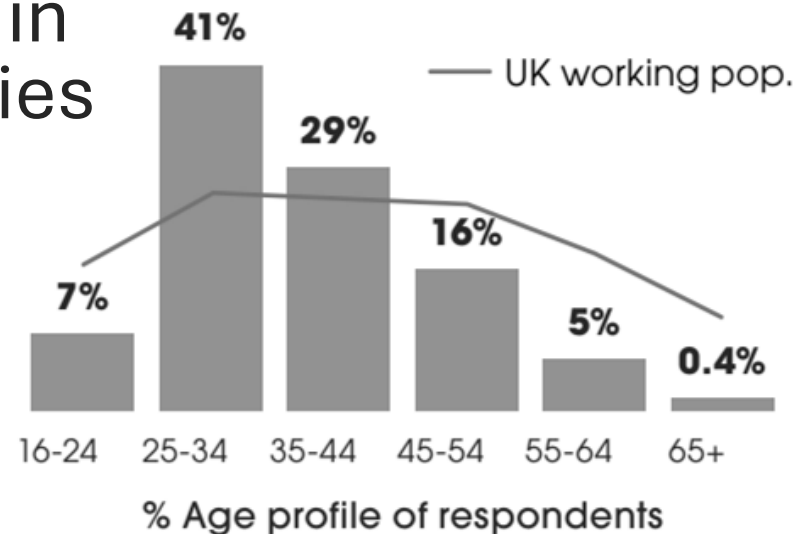
of women feel brands play a
negative role in the perception
of women over 40



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WORKING IN ADVERTISING OVER THE HILL AT 35?

- 77% of people who work in advertising are under 40, average age is 27
- 70% of employees in all creative industries are 25-44



40+ WOMEN

- Described by Forbes as Super Consumers
- Control 98% of household spend
- 50% who live with a partner are the main breadwinner
- Energy-squeezed, time squeezed – consummate multi taskers



Caroline Ayling
Marketing Director
JAA Media



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The Silver Marketing Summit



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HOW TO REACH 40+ WOMEN

doesmybumlook40 ✓

Follow

Message



9,775 posts

373K followers

1,253 following

Kat Farmer

doesmybumlook40

Digital creator

Fashion, beauty & travel. Fashion Presenter This Morning ITV.

Podcaster @gotthepodcast listen 📻

Author of Get Changed



- Instagram
- Podcasts
- Contextual media
- Influencers, trusted female voices
- UGC by like-minded groups

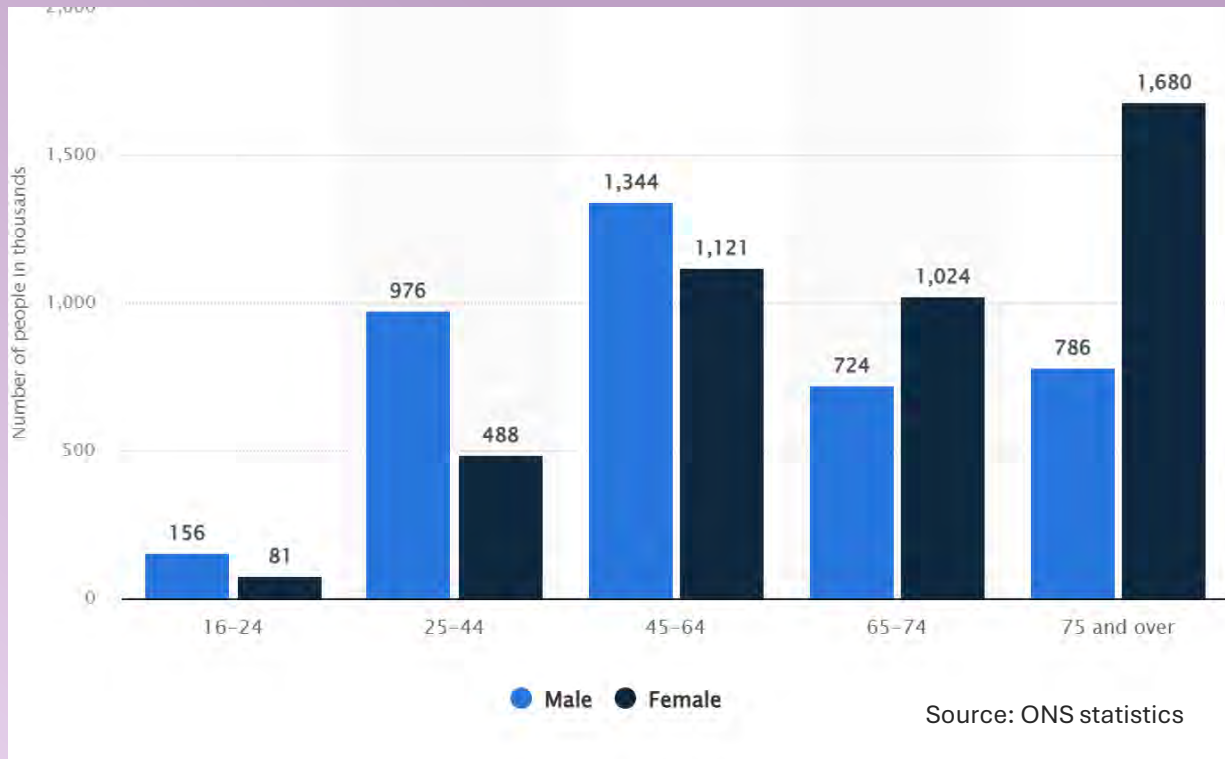
video

HOW TO REACH 40+ WOMEN



- Instagram
- Podcasts
- Contextual media
- Influencers, trusted female voices
- UGC by like-minded groups

THE SINGLES & THE SINKS MATTER



- 40% of women don't have kids, half by choice
- 43% of women who went into higher education don't have kids
- The more successful a woman's career is, the less likely she is to have kids
- More free time – consume 8 hours more media each week

DON'T DEFINE WOMEN BY THEIR HORMONES

- 25% have serious menopause symptoms – depression, sleeplessness, palpitations
- 75% do not
- They are not hysterical hormonal hot-flushing madwomen!



MEN IN THEIR 40s

- Hard audience to reach
 - Career
 - Family
 - Sport
-
- Can't multi-task
-
- Does it matter?



Jon Cockcroft
Chief Executive
Bowls England



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The Silver Marketing Summit



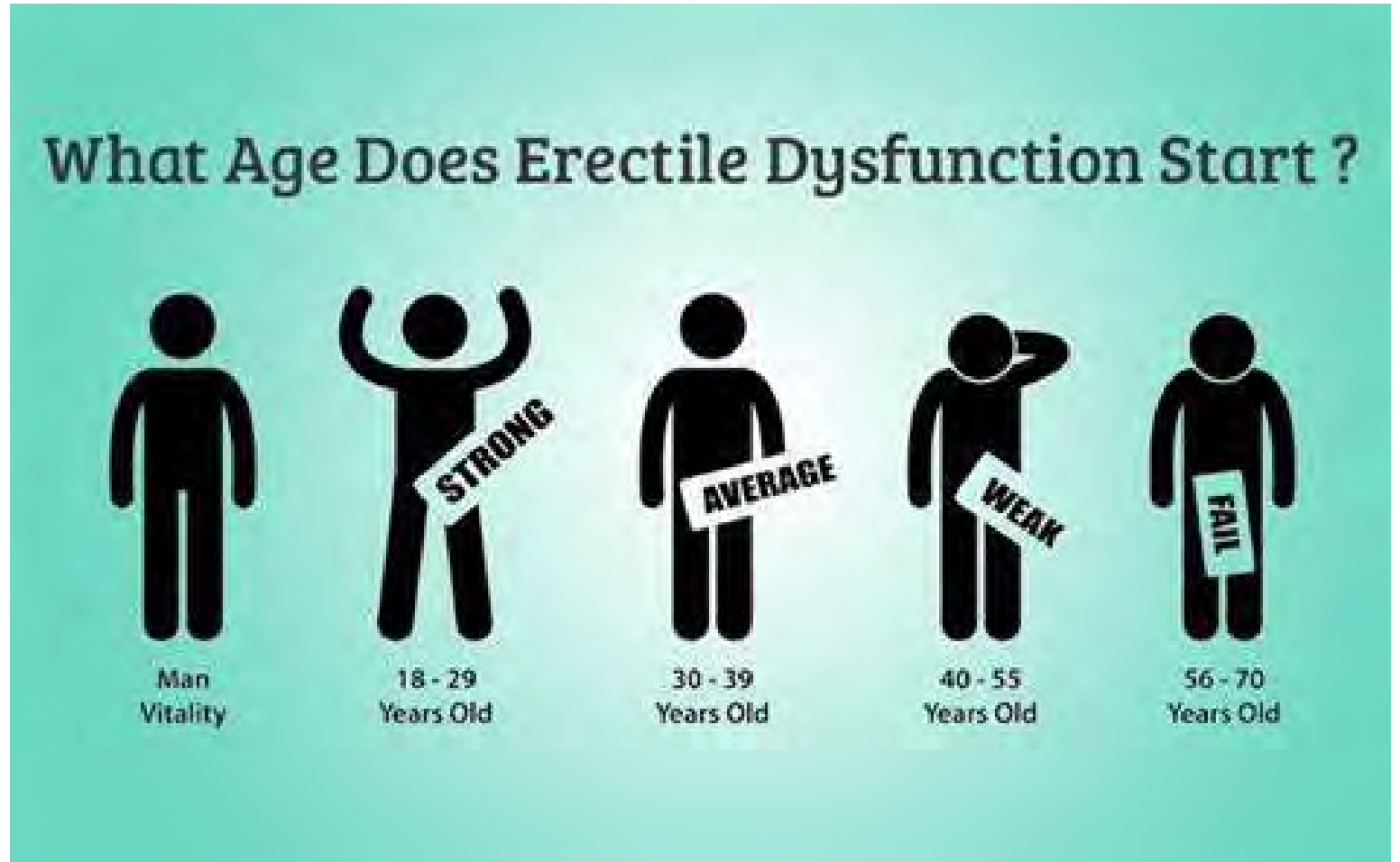
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HOW TO REACH 40+ MEN

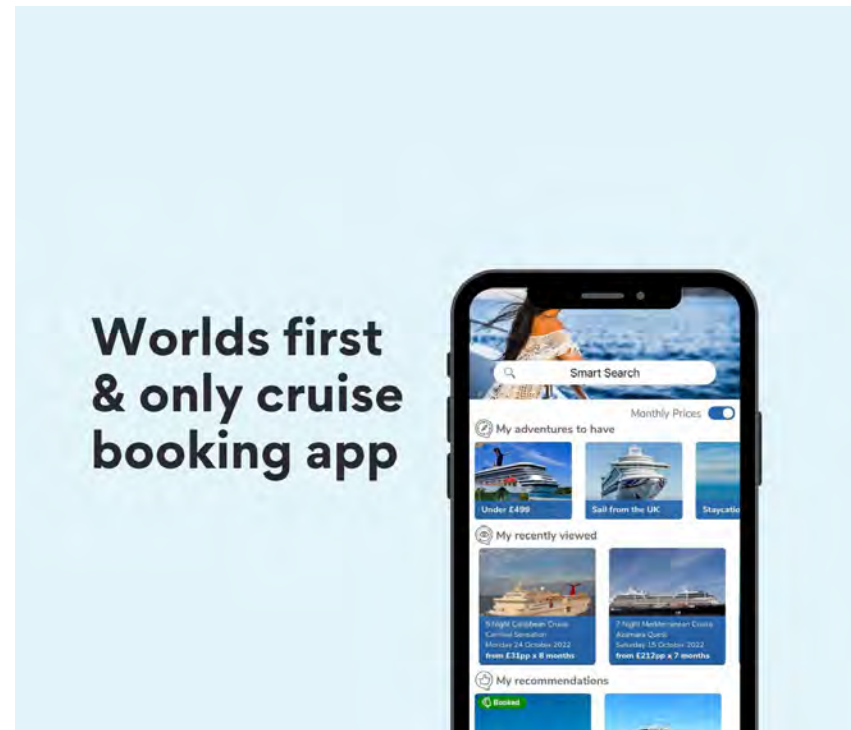
- Within sporting programmes
- Local interests
- Through their wives, kids, parents
- Target their pinch points – hair loss, Valentine's, birthdays, Christmas – guilt triggers

DON'T DEFINE MEN BY THEIR HORMONES



WHEN MARKETING TO THE 40+ AUDIENCE

- Understand their ruthless prioritisation of time
- Short attention span
- Use short-form messages
- Strong imagery
- Make it easy - aid quick decision making



My Kind of Cruise

AND FINALLY.... PREDICTIONS FOR THE 40+ MARKET



- Working longer
- Increased risk of pension gap
- Living longer
- The Club Sandwich Generation
- The Age of Inheritocracy

THANK YOU



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