

4 midlife beauty opportunities for brands

By Jo Allen 16-Jun-2022

Skin Care | Digital

Midlifers have the deepest pockets and some of the most underserved needs of any consumer. How can beauty brands reach them most effectively?



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Within a sea of Gen Z and millennial-targeted innovation in the beauty industry, the needs of Gen X have been largely cast adrift. Younger consumers remain top of mind for marketers despite that fact that Gen Xers (42-57) have a higher spending power and a higher average spend per transaction than younger cohorts, according to Epsilon.

Michael Nolte, Creative Director of Openstreams Foundation, says that it seems illogical to continue to promote beauty ideals based on people in their 20s, while the median age is double that: in Europe today it is already 41, and 38 in the US and in China.

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