



**Euromonitor
International**

Unlocking Growth in the 60+ Consumer Market

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Amidst slowing growth, mature consumers emerge as an untapped opportunity

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Mature consumers are spending vigorously

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About Euromonitor International

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/unlocking-growth-in-the-60plus-consumer-market/report.