

Key Trend 2024: Boomer Eating

Active, adventurous and wealthy, Boomers are redefining old age and giving rise to new lifestyle priorities. This report outlines the trends driving product innovation that will win this high-value cohort. Categories include meals, snacks, sauces and condiments, desserts, dairy, bakery, ingredients and packaging

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Executive summary

In 2024, brands will have a huge opportunity to meet Boomer demand for health- and lifestyle-supporting products and services that align with their priorities.

Key trends include:

- **Active nutrition:** support for active ageing includes clean-label functional snacks and new opportunities in senior sports nutrition
- **Brain food:** probiotic-rich fermented foods, brain-boosting micronutrients and collagen are emerging in functional formulations that fit into daily routines
- **Home-cooking helpers:** meal kits, prepared ingredients and thrifty cooking solutions are helping Boomers boost health and stretch their retirement funds
- **Flavour exploration in the familiar:** brands are aiding Boomers' desire for culinary adventure with no-pressure global twists on classics
- **CBD-infused meals and snacks:** leverage this generation's familiarity with CBD's medicinal properties in the cannabis-infused food category

Category applications included in this report: **meals, snacks, sauces and condiments, desserts, dairy, ingredients and packaging**



@nestbloomsg

Analysis

Born during the post–World War II baby boom years between 1946 and 1964, Boomers will be aged 60–78 in 2024. As this cohort ages, its needs will change and food brands will have a huge opportunity to create lifestyle-supporting products and services.

In our Insight report [Ageing Well](#), we detail how Boomers are fighting previously held stereotypes about older adults, and outline how brands and retailers can better service these generations as they age.

For food brands, the growing awareness of the benefits of an active lifestyle in older age is leading Boomers to invest more time and money in their health and wellbeing, creating opportunities for brands offering functional food and snacks that are tailored to needs including immunity, mobility and cognition.

Brands that help Boomers maintain their independence as long as they can, including products and services that make cooking at home easier, more nutritious and cost-efficient, are also a key opportunity.

Breaking the stereotype that seniors are set in their ways, 63% of American Boomers surveyed considered themselves to be adventurous eaters. Brands should not neglect this cohort's desire for discovery and eagerness to live life to its fullest. Introducing exciting global flavours and ingredients into familiar foods and formats is a way to add value.

Despite their wealth and unique needs, Boomers are traditionally overlooked by product innovation with new food, drink, health and hygiene products aimed specifically at the 55+ market, making up just 0.0005% of global launches between 2020 and 2021.

What does this mean for you?

Brands and retailers should relook at their existing portfolios to adopt more inclusive strategies to reach this underserved cohort and support their evolving lifestyles with considered launches that align with their needs and desires.



GUUD's (US) functional cereals are formulated to help consumers over a wide range of demographics lead active lives, with inclusive messaging that its products like the Athlete Fuel muesli "isn't just for athletes... [but] for anyone that wants to have sustained energy throughout the day to do the things that make you happy"

Active nutrition

Positive ageing is on the rise with 79% of global consumers over 50 primarily focused on maintaining their activities as they age. Food and drink brands can meet the needs of Boomers who are embracing active lifestyles with functional support for a range of daily needs.

More seniors are embracing active lifestyles and want support to help them stay active. Keeping fit and healthy, both mentally and physically, is a priority for Boomers, opening a wide range of opportunities for convenient functional food and snacks that fit into their active lifestyles.

Recent research found that globally, time-rich Boomers were the most active generation, spending almost twice as much time exercising as Gen Z. Brands are stepping up to fill the white space for senior sports nutrition. In South Korea, an uptick in golf enthusiasts has prompted a slew of golfing snack launches including Lotte Mart's Nice Bars with 18 mini energy bars in each pack (one for each hole), as well as Birdbirdie's high-protein Birdie Power Bar.

With 68% of Boomers saying knowing details about the source of their food is important to them, innovators are tapping into a wider range of adaptogenic ingredients to create clean-label functional foods that support longevity and active lifestyles. Chickpea protein powder and anti-inflammatory adaptogens power Love + Chews Protein Cookie and The Functional Chocolate Co's Painfree Chocolate, respectively. In Asia, where double-boiled TCM tonic soups are a favoured health food among seniors, Eu Yan Sang (Singapore) saves them the time of slaving over a stove with its RTD tonic soups.



Birdbirdie (South Korea)'s high-protein Birdie Power Bars are a new golfing snack with taurine for fatigue recovery

How you can action this for 2024

Meet demand for active ageing with convenient, functional foods that boost energy, immunity and mobility.

Meals:

- Incorporate functional ingredients for flavour and nutritional boosts in convenience meals in the ready-to-eat and heat-and-eat categories for seniors on-the-go

Snacks:

- Create healthful sports nutrition options and outdoor snacks for activities popular with Boomers such as golf, hiking and swimming
- Reformulate classic sports snacks like trail mixes and energy bars with functional ingredients that meet senior-specific needs such as immunity and bone and joint health

Ingredients:

- Explore innovations in clean-label plant foods to meet demand for greater ingredient transparency
- Call out the benefits of protein for seniors, specifically in terms of muscle mass and recovery

Packaging:

- Create beautiful, inclusive design that encapsulates an active lifestyle for Boomers to aspire to



Love + Chew (US) teamed up with Renewal Mill to launch its Peanut Butter Chip cookie made with the latter's upcycled oat milk flour. The high-protein cookie is also low in sugar and offers 10g of protein from chickpea protein powder



Maolac (Israel) has developed technology to harness breast-milk-equivalent functional proteins extracted from bovine colostrum to create 'superfood' energy drinks and recovery bars designed to support active living and improve mobility among the elderly



The Functional Chocolate Co.'s (US) Painfree Chocolate is formulated for everyday inflammation, aches and pains with turmeric, boswellia serrata, white willow and arnica teamed with clinically researched benefits of hops



Eu Yan Sang's (Singapore) new Performance Double Boiled Tonic Soup RTD is suitable for seniors to improve digestion, strengthen bones and joints and build a stronger immune system



Suphia's Functional Foods' (HK) bars include Ginger Spice for metabolism and digestion; Matcha & Goji for body and mind energy; and Lemon Poppy Seed for a refreshing immunity boost

Brain food

Neuro wellness continues to be a priority for ageing boomers, and innovators are addressing this with functional formulations targeted at the gut-brain axis and in products that fit into daily routines.

With diet being a key component preventing cognitive decline, Boomers will be looking to food as preventative medicine to maintain their independence longer. As dementia trends upwards for Boomers, there will also inevitably be increased demand for products that cater to people already living with these conditions.

More are becoming aware of the gut-brain axis and the importance of gut health in fighting cognitive illnesses, opening fresh opportunities in fermented foods as well as pre-, pro- and postbiotics. Morinaga Milk Industry (Japan) launched a new series of functional yoghurt and supplements – Bifidobacterium Memory – with a probiotic strain to help memory function in older adults who are interested in the gut-brain axis.

Innovators are leveraging collagen as a functional food ingredient targeted at Boomers concerned about ageing gracefully. The global collagen market is growing at a CAGR of 8% from 2023 to 2032, driven by rising awareness of collagen and its notable health benefits, including brain function and skin elasticity. Other nutrients such as tryptophan, polyphenols and folate are also being called out in everyday recipes for their brain-boosting benefits.



US-based GUUD's functional muesli line includes Brain Fuel which contains gluten-free oats, walnuts, goji berries and cacao nibs, delivering antioxidants, omega-3s and vitamin A for a neuro boost

How you can action this for 2024

Deliver extra nutrition that prevents cognitive decline in products designed to fit Boomer lifestyles and eating habits.

Meals:

- Incorporate and call out brain-boosting ingredients in familiar comfort foods. Small substitutions with nutrient-rich ingredients can make a big impact while still appealing to traditionalists

Dairy:

- Keep up to date with the latest innovations in functional probiotics for fortifying dairy products such as yoghurt and ice-cream for seniors

Sauces and condiments:

- Explore fermented foods rich in gut-healthy probiotics such as kimchi, sauerkraut for seasonings and pastes as well as vinegars, garum and kombucha for sauces

Ingredients:

- Explore the latest in collagen innovation including plant-based boosters and animal-free solutions
- Educate consumers about micronutrients to promote brain health such as polyphenols and tryptophan and the whole foods they are found in



Morinaga Milk Industry's (Japan) new Bifidobacterium Memory line of yoghurt and supplements contains a clinically studied probiotic strain MCC1274 that showed significant efficacy in boosting short- and long-term memory



Cook author and founder of Healing Kitchens (US) Rebecca Katz shares a recipe for baked chicken with mint chimichurri as a brain food, loaded with tryptophan for boosting mood and aiding sleep



NestMii Nutrition's (US) anti-ageing desserts include the Rose Petal Birdnest Parfait, which contains freshly stewed bird's nest rich in collagen for skin and brain health



The husband-and-wife neurologists behind @thebraindocs (US) share a recipe for a plant-based, brain-loving mac and cheese which uses whole wheat pasta, homemade cashew cheese and greens including leek, broccoli and chard



Soon-to-launch Holiston (Greece) olive oil is an ultra-premium extra-virgin olive oil, offering five functional health claims including being high in polyphenols and vitamin E, which have the potential to improve cognition and protect neurons against injury

Home-cooking helpers

Boomers are living longer and so are looking to boost their health, while aiming to stretch their retirement funds, especially with the rising cost of living. Brands can meet these needs with healthy and thrifty cooking solutions, meal plans and prepared ingredients.

Across generational lines, Baby Boomers cook dinner at home far more often than Millennials and Gen Z. On an average weeknight, about half of Millennials say they cook dinner from scratch, compared with roughly 7 in 10 Boomers. For Boomers, eating healthy starts at home. This generation associates home-cooked food with health at a higher rate than their Gen Z counterparts (67% versus 55% respectively).

Recent research shows that Boomers in the UK are the least wasteful generation, storing the most leftovers in their homes. Brands can create products to help them cook more efficiently and use leftovers more intentionally. M&M Food Market (Canada) shares a #Nextover idea for its Gourmet Stuffing, turning it into dumplings for soup and savoury cheese muffins. Ewa Majcher (Poland) uses her thermomix to create pancakes from stale bread for a zero-waste breakfast.

Albert Heijn (Netherlands) packages up meal kits for making different dishes such as Jambalaya and Gado Gado, with exactly the right ingredient quantities to reduce waste and suggestions for including your own added extras. Meal kits can also offer convenience for ageing adults with mobility issues and help seniors age in place, keeping them independent as long as possible. Silver Cuisine (US) offers meal kit delivery service with Heart-Healthy, Diabetic, Low Sodium, Gluten-Free and Menopause plans, all on an intuitive website and phone-order system for those who are not tech-savvy.



Silver Cuisine's (US) Boomer-targeted meal kit delivery service offers plans for specialty diets. This healthy twist on a favourite comfort food includes meatloaf made with beef, quinoa and cheese with a side of yuca fries

How you can action this for 2024

Enable consumers to maximise the potential of products and ingredients for efficient and economical meal prep.

Meals:

- Encourage consumers to use otherwise wasted ingredients with fresh ideas for new dishes, eg using up fruit skins, vegetable peel, stale bread
- Create DIY meal kits, calling out functional ingredients that target specific health concerns



Leftover stuffing is transformed into dumplings for soup or savoury cheese muffins in a recipe by M&M Food Market (Canada)

Snacks:

- Produce healthy snacking options in resealable packaging for measured grazing

Desserts:

- Produce traditional desserts with a healthy twist including more fruit, vegetables or fibre

Packaging:

- Create recipe suggestions to show how one product can be used up to create two distinct meals



Albert Heijn's (Netherlands) pre-packed guacamole kit with exact quantities and clear preparation times and serving suggestions



Jozie de Deuge (Australia) uses leftover spinach and ricotta ravioli filling to make Turkish gözlemes, a type of savoury stuffed turnover



Pancakes with raspberry sauce are made in a 'thermomix' using stale bread by Instagrammer @ewamajcher_pl



Oddbox (UK) shares its zero-waste broad bean pod recipe and suggests trying various seasonings such as ginger, smoked paprika or curry powder

Flavour exploration in the familiar

Boomers know what they like and value traditional brands and quality products, yet aren't afraid of trying something new, as long as it is accessible to them. Brands are aiding discovery with global twists on classics and adding value to familiar staples.

62% of Baby Boomers indicate that they like trying new foods but prefer them in menu items that are more familiar. Using different ingredients and flavours in familiar dishes is an easy way to introduce new foods and snacks; appetisers and desserts are easy vehicles to incorporate new flavours without pressure.

At LucAle (Hong Kong), a traditional Italian panna cotta is served with a bright green vegetable granita made from celery and heirloom tomatoes, along with crunchy white chocolate popcorn. Odette (Singapore) reinterprets a Mont Blanc dessert with chestnut rum ice cream, Vanuatu vanilla and tonka espuma, and at Tomo (Paris), Japanese dorayaki are filled with an orange blossom and vanilla olive-oil cream rather than the traditional red bean paste.

Chefs and brands are helping Boomers explore global flavours, using easy to incorporate condiments and sauces. Sabrina Gayhour (UK) shares a recipe for a no-cook pasta sauce with tomato, pepper and harissa, putting a Middle Eastern spin on an Italian dish. Similarly, Zing and Pay Chen's (Canada) Sacha-ish savoury chilli condiment can be used as a dip, in stir fries, with eggs, on top of meat or as a sandwich spread, to add a tangy depth.



US-based cooking columnist Eric Kim's Gochujang Caramel Cookie introduces the savoury, sweet and spicy flavours of the staple Korean fermented condiment in a familiar cinnamon-scented snickerdoodle-like cookie with gochujang-caramel ripples

How you can action this for 2024

Create hybrid products pairing known foods and flavours with the less familiar.

Meals:

- Put a new spin on existing products with added ingredients or flavourings for an updated version of old favourites
- Take consumers on a culinary tour of the world with prepared meals from different countries and regions, including interesting facts such as ingredient histories, recipes and traditions

Snacks:

- Create premium snacks of familiar foods such as nuts, crisps, crackers and dried fruit with an unexpected twist

Condiments:

- Add a global flavour twist to salad dressings, relishes or mayonnaise
- Add optional spice mixes and seasonings to meal kits for those consumers wishing to be a little more adventurous



McCormick's (US) inaugural Flavour Of The Year is Vietnamese X Cajun, a "culture crush of key ingredients – cayenne and paprika in classic Cajun tradition and lemongrass, garlic, and black peppercorn, customary in Vietnamese recipes"



Kan Kan's (Mexico) new line of premium snacks offer bold, innovative flavours of Intense Habanero, Enchilado and Jalapeño aimed at an adult audience



Zing and Pay Chen (Canada) have collaborated on this umami chilli condiment, Sacha-ish, that can be added to almost anything for a hit of spice and tang



Italian panna cotta served at LucAle (Hong Kong) with vegetable granita and white chocolate popcorn



Launched in 1970, Campbell's Chunky is a familiar pantry staple for Boomers and its new Chunky Spicy line explores bold global chilli pepper flavours, with plans to further expand the line-up in 2023

CBD-infused meals and snacks

Living independently and ageing well are a priority for Boomers who are looking to manage chronic illness and pains with CBD-infused foods. As extraction and processing methods develop, brands can meet consumer demand in a wider range of everyday eating products.

New data reveals Boomers' use of CBD and cannabinoids increased 212% last year. Older generations are turning to CBD products as an alternative to traditional medicine, particularly as they are likely to suffer from the type of ailments that CBD can be used to treat, including joint pain, difficulty sleeping, muscle aches and skin conditions.

Innovators are reaching out to this cohort with CBD-infused products spanning a wide range of formats and occasions. In New York, chef Travis Peterson uses CBD-infused shrimp salt in his food, dosed to each guest individually. His latest book, *The Nomad Cook: Introduction to Culinary Cannabis*, guides home cooks through accurate dosing in order to maximise the therapeutic effects of the different strains of cannabis, including CBD and THC.

For easily incorporating CBD into everyday food or drinks, JustCBD's (London) Honey Sticks are individually packaged for on-the-go convenience, and Powder Nation's (US) It's All About Choices optimises the consumption of everyday foods such as soups, crackers, mashed potatoes and condiments with minimal to no taste of cannabis. DR. DIOL (US) makes CBD products catering to specific needs such as rest, recovery and renewal. It shares a recipe on Instagram for CBD Guacamole incorporating its Daily Tune-Up Tincture.



In partnership with Canadian CBD company Canopy Growth Corporation, Martha Stewart's CBD wellness line features a collection of oils, soft gels and gummies inspired by French pate de fruit and baked goods to further integrate CBD in older consumer lifestyles

How you can action this for 2024

Move Boomers into the CBD food category by highlighting both its age-related medical benefits and its sleep and relaxation perks as a two-in-one treatment.

Meals:

- Combine into pre-portioned products such as salad toppers or soup sprinkles for consumers to easily add to preferred meals

Bakery:

- Incorporate into baked goods such as croissants and buns for an easily accessible single serving

Condiments:

- Create infused oils as a way for consumers to experiment with controlled dosing themselves

Packaging:

- Be clear about dosing and make it straightforward for consumers to dose easily using pipettes, pumps or pre-measured sachets

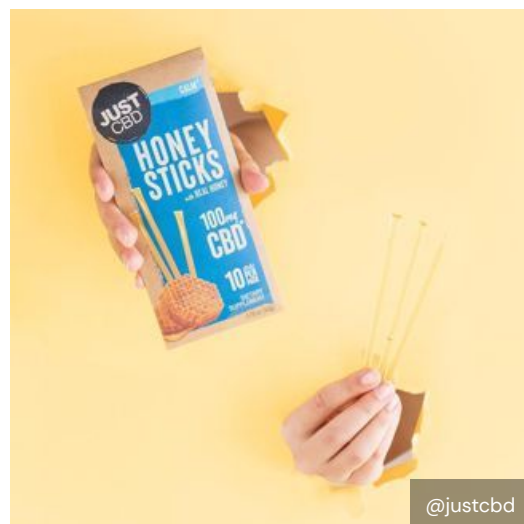
Ingredients:

- Help consumers understand the benefits and legalities of CBD in relevant regions
- Combine with other ingredients that target specific health and wellbeing concerns



Powder Nation / Benzinga

Powder Nation (US) has launched It's All About Choices with patented nanotechnology that allows oils to be converted into water-soluble powders, allowing cannabis to be infused with accurate dosing into any food



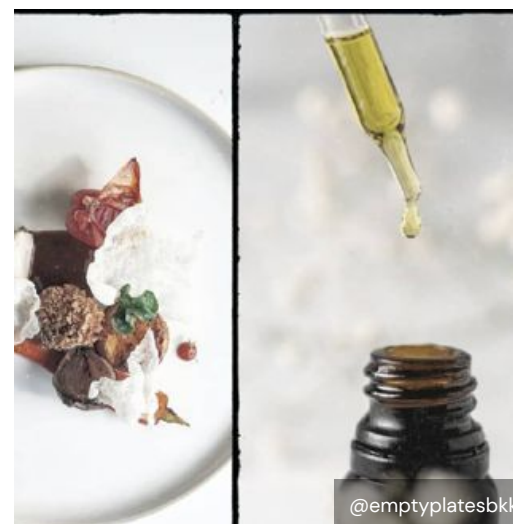
@justcbd

JustCBD's (UK) Honey Sticks are made with grade A honey and infused with premium CBD to help customers alleviate pain and increase relaxation levels. Each pack contains 10 sticks for convenient, on-the-go dosing



NutraIngredients-Asia

Lifestar (Thailand) has launched what is said to be the first CBD supplement approved for sale in the country under the Well U brand. Its Krill Oil with CBD offers a solution to knee-related problems by relaxing the muscles and reducing pain



@emptyplatesbkk

At Empty Plates Bangkok, guests can order a cannabis-infused private dining experience in their own homes with 25mg of cannabis spread out across the four-course tasting menu



Le Chanvrier Français

Paris-based Le Chanvrier Francais makes 100% organic, cold-pressed hemp oil, flavoured with basil and sold in a frosted bottle to preserve the integrity of the oil

Action points

1

Create inclusive and aspirational design

In current portfolios, offer age-inclusive messaging that acknowledge this demographic's shifting views on ageing. Design products that are still crave-worthy and aspirational. Consider packaging that transforms food into practical and beautiful gifts for Boomer parents and older loved ones

2

Fortify, fortify, fortify

Put nutrition front and centre of new foods and snacks targeting health-conscious Boomers. Make ingredients and benefits clear to help consumers reach decisions easily

3

Leverage tech but make it approachable

Look to AI-powered ways to help Boomers get the care they need in terms of tailored food and nutrition, but make it user-friendly with intuitive website interfaces, legible packaging and low-tech platforms like phone hotlines

4

Aid in discovery

Boomers value tradition but also desire to live life to the fullest and make new discoveries even in later years. Add value to familiar products and formats with twists on tradition that deliver newness and excitement

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