

TIMES & TRENDS

A SNAPSHOT OF TRENDS SHAPING THE CPG INDUSTRY

JANUARY 2005



Aging Baby Boomers

**Capturing Boomer Potential Through
Lifestage Transitions**



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DEFINITIONS

Below are generational definitions used in this report:

<u>Generation</u>	<u>Age Range</u>	<u>Estimated Number *</u>
Echo Boom	10-27	70.8 Million
Generation X	28-39	45.2 Million
Baby Boom	40-58	77.8 Million

Sources: Bureau of the Census; American Generations, Susan Mitchell; Mintel

*Number based upon 2000 Census Report.

METHODOLOGY

Findings presented in this report are based upon an extensive analysis of consumer data from four key IRI sources: Consumer Network® Household Panel, MedProfiler III Health & Wellness Survey, RXPulse™ Patient Panel and the Individual User Survey. Please see page 17 for additional detail regarding these and other resources that can be leveraged to identify growth opportunities within the Boomer population.

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EXECUTIVE SUMMARY

Given the sheer purchasing power of the 78 million-strong Baby Boomer generation, it is imperative that marketers anticipate and proactively address changes in product needs and shopping preferences within this segment.

This unique look at Boomers explores actual purchase behavior of these consumers at critical lifestages -- "Under and Over 50" and "With Children vs Empty Nest"-- to illustrate the dramatic changes that can be expected within healthcare, CPG and retail as Boomers make major lifestage transitions.

OPPORTUNITIES FOR MANUFACTURERS

Aging Process

- 1) **Onset of Chronic Disease**: Chronic health conditions, such as arthritis and high cholesterol are far more prevalent among older (50-58) vs younger (40-49) Boomers. Rx, OTC and food and beverage products associated with disease management and special dietary needs (eg. low sugar) will see marked growth as younger Boomers reach age 50. Spending will continue to increase into Boomers' sixties.

Capture this phenomenal growth potential by effectively positioning relevant products within the disease management context; engage in ailment-specific marketing initiatives targeting 50+ consumers directly and in partnership with leading retailers.

- 2) **Disease Prevention**: Despite Boomers' stated health concerns, not all Boomers are users of prevention categories; for instance, younger Boomers index low on vitamins, while Boomer men are light users of sunscreen. Implement education programs to convey benefits of early prevention of diseases of most concern to Boomers, such as cancer and high cholesterol.
- 3) **Beauty Care**: Innovation will be the driving force of growth among Boomer women, as most cosmetic categories have already experienced the growth associated with the aging factor alone (lip cosmetics may be one exception); Invest in marketing programs targeting Generation X consumers – particularly for eye cosmetics and hair color. Continue or accelerate development and marketing of youth-oriented products: the 71 million Echo Boomers are now aged 10-27.

Transition to Empty Nest

- 1) **Convenience Foods**: Convenience is a mega-trend that will have continued impact on Boomer purchases; however, convenience categories geared heavily towards hectic families (eg. frozen pizza, dry packaged dinners) will likely face a decreased demand as children leave the home.

Develop targeted marketing programs to three key groups to fill the potential market void: Generation X families (capture greater share of smaller base); Echo Boom adults (age 21-27, who will begin starting families in increasing numbers); and Empty Nesters (ie. continue to enjoy convenience.)

EXECUTIVE SUMMARY

OPPORTUNITIES FOR MANUFACTURERS (CONT'D)

Transition to Empty Nest (Cont'd)

- 2) **Youth-Oriented Products:** Products with a heavy youth focus, such as dry fruit snacks, aseptic juices, and to an extent, milk, will likely face a drop in demand over the next five years, as the market transitions from Boomer kids to Generation X kids. Demand will surge again as Echo Boomers increasingly start families, but the major impact of this trend will not be felt for ten years. Aggressively market to Generation X and seek product diversification opportunities to reach the adult Boomer market.

- 3) **Beer, Wine, Spirits:** Spending on wine and spirits is significantly higher among Boomers without children than Boomers with children. Manufacturers should ensure that advertisements resonate with Empty Nest Boomers but should also develop targeted campaigns to reach those with children that illustrate an understanding of busy lives while encouraging parents to take time for themselves to relax.

Beer manufacturers must proactively guard against beer purchase declines as Boomers age: Older Boomers (50-58) purchase far less than younger Boomers (40-49) across several beer categories. (Domestic Premium and SubPremium may be an exception.) Sustain relationships with younger Boomers through advertising that speaks to their changing lifestyles as they age.

- 4) **Pet Food and Care:** Capitalize on Boomers' greater interest in pets – particularly cats – as they become Empty Nesters by engaging in focused marketing to this segment.

OPPORTUNITIES FOR RETAILERS

Aging Process

- 1) **Onset of Chronic Disease:** Invest in ailment-centric marketing and merchandising programs to attract, retain and increase purchases among older Boomers (50-58) currently suffering from chronic health conditions and younger Boomers (40-49) on the verge of such conditions.

Implement a comprehensive, total store approach including ailment-specific end caps, shelf signage for both remedy categories and “connector products” (non-Rx/OTC products that provide disease management benefits), product adjacencies and circular support. (See the November 2004 *Times & Trends* for details on an IRI/GMDC/WSL Strategic Retail study demonstrating the benefits of such a program.)

- 2) **Disease Prevention:** In prevention categories (eg. vitamins, sunscreen, fruits and vegetables), implement in-store programs to educate Boomers regarding the protective benefits of these products in fighting against their leading health concerns, as some Boomer segments (eg. men) are under-developed in these categories.

EXECUTIVE SUMMARY

OPPORTUNITIES FOR RETAILERS (CONT'D)

Aging Process (Cont'd)

- 3) **Beauty Care:** As beauty remains a high-spend, if not growing, category among the vast number of Boomers, ensure that product mix is consistent with Boomer needs and that they are aware of selection; consider a direct marketing campaign to Generation X consumers, who will likely follow in Boomers' footsteps with increases in eye cosmetics and hair color; develop a comprehensive youth beauty care strategy to become a destination provider for the high-growth Echo Boom segment.

Transition to Empty Nest

- 1) **Categories with Potential for Decline:** Carefully monitor sales and optimal product mix in convenience meal categories targeting hectic families (eg. frozen pizza, frozen breakfast foods) and youth-oriented products (eg. aseptic juices, dry fruit snacks) as declines may occur as Boomers transition to Empty Nesters.
- 2) **Strong Empty Nest Categories:** Consider expanding departments with strong appeal to Boomers without children, including beverage alcohol and pet care, as a large number of Boomers will be entering this lifestage within the next 10 years. Explore additional category and service needs of this segment. Support with targeted marketing efforts.
- 3) **Private Label:** Boomers without children allocate a lower proportion of spending to private label than those with children. To maintain or increase share, it is imperative that retailers identify private label categories with the strongest appeal to Empty Nesters, and premium/specialty product opportunity within this segment.

In addition, retailers should aggressively market private label products to Generation X families and adult Echo Boomers (age 21-27), who will soon be starting families (will have a major impact on private label purchases over the next ten years.)

- 4) **Potential Channel Shifts:** Boomers without children have a significantly different shopping pattern than Boomers with children; each retail channel will need to employ a unique strategy to capture share as more Boomers make the transition to "Empty Nesters":
 - **Drug Stores** – High share among Boomers without kids; Build healthcare relationship now among Boomers with kids before other high-share channels (eg. grocery, club) effectively expand their relationships in healthcare.
 - **Grocery & Club** – High share among Boomers with kids; Cater to and proactively attract Boomers without kids, using healthcare and preferred categories as a cornerstone; develop a comprehensive strategy to secure "greater than fair share" of Generation X families and invest in relationships with Echo Boom adults (age 21-27) to replace some of potential share loss as new Empty Nesters gravitate to other channels (eg. Drug Stores).

KEY FINDINGS

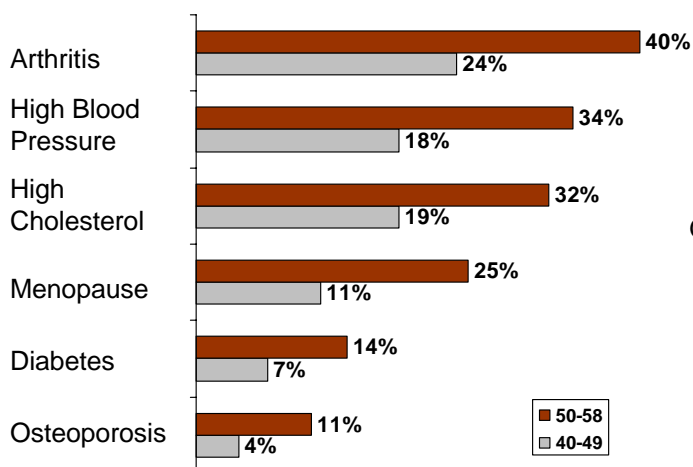
THE AGING PROCESS: ONSET OF CHRONIC HEALTH CONDITIONS

Older Boomers (age 50-58) face a far greater likelihood of suffering from chronic health conditions than younger Boomers (age 40-49), as reflected in purchase behavior across a number of healthcare and food and beverage categories. Older Boomer purchase trends provide a window into future purchases among their younger cohorts.

As Boomers Age.....

Increased likelihood of chronic conditions....

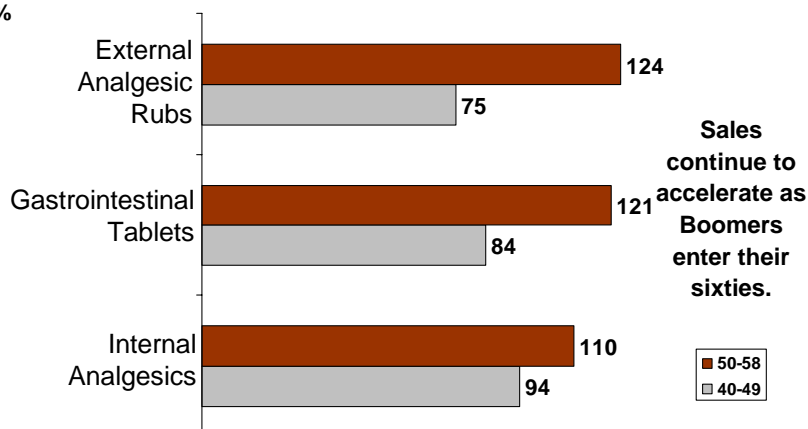
% Suffering From Ailment/Condition



Source: IRI MedProfiler III Survey, November 2003

Increased purchases of health remedies.....

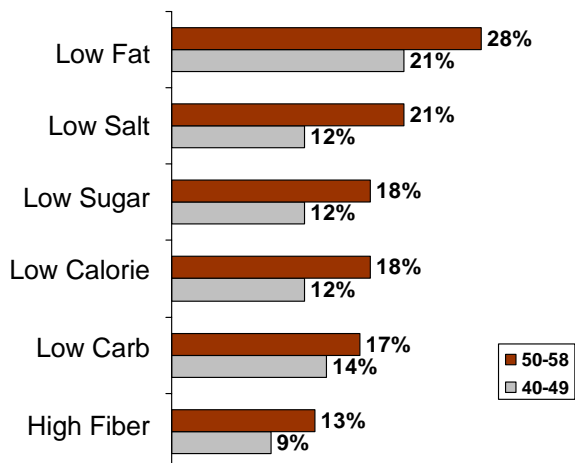
Sample OTC Categories:
Dollars/1000 HH Index



Source: IRI Consumer Network® Panel
52 weeks ending 11/21/04

Greater likelihood of specialized diets.....

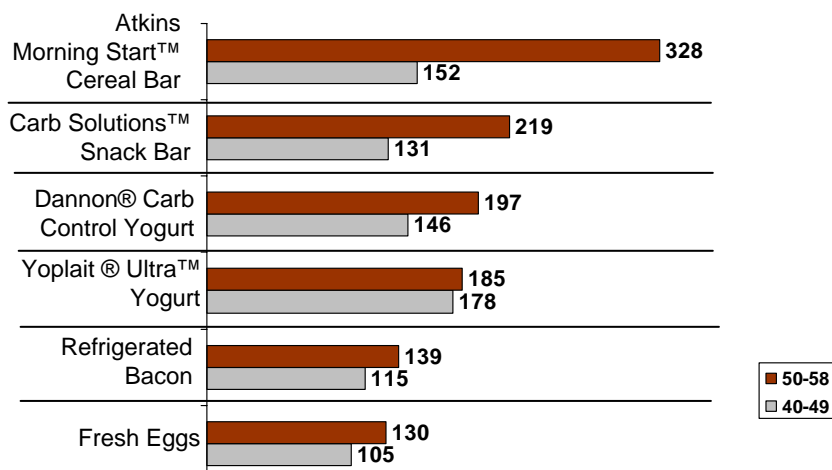
% Following Diet



Source: IRI MedProfiler III Survey, November 2003

...as reflected in product consumption

EXAMPLE: Low Carb Foods
Individual User Dollar Index



Source: IRI Individual User Survey; 13/26 weeks ending 6/27/04

THE AGING PROCESS: ONSET OF CHRONIC HEALTH CONDITIONS (CONT'D)

Consumers with chronic health conditions not only purchase Rx and OTC remedies specifically targeting their ailments but also tend to be heavier purchasers of “connector” products – both food and non-food products that play a role in total disease management. (See the November 2004 issue of *Times & Trends* for details regarding an IRI/GMDC/WSL Strategic Retail study on ailment marketing.)

Example: Chronic Health Conditions- Connector Products Purchase Index of “Heart Health” Prescription Customers vs Overall Population of Prescription Customers

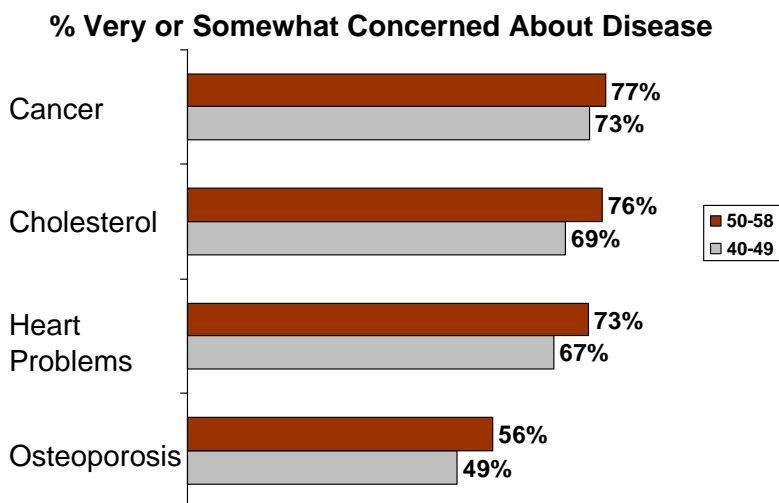
Low Calorie Soft Drinks	205
1 & 2 Letter Vitamins	200
Internal Analgesic Tablets	192
Multi-Vitamins	178
Mineral Supplements	177
Antacid Tablets	175
Skim/Low Fat Milk	165

Sources: IRI Consumer Network® Panel; IRI RxPulse™ Patient Panel

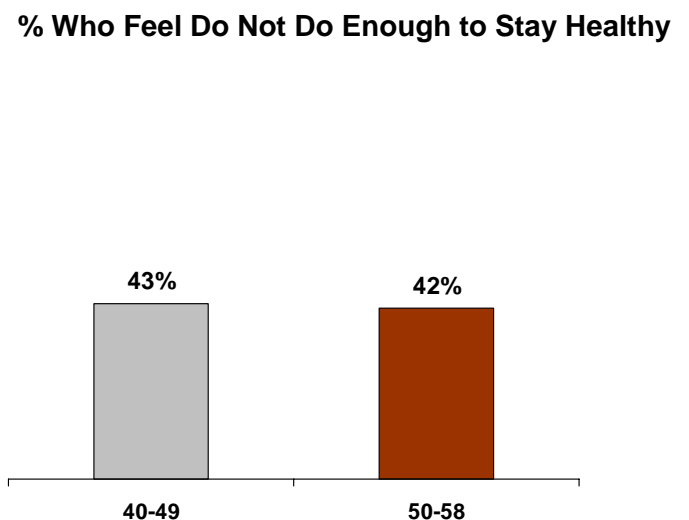
THE AGING PROCESS: DISEASE PREVENTION

Both older and younger Boomers are highly concerned about disease; yet, a majority do not feel they are doing enough to stay healthy.

Majority concerned about disease...



Yet most acknowledge they are not focused enough on prevention



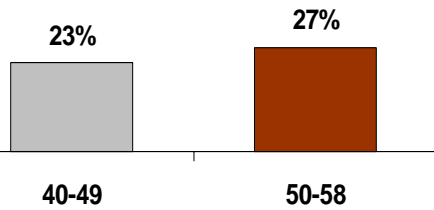
Source: IRI MedProfiler III Survey, November 2003

THE AGING PROCESS: DISEASE PREVENTION (CONT'D)

Many Boomers index relatively low on purchases and usage of products linked to disease prevention. For instance, the majority of Boomers do not eat the recommended servings of fruits and vegetables—creating major upside potential within fresh produce. In addition, many younger Boomers are apparently not sold on the preventative powers of vitamins, while sunscreen usage is surprisingly low among Boomer men.

The vast majority are not eating recommended fruits and vegetables:

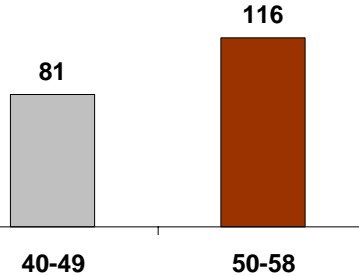
% Eating Five Fruit & Vegetable Servings Most Days



Source: IRI MedProfiler III Survey
November 2003

Younger Boomers index low on vitamins:

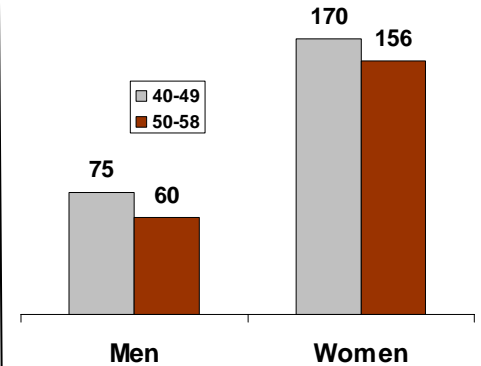
Dollar/1000HH Index



Source: IRI Consumer Network®
52 weeks ending 11/21/04

Boomer men index low on sunscreen usage:

Individual User - Dollar Index



Source: IRI Individual User Survey
26 weeks ending 6/27/04

THE AGING PROCESS: BEAUTY CARE

Across most beauty care categories, the impact of Boomer aging has already been felt. Lip cosmetics appear to be an exception and may increase as Boomers age, while eye cosmetics may actually decrease within this segment.

To achieve growth among Baby Boomers, manufacturers will need to innovate – breakthrough new products will find a huge audience. Other major growth opportunities include eye cosmetic and hair color products among Generation X consumers, who are beginning to turn 40, and tapping into the enormous Echo Boom population, currently aged 10-27, with youth-oriented products and marketing.

Dollars/1000 HH Index

	Generation X (28-39)	Young Boomers* (40-49)	Older Boomers* (50-58)	(59-64)
Eye	95	118	108	96
Lip	87	85	100	128
Facial	96	91	98	100
Skin Care	92	101	97	96
Hair Coloring	78	119	125	121

* Represents purchases among households without children to eliminate potential spending among teens in household
Source: IRI Consumer Network® 52 weeks ending 11/21/04

THE AGING PROCESS: ACTION ITEMS

ACTION ITEMS FOR MANUFACTURERS

Disease Management

- Identify the extent to which your products are “connector products” (ie have high purchase indices among ailment sufferers)
- Position products as part of consumers’ overall disease/special diet management efforts
- Feature consumers aged 50+ in advertising of products with disease management benefits and convey understanding of lifestyle and interests
- Partner with retailers engaged in ailment-specific marketing (eg. integrate products into sections of the store, displays and events focused on sufferers of a specific ailment)
- See November 2004 *Times & Trends* for details on an IRI/GMDC/WSL Strategic Retail study regarding effective marketing to ailment sufferers

Disease Prevention

- Among categories with preventative benefits (eg, vitamins, sunscreen, fortified foods); identify penetration and purchase indices across Boomer segments (eg. age groups, gender)
- Develop educational campaigns demonstrating proven benefits in the prevention of diseases of top concern to the Boomer population
- Partner with retailers in the development of in-store educational and merchandising campaigns that reach the general Boomer audience and target under-penetrated segments (eg. place secondary sunscreen display near men’s shaving cream to target men, whose purchase index is below average.)

Beauty Care

- Invest in innovation to develop products specifically meeting needs of Boomers, as aging alone will not drive further growth in this segment
- Eye cosmetic and hair color products should be aggressively marketed to Generation X consumers
- Lip cosmetic manufacturers should further explore potential growth opportunities as Boomers approach age 60
- Continue/accelerate development and marketing of youth-oriented products targeting Echo Boom consumers (without losing focus on high-spending Boomer population)

THE AGING PROCESS: ACTION ITEMS

ACTION ITEMS FOR RETAILERS

Disease Management

- Identify ailment groups with high penetration among your consumer base
- Develop ailment-specific marketing and merchandising initiatives for top ailment groups
- Take a total store marketing approach – include “connector products” (ie have high purchase indices among ailment sufferers) in addition to healthcare remedies
- Leverage displays, shelf signs, targeted mailings and circular features as well as informational materials; make pharmacy the hub
- See November 2004 *Times & Trends* for details on an IRI/GMDC/WSL Strategic Retail study regarding effective marketing to ailment sufferers

Disease Prevention

- Work with manufacturers of products with preventative benefits (eg. vitamins, sunscreen, fortified foods) to identify high potential target groups (heavy purchasers and under-indexed)
- Develop prevention-based educational campaigns around health conditions generating the most concern among Boomers (eg. cancer, high cholesterol, heart problems)
- In addition to store signage, displays, shelf tags and information at the pharmacy, leverage product adjacencies to reach under-indexed segments

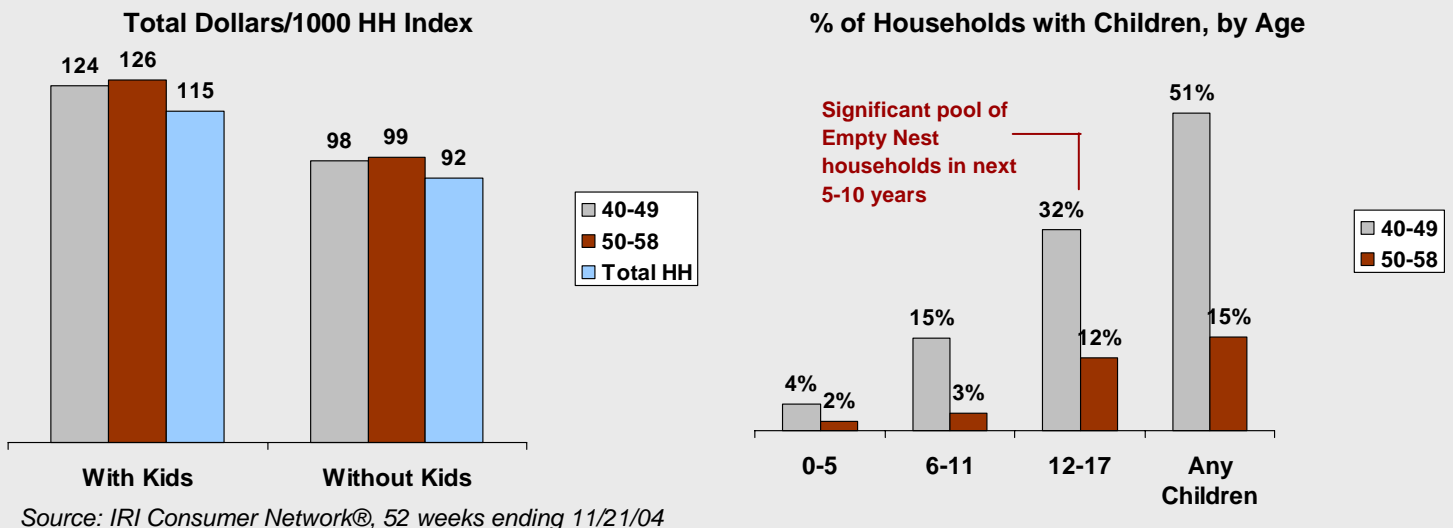
Beauty Care

- Seek innovative new products meeting needs of Boomer consumers
- Identify Boomer product preferences and maintain attractive product mix for this high-spending (if not growing) segment
- Partner with eye cosmetic and hair color manufacturers to develop targeted marketing programs for Generation X consumers
- Become a beauty care destination for Echo Boom consumers through fun, youth-oriented product mix, marketing and merchandising

EMPTY NESTS: POTENTIAL MARKET VOIDS

As Boomers' children leave their homes and set off on their own, there is a profound impact on total Boomer spending and spending allocation across both food/beverage and non-food categories. Marketing messages to Boomers must change to be in alignment with their new lifestyles, and in many categories, marketers must now divert focus to other segment opportunities – increasing share among Generation X households and establishing a direct relationship with Echo Boom decision-makers.

Boomer households with kids spend roughly 25% more than those without kids; over the next ten years, the majority will transition to “Empty Nests” with lower spending on CPG.



While most categories will face a decline in spending among Boomer households as they become Empty Nests, categories catering to the needs of busy families, such as convenience meals, will likely be especially hard hit, particularly given the fact that the next generation of families, Generation X, is only 60% as large as the Boomer population. In fact, a recent study by the NPD Group concluded that Boomers will increasingly prepare homemade meals with their newfound time.

Sample Convenience Meals/Meal Components: Dollar/1000 HH Index

	With Kids		Without Kids	
	40-49	50-58	40-49	50-58
Frozen Appetizers/Snack Rolls	1.87	1.54	.92	.68
Frozen Breakfast Food	1.64	1.44	.79	.68
Frozen Pizza	1.55	1.42	.99	.76
Dry Packaged Dinners	1.46	1.28	.87	.72
Shelf Stable Dinners	1.39	1.40	.93	.84

Source: IRI Consumer Network®, 52 weeks ending 11/21/04

EMPTY NESTS: POTENTIAL MARKET VOIDS

The youth-oriented categories below will all face declining demand within the Boomer household as children age and eventually leave the home:

Sample Youth-Oriented Categories : Dollar/1000 HH Index

	With Kids		Without Kids	
	40-49	50-58	40-49	50-58
Refrigerated Lunches	2.35	1.44	.40	.31
Sports Drinks	2.18	1.85	.95	.67
Aseptic Juices	2.16	1.36	.50	.33
Toaster Pastries	2.14	1.31	.74	.41
Dry Fruit Snacks	2.08	1.29	.44	.39
Milk	1.40	1.37	.82	.83

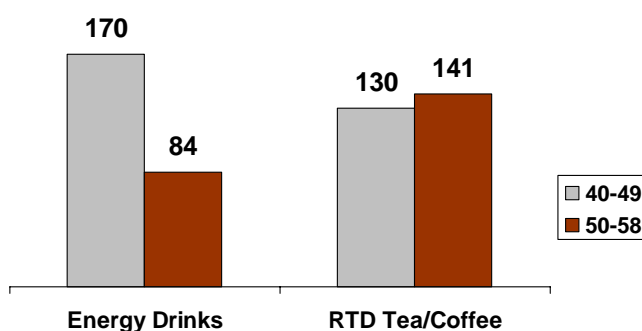
Source: IRI Consumer Network®, 52 weeks ending 11/21/04

In categories with very little adult appeal, such as refrigerated lunches and dry fruit snacks, lost Boomer family sales will need to be replaced with increased purchases among the much smaller pool of Generation X families. The next five years could pose a major challenge to these categories. Longer term, demand will likely regain as Echo Boomer families enter the market.

Some youth-oriented categories, however, such as sports drinks and milk, have the potential to gain a stronger foothold within the adult population through targeted marketing and product development.

In addition, manufacturers have the opportunity to regain sales in Boomer households after the children have gone with other products in their portfolio. For instance, within the beverage category, younger Boomers index exceptionally high on the consumption of energy drinks, while both older and younger Boomers are heavy consumers of ready-to-drink tea and coffee.

Individual User: Dollar Index

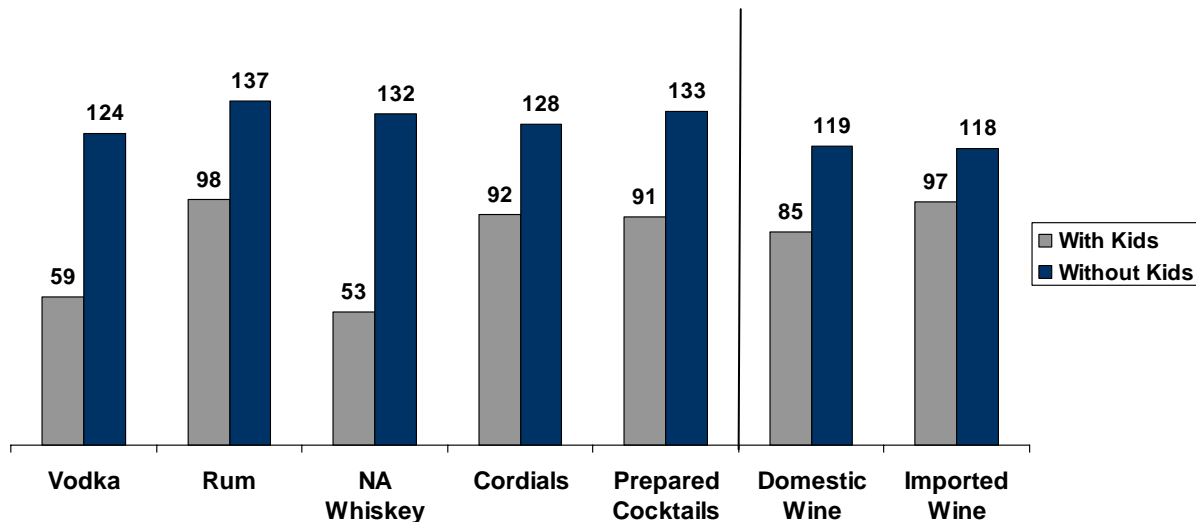


Source: IRI Individual User Panel, 26 weeks ending 6/27/04

EMPTY NESTS: POTENTIAL MARKET GAINS – BEER, WINE, SPIRITS

With increased time for relaxation and entertaining, Boomers with no children in the household spend significantly more on wine and spirits than those with children in the household. Manufacturers can likely look forward to growth among Boomer consumers who will be Empty Nesters in the next five to ten years; in the interim, there are opportunities to increase sales now within the Boomers with children segment via focused marketing and advertising.

**Boomers With vs Without Children in Household
Spirits & Wine Dollar/1000 HH Index**



Source: IRI Consumer Network®, 52 weeks ending 11/21/04

Across most beer categories, while presence of children has an impact on purchases, age is also a strong driver. Younger Boomers (40-49) are heavy purchasers (except domestic sub-premium) with or without children. Older Boomers, however, index low on purchases of several beer categories. Targeted marketing efforts to more mature Boomers is a strong potential growth path across beer categories, and a hedge against declines as younger Boomers enter this lifestage.

Beer : Dollar/1000 HH Index Across Boomer Segments

	With Kids		Without Kids		Key Drivers
	40-49	50-58	40-49	50-58	
Micro/Craft	132	87	142	96	Age
Imports	123	88	127	88	Age
Domestic Premium	120	85	147	120	Age/Children
Domestic Sub-Premium	92	81	154	126	Age/Children
Malternative	127	122	145	81	Age/Children

Source: IRI Consumer Network®, 52 weeks ending 11/21/04

EMPTY NESTS: POTENTIAL MARKET GAINS – PET CARE

It appears that many Boomers with no children in the household seek the companionship of pets. While Boomer households in general show greater than average spending levels on dog food, there is a significant bump in spending on cat food and related products among Boomer households without children. The vast number of Boomers entering this lifestage may translate into a sizable rise in demand for products required to care for a cat.

Dollar/1000 HH Index Across Boomer Segments

	With Kids		Without Kids	
	40-49	50-58	40-49	50-58
Cat Food	82	93	133	149
Cat/Dog Litter	92	86	138	138
Dog Food	116	124	133	124

Source: IRI Consumer Network®, 52 weeks ending 11/21/04

EMPTY NESTS: CHANNEL SHIFTS

The presence of children in Boomer households has a significant bearing on where they shop. In general, Boomers without children allocate a greater share of their spending to drug stores than those with children. Among those with children, share of spending at both grocery and club is greater than those without children. As Boomers become Empty Nesters, there is a high likelihood that spending will shift away from grocery and club to drug stores unless grocery and club retailers effectively curb this shift through targeted initiatives.

Share of Total Spending* by Channel

	With Kids		Without Kids		Total HH	Key Drivers
	40-49	50-58	40-49	50-58		
Grocery	61.4%	61.6%	56.7%	56.0%	58.5%	Children
Drug Store	3.8%	4.4%	5.9%	5.8%	5.1%	Children
Mass Merchandise	9.7%	8.8%	9.6%	9.5%	9.7%	Neither
Supercenter	12.0%	10.0%	12.0%	11.0%	12.0%	Age
Club	7.0%	6.7%	5.0%	6.2%	5.9%	Age/Children



Source: IRI Consumer Network®, 52 weeks ending 11/21/04

*Across IRI Reviews Categories

EMPTY NESTS: PRIVATE LABEL

Within a segment in which just one share point can mean hundreds of millions of dollars, the difference in private label share between Boomers with children and those without is significant. A decrease in private label share is likely as children leave the home unless retailers implement private label strategies that cater to Empty Nesters' needs and preferences.

Private Label Share of Total Spending* Across Boomer Segments- All Outlets

	With Kids	Without Kids		Share Difference
Younger (40-49)	15.5%	13.9%		-1.6 points
Older (50-58)	15.6%	14.3%		-1.3 points

Source: IRI Consumer Network®, 52 weeks ending 11/21/04

*Across IRI InfoScan® Reviews Categories

EMPTY NESTS: ACTION ITEMS

ACTION ITEMS FOR MANUFACTURERS

Convenience Meals/Youth-Oriented Products

- Identify purchase indices across your brands among Boomers with kids vs without to determine exposure
- Seek "greater than fair share" among Generation X families and Echo Boom adults starting families through targeted marketing initiatives
- Explore opportunities to sustain/regain sales among Boomer adults through messaging encouraging them to continue to enjoy convenience, packaging enabling portions for two, and new product introductions meeting adult preferences for flavor and nutrition content

Beer, Wine, Spirits

- For wine and spirits, consider a two-pronged marketing initiative targeting each of these groups with distinct messages; capture share of growth expected as Boomers transition to Empty Nesters; increase penetration among Boomers with kids
- Work with retailers interested in attracting Empty Nest Boomers to expand wine & spirits offerings and/or ensure that this segment's preferences are represented
- Across beer categories, conduct targeted marketing efforts among Boomers aged 50+ to increase penetration within this segment and counter potential sales declines as younger Boomers age

Pet Care

- Engage in targeted marketing to the Empty Nest segment – particularly for cat care products- that reflects their new lifestyle and importance of pets to the new family structure

EMPTY NESTS: ACTION ITEMS (CONT'D)

ACTION ITEMS FOR MANUFACTURERS (CONT'D)

Channel Shifts

- Monitor category and brand share by channel/top retailers across Boomers with kids and without to ensure that appropriate distribution changes are made to continue to effectively reach Boomers as more transition to Empty Nesters

ACTION ITEMS FOR RETAILERS

Convenience Meals/Youth-Oriented Products

- Track sales of convenience meal products targeting hectic families, “from scratch” meal components and youth-oriented products as the Boomer Empty Nest transition continues; continually adjust product mix as required
- Incorporate convenience meal and youth-oriented products into marketing efforts targeting Generation X and Echo Boom families

Beer, Wine, Spirits

- Explore opportunities to expand wine and spirits product offerings to address potential increase in demand overall and across categories and brands as Boomers transition to Empty Nesters
- Track potential shifts in demand across beer categories as Boomers age to ensure that product mix meets changing preferences

Pet Care

- Explore value of expanding pet care offering – particularly cat care – to meet potential demand increases among new Empty Nesters

Channel Shifts

- Track channel and chain share changes among Boomers as more become Empty Nesters; monitor category purchase trends within this segment to ensure optimal product mix
- Implement targeted marketing initiative to attract and retain Empty Nest Boomers, leveraging healthcare and preferred categories as cornerstones
- Grocery and club stores should aggressively market to Generation X and Echo Boom families to replace potential share losses among new Empty Nest Boomers

Private Label

- Identify categories with likely private label share declines among Boomers as children leave home; evaluate optimal mix of branded and private label products within these categories
- Explore preferred private label categories and premium private label opportunities among Empty Nesters

RESOURCES

To gain insight into current and likely future purchase behavior among Baby Boomers or other consumer segments within specific categories, brands, channels or retailers, contact your IRI client service representative regarding custom analyses leveraging the following resources:

PURCHASE & USAGE BEHAVIOR

<u>Level</u>	<u>Source</u>	<u>Description</u>
<u>Household</u>		
(Eg. Boomers with Children vs Boomers without Children)	IRI Consumer Network®	Nationally representative panel of households tracking purchases with hand-held barcode scanners; extensive demographic profiles enable in-depth analysis of purchase behavior across standard or custom-defined consumer segments across channels
<u>Individuals</u>		
(Eg. Ailment Sufferers, Male vs Female, Age Cohorts)	IRI RxPulse™ Patient Panel	Rx and OTC purchases among over 84,000 individuals who are ailment sufferers
	IRI Individual User Survey	Semi-annual survey of 16,000 households/36,000+ individuals tracking individual consumption in over 30 categories

ATTITUDES

IRI MedProfiler Health & Wellness Survey	Annual syndicated survey of healthcare attitudes and conditions across panel of 28,000+ households; enables creation of custom target groups that can be used to track purchases across specific attitudinal/condition segments
IRI AttitudeLink	IRI's custom survey capability that can be executed via mail, telephone or Internet; the ability to link attitudes with actual purchase behavior enables clients to track sales across custom attitudinal segments

QUESTIONS ABOUT THIS REPORT

Please forward questions and comments about this report to Sheila McCusker at sheila.mccusker@infores.com.