The New Longevity What's Next

ROARforward.com

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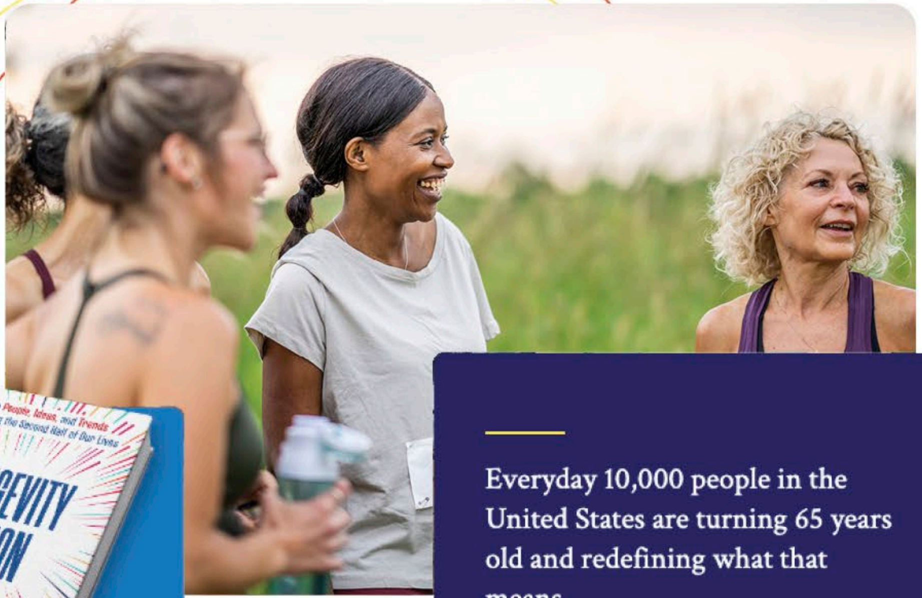
ROAR forward

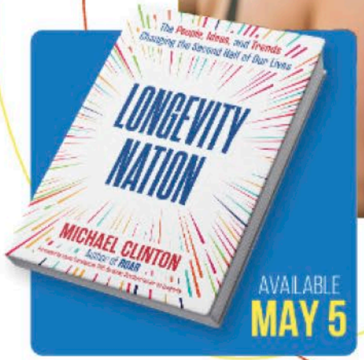
THE BUSINESS INTELLIGENCE PLATFORM FOR THE NEW LONGEVITY ERA

The New Longevity deserves bold representation — and these ads deliver.

EXPLORE ROAR'S TOP 12 ADS OF 2025



Everyday 10,000 people in the United States are turning 65 years old and redefining what that means.



PRE-ORDER THE BOOK

Today's 50+ demographic are age innovators who are reinventing the second half of life as they live longer, fuller lives. They are rewriting the rules regarding work, money, health, spending, education, and more with new attitudes, behaviors, and motivations. The norm-busting, early trendsetters who are blazing the path for generations to come are people we call Re-Imagineers.

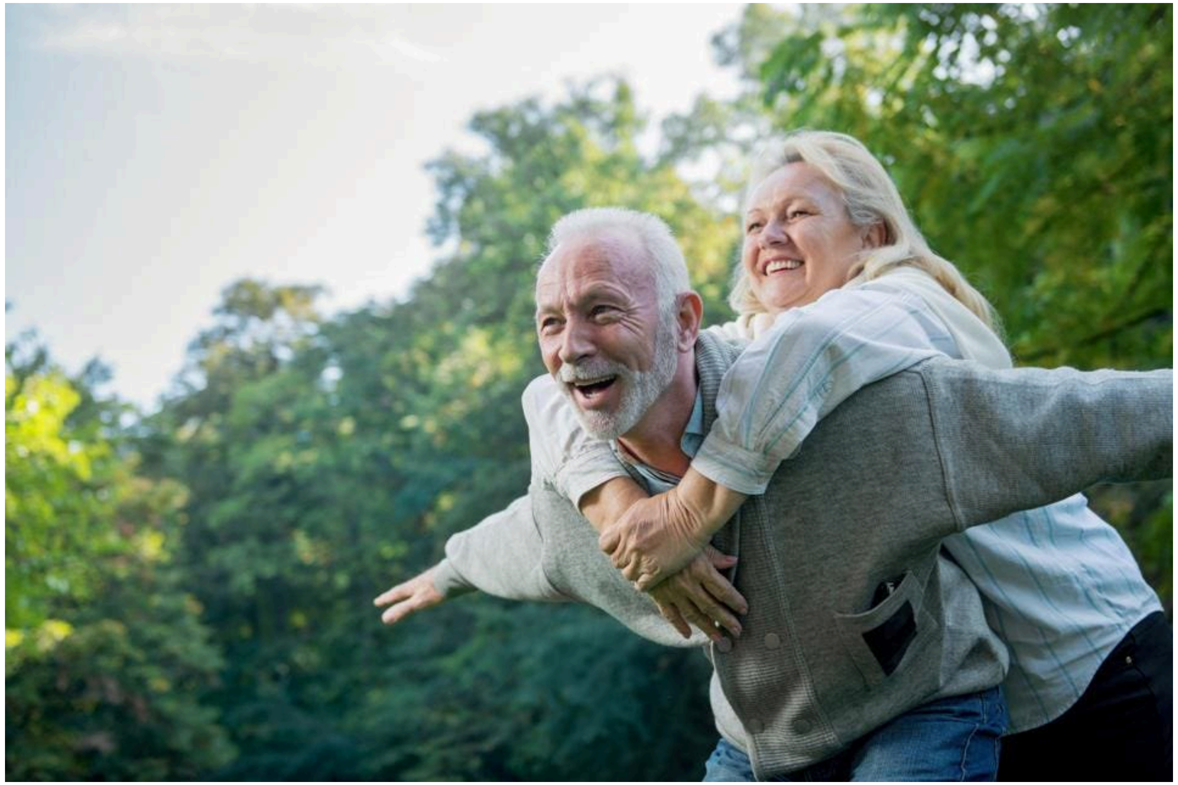
ROAR forward, a Hearst Ventures partnership, is the authority on, and champion of, this growing and highly desirable demographic. We provide insights, research, content, and other business solutions for employers of, and marketers to, this active dynamic generation that has ushered in, and is living, the New Longevity. ROAR forward partners with over 50 global companies across business, nonprofit, and academic sectors.


A MEGATREND CREATING
AN INTEGRATED ECONOMY-
LONGEVITY
IS HERE FOR THE LONG GAME...
SpaandWellness.com.au/wellness/global-wellness-trends-for-2024

Staying Younger For Longer: The Longevity Industry's Trillion-Dollar Moment

Forbes

By Peter Bendor-Samuel, Contributor. April 11, 2025



- The longevity industry is **poised to reshape everything** from healthcare to retirement, workforce dynamics, and even the way we structure our economies.

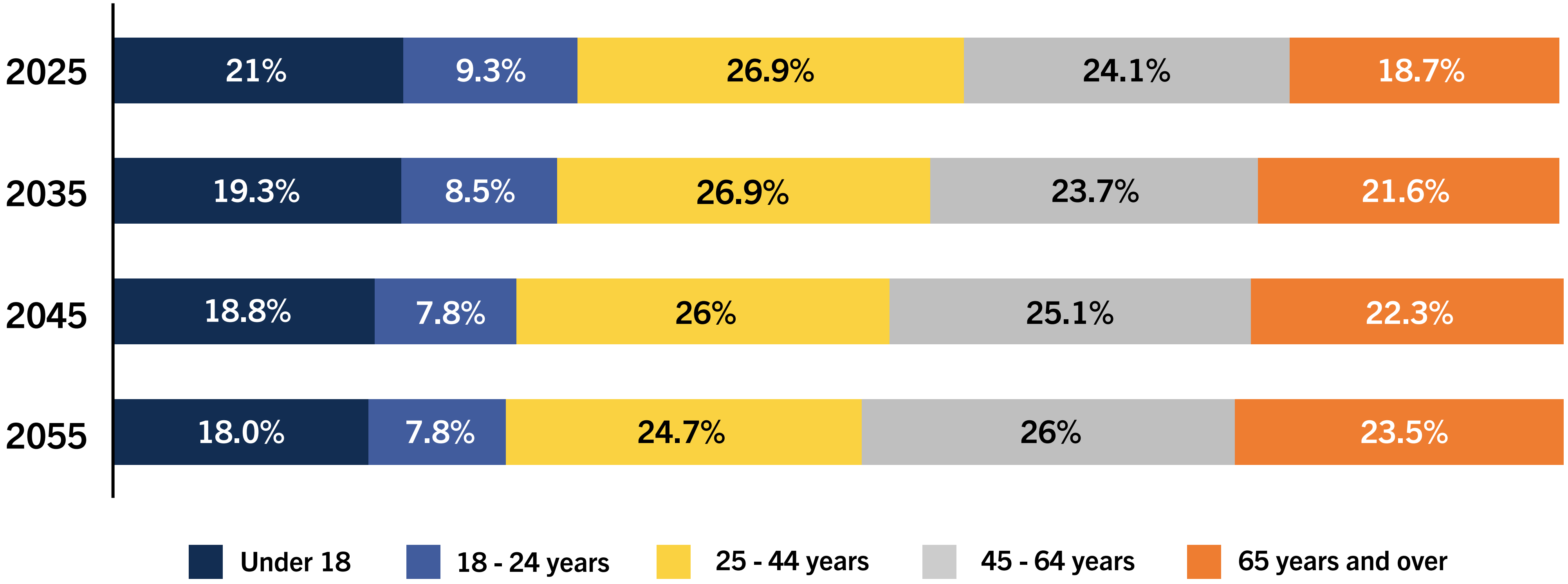
- The **quest to redefine aging** is already reshaping healthcare, business, and consumer expectations.

- Those who recognize this shift and invest early will be **at the forefront of a new economic transformation.**

DEMOGRAPHIC CHANGES MAGNIFY THE IMPACT

U.S. Population Projection, by Age Group

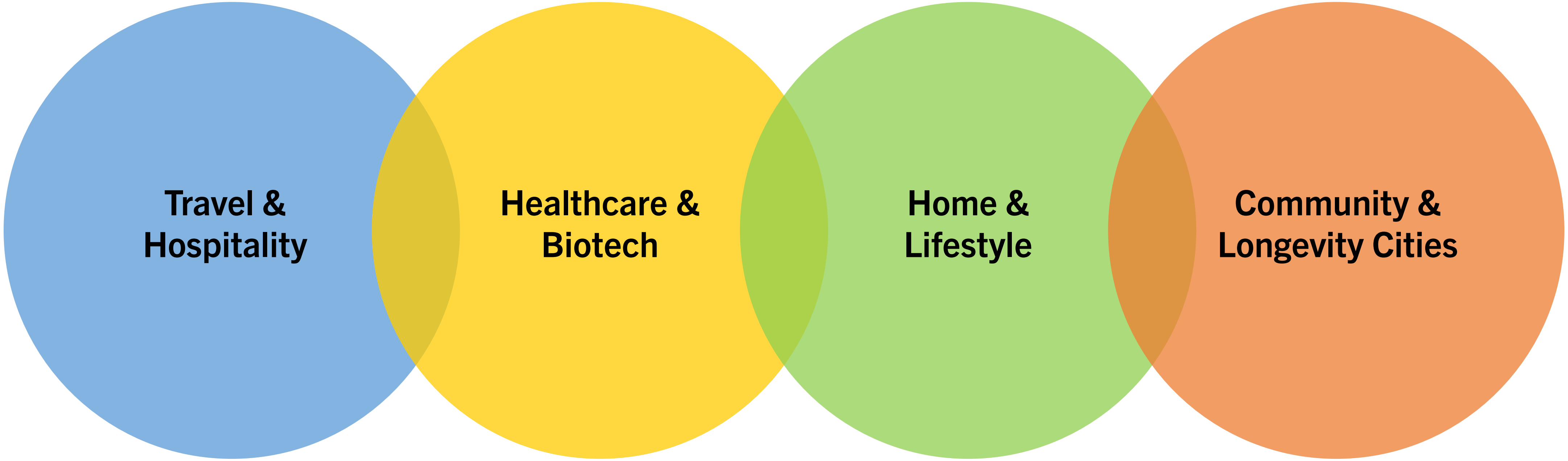
Share of Total Population, by Age Bracket | 2025 - 2055



Source: U.S. Census

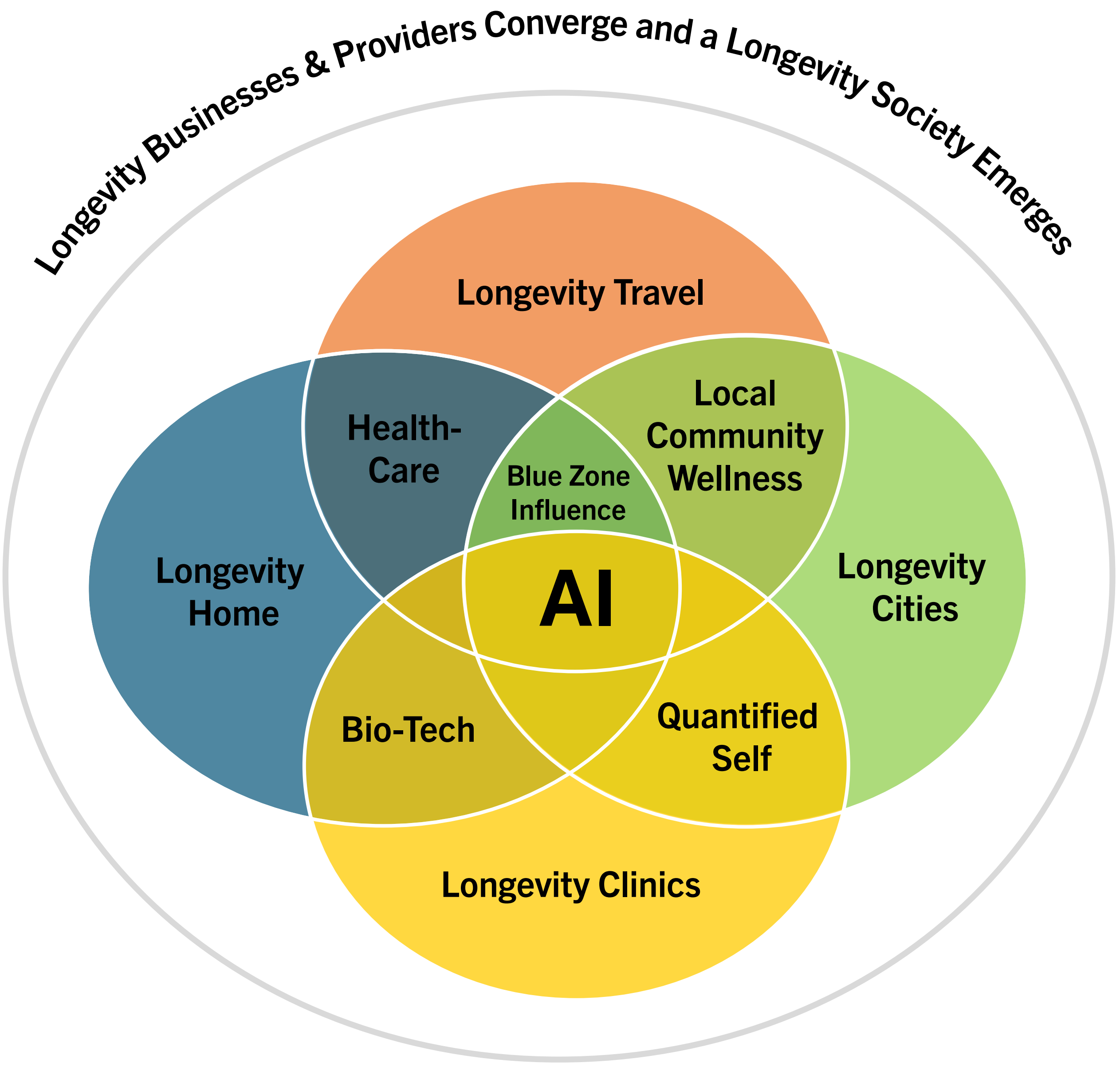
THE NEW LONGEVITY
A MULTI-SECTOR, MULTI-TRILLION DOLLAR OPPORTUNITY

Advances in Biotechnology, Medicine, Wellness, AI, and Proactive Health Management is rapidly transforming multiple industries as the new longevity boosts and reshapes key business sectors:



NEW LONGEVITY DISRUPTING HEALTH, MEDICAL, & LIFESTYLE - CATALYZING CULTURE AND COMMERCE

- The new longevity is catalyzing innovation and investment across travel, wellness, community, home, urban planning, tech, and healthcare sectors.
- Longevity has also grown up to be a serious venture category attracting players like Amazon and Google.*
- Businesses that deliver on Longevity performing innovations, services, and products are poised to lead in the rapidly expanding longevity economy.



*healthcarebusinesstoday.com, einpresswire.com

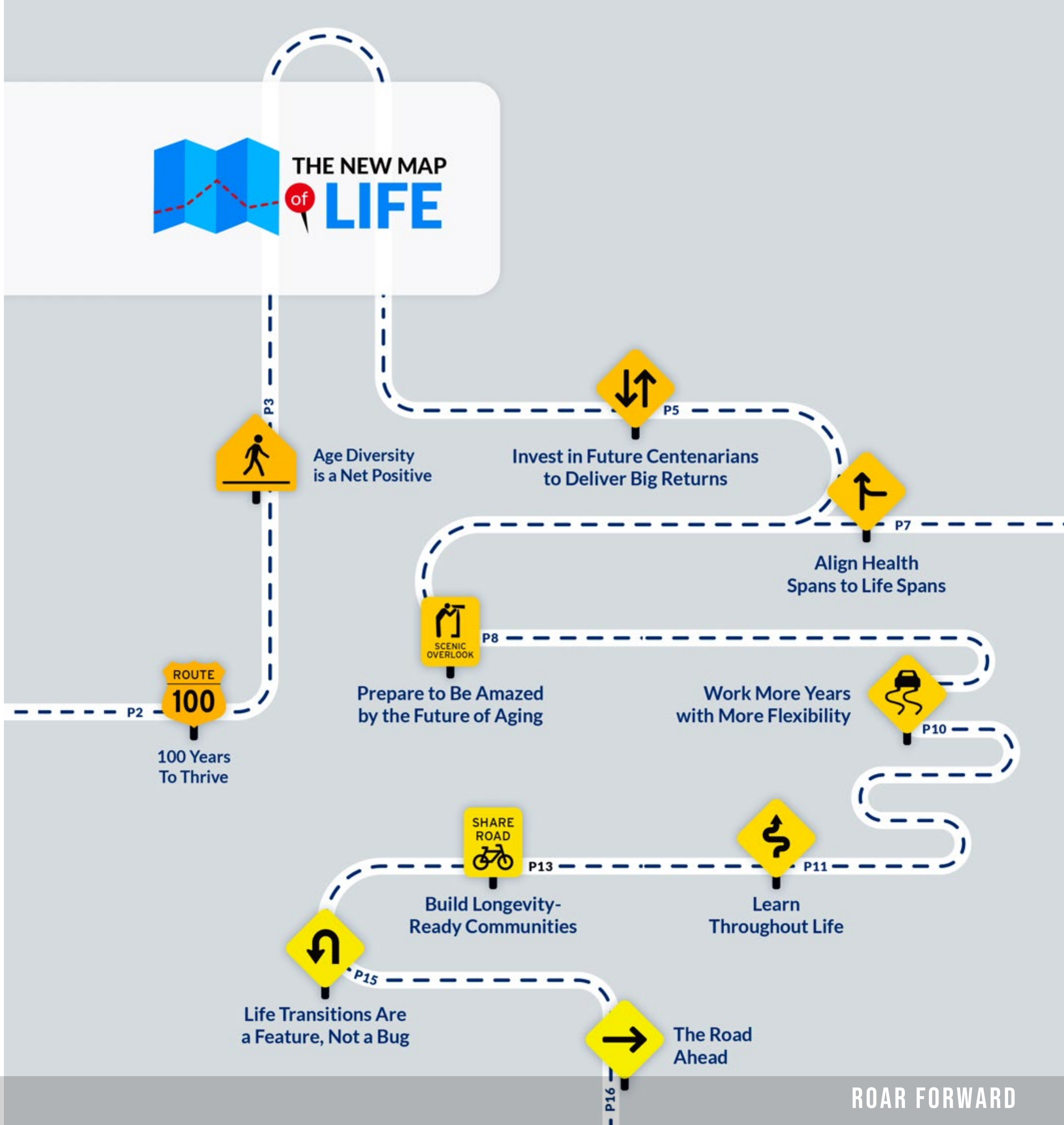
STANFORD CENTER ON LONGEVITY

Stanford University | Longevity.Stanford.edu

- The New Map of Life: The 100-year life is here

  A whole-life approach that changes the view and actions on a new kind of second half of life

- Input from Stanford academics, policy makers, thought leaders, and think tanks



Source: Stanford Center on Longevity

50+: A SUPERSIZED MARKET WITH SUPERSIZED WEALTH

- **36%** of the U.S. population is 50+ (123 million) and grows by 1 million every year.**

- <u>50+ Population Projections:</u>**

  2030: **132 million**
  2060: **160 million**

- **By 2060 1 in 4 Americans will be 50+*** making them the largest economic, consumer, and taxpaying demographic in the country.**

Source: "The Longevity Economy® Outlook,2026" AARP

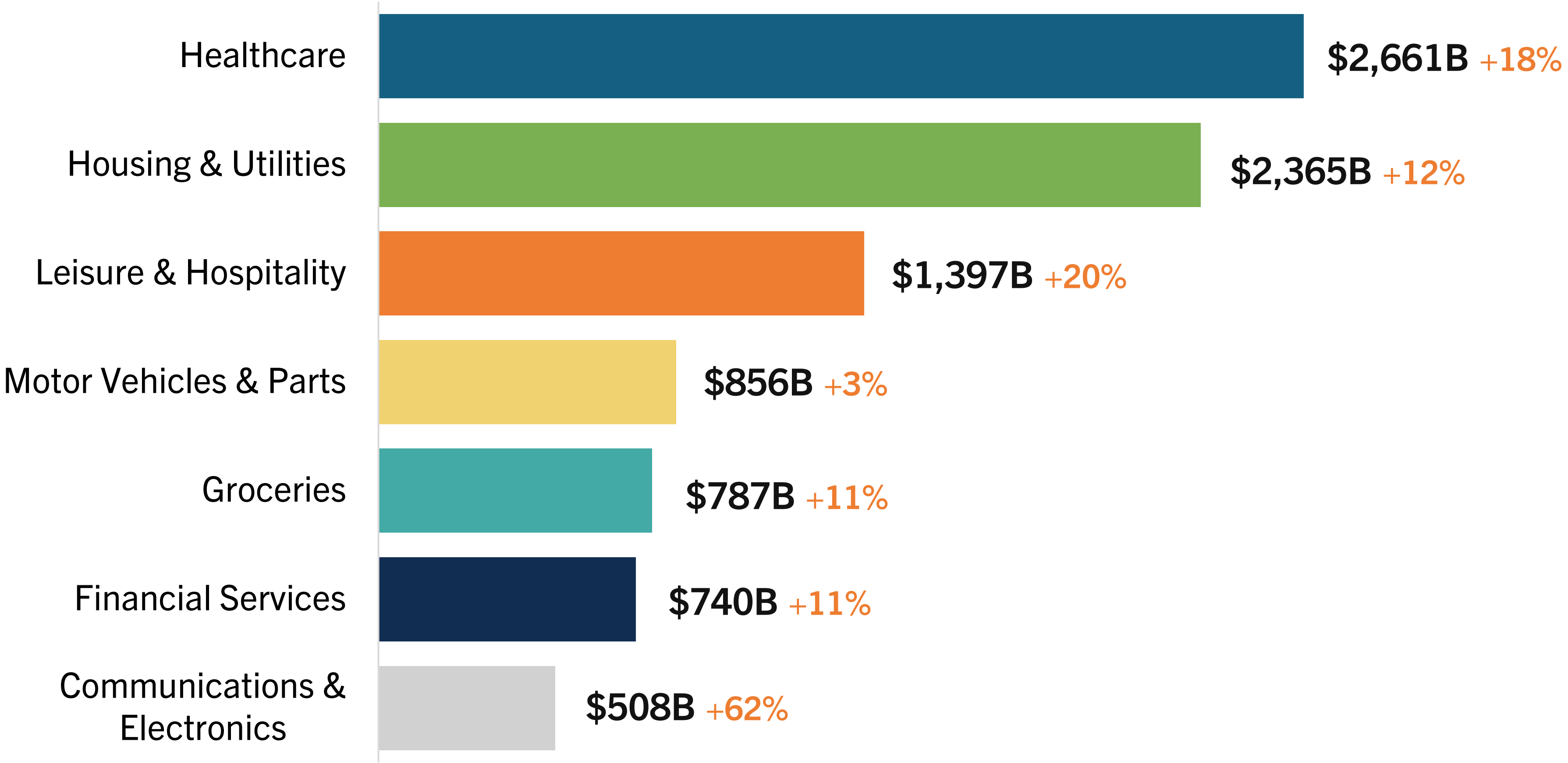
*AARP The Longevity economy Outlook 2026 and 2018; ** US Census population projection to 2060

50+ "SPENDING HEAVYWEIGHTS" POWER THE LONGEVITY ECONOMY

- In 2021, Americans 55+ held 70% of the country's wealth: **$92.3 trillion***
- In 2024, the 50-plus cohort contributed **$1.4 trillion**, or **60%** of federal income tax revenue. By 2060, their federal income tax contribution is projected to exceed **$3 trillion.****
- Households headed by 50+ spend $10.7 trillion annually (more than half of all consumer spending in the US) and are projected to hit **61%**, almost **$22 trillion** by 2060***
- By 2060 the entire economic footprint of older adults is expected to double to 24 trillion.***

*Federal Reserve's Survey of Consumer Finances; Spending Heavyweights source: Epsilon; **The Longevity Economy Outlook – AARP Study 2019; ***The Longevity Economy Outlook – AARP Study 2026;

50+ HOUSEHOLD SPENDING PER CATEGORY



Growth figures are inflation-adjusted since 2018. Source: Economist Enterprise, REMI, BEA, BLS.

AND THE LONGEVITY ECONOMY POWERS EVERY SECTOR IN THE MACRO ECONOMY

56%
of all New Automotive*

54%
of Travel/Leisure****

80%
of Luxury Travel Purchases are Controlled by Women 50+*****

43%
of Cosmetic Buyers**

55%
of Personal Care Products*

51%
of Tech****

53%
of Luxury Buyers**

41%
of Department Store Shoppers**

68%
of Home Investments*

46%
of Fashion Buyers

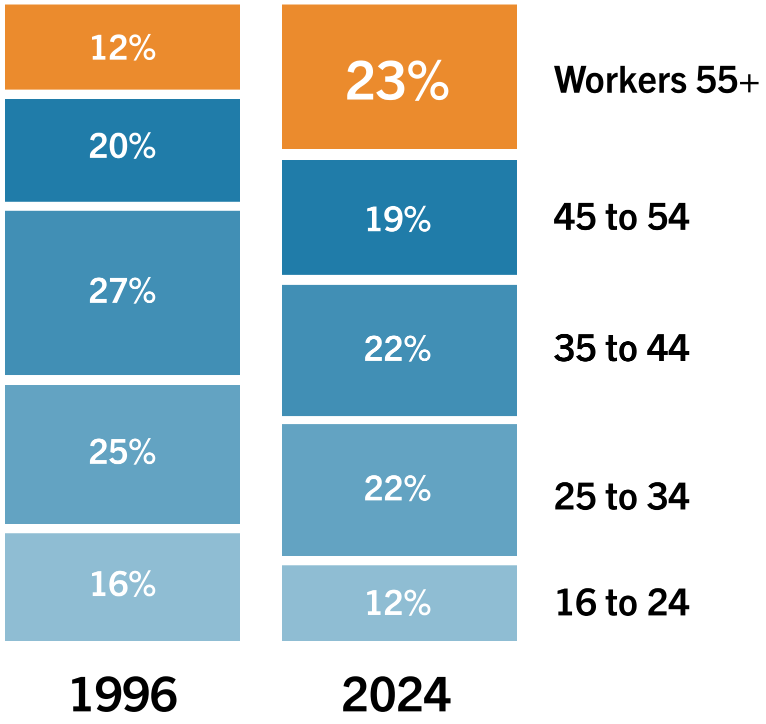
43%
of Cosmetic and Fragrance Buyers**

72%
Of All Stocks Are Owned by 55+**

*Surveys from the Bureau of Labor; **GFK Spring 2022; *** Federal Reserve 21; ****Longevity Economy Outlook AARP 2018 Bureau of Economic Analysis, annualized GDP data; *****Consumer Expenditure Survey/Nielsen, 2018)

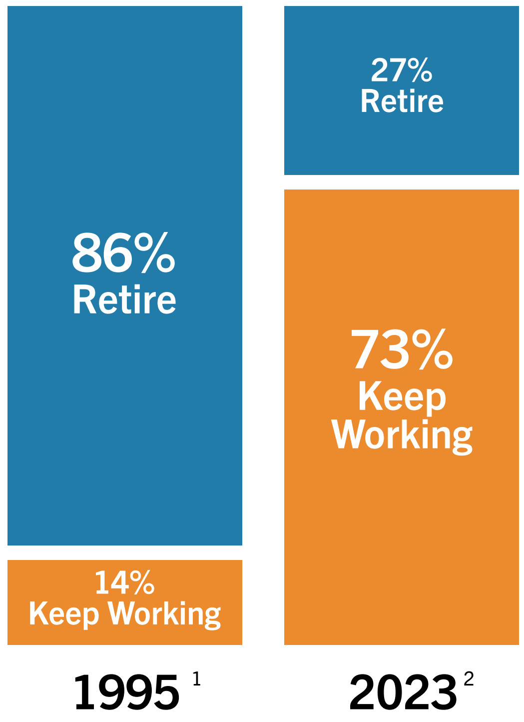
REFRAMING RETIREMENT

Workforce Age Makeup



Current Population Survey
U.S. Bureau of Labor Statistics, 2025

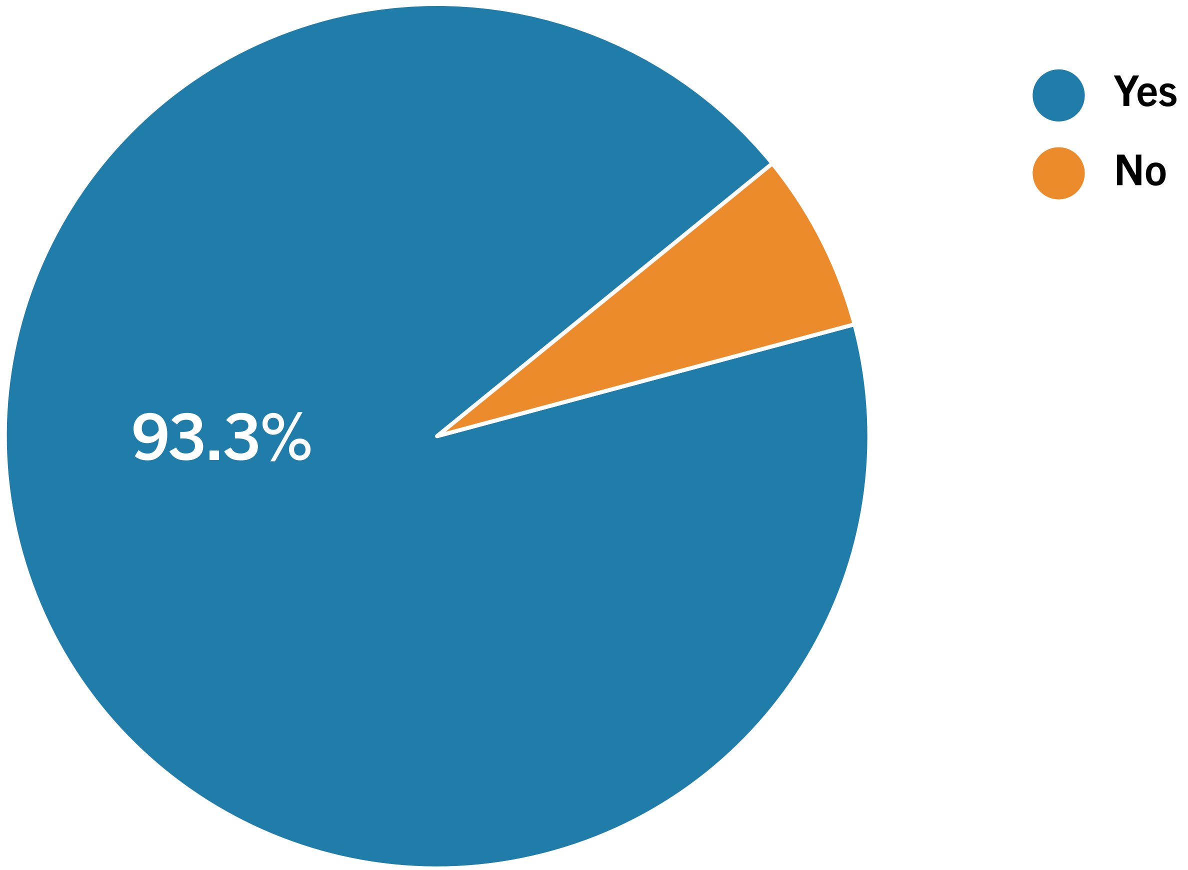
Plans at Retirement Age



[1] **Most U.S. Employed Adults Plan to Work Past Retirement Age.** Gallup, 2017
[2] **Retirement Confidence Survey.** EBRI and Greenwald Research, 2023

REFRAMING RETIREMENT

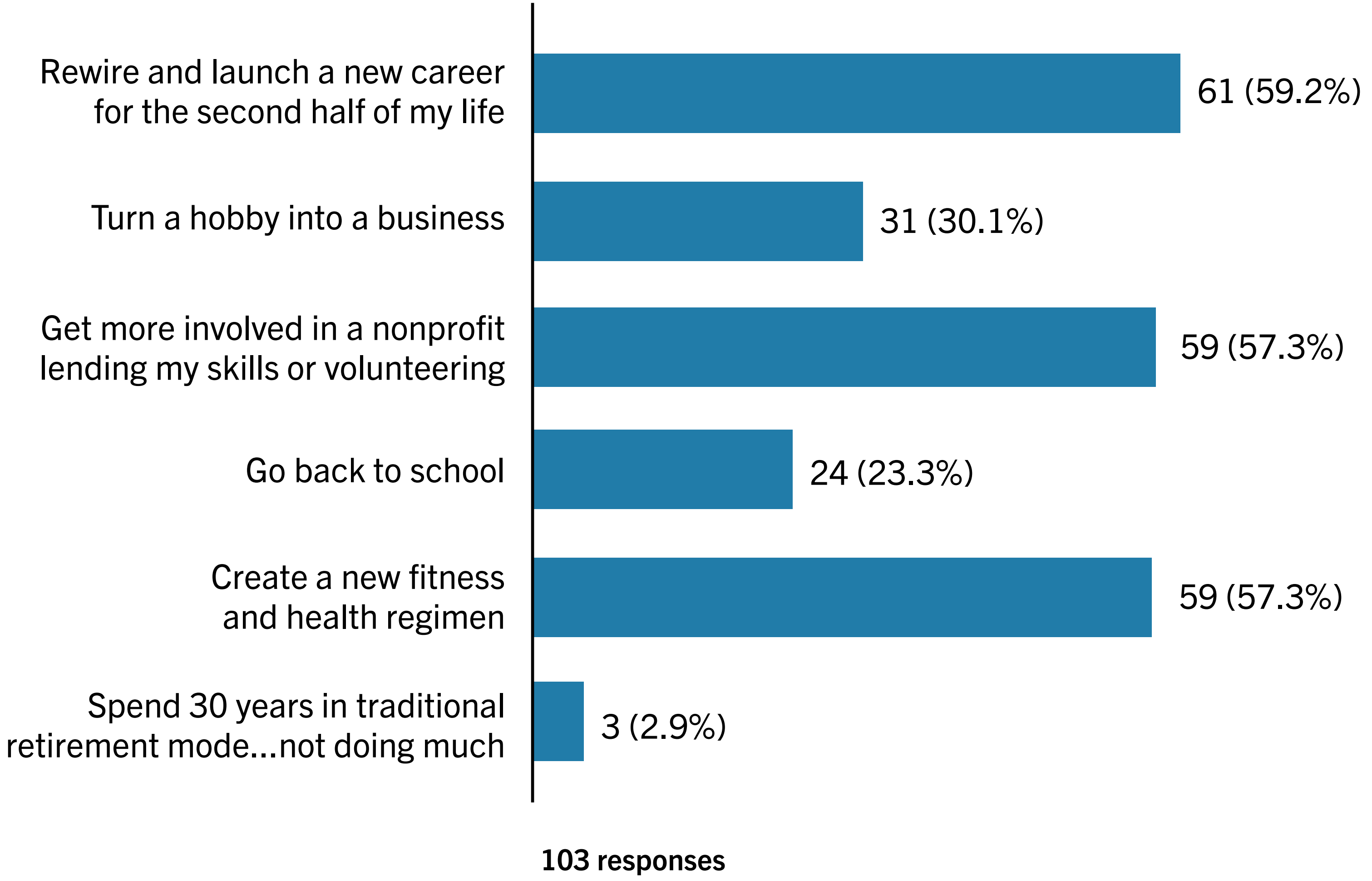
As we all live longer lives, do you think that the traditional concept of “retirement” at 65 is outdated?



Source: ROAR Newsletter Survey, May 2025

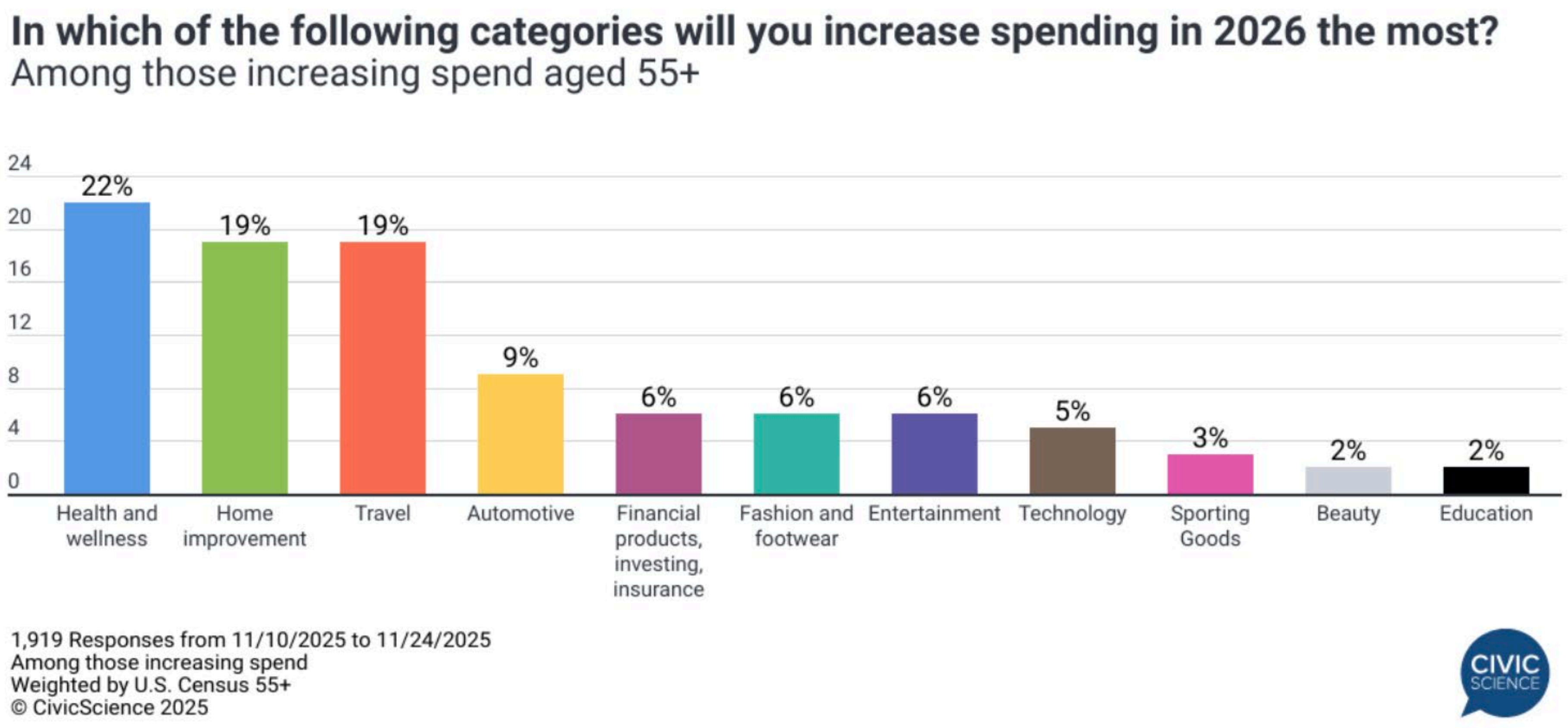
REFRAMING RETIREMENT

In the New Longevity with lifespans reaching 90 or older, what do you plan to do after you are ready to leave your main job or career?



Source: ROAR Newsletter Survey, May 2025

TRAVEL, HEALTH, AND HOME REMAIN TOP SPENDING PRIORITIES*

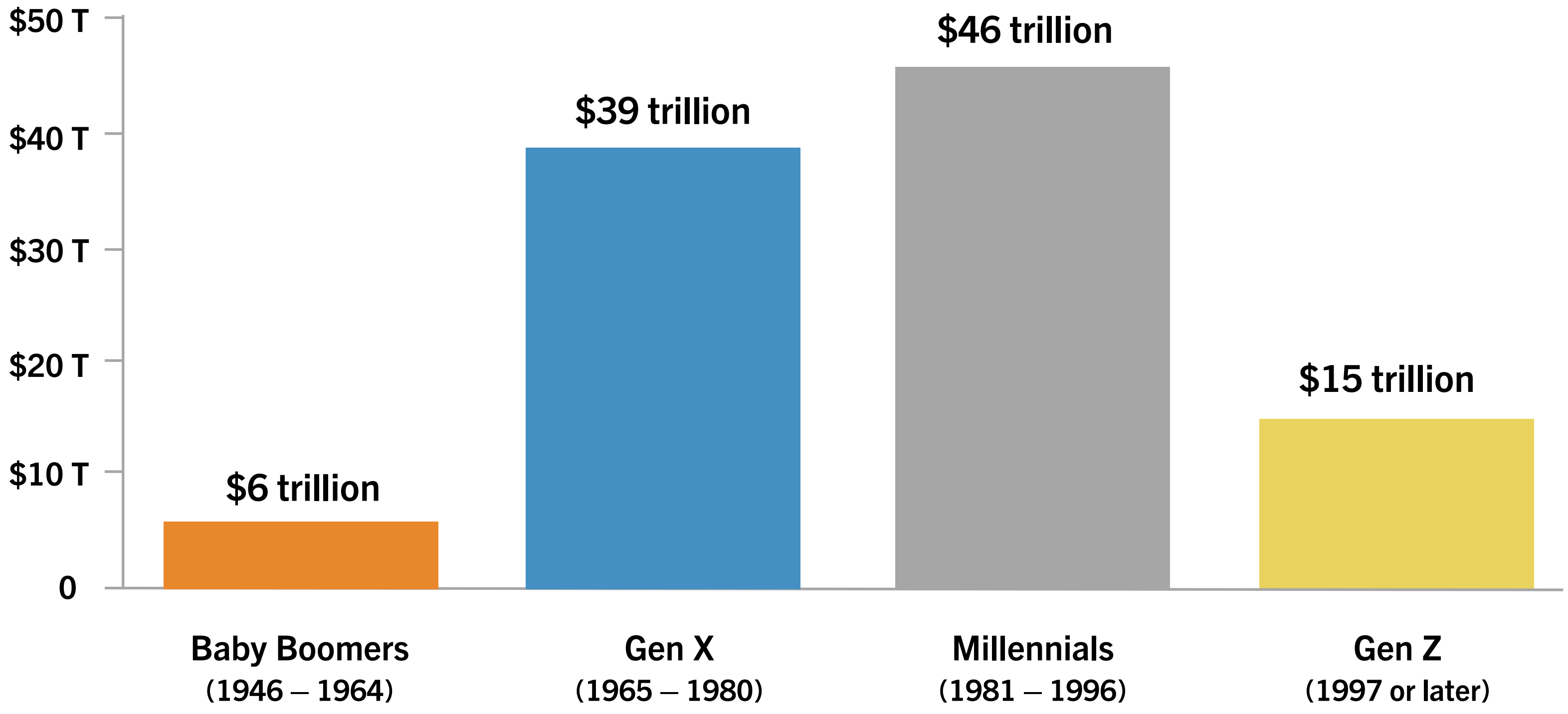


*Even though this research was not focused on Re-Imagineers

THE GREAT WEALTH TRANSFER

AN UNPRECEDENTED WEALTH TRANSFER

Estimated wealth to be inherited through 2048 by generation



Source: Cerulli Associates, "The Cerulli Report: U.S. High-Net-Worth and Ultra-High-Net-Worth Markets 2024."

MONEY IN MOTION : AN OPPORTUNITY . . . OR A LOSS

$124 trillion

expected in The Great Wealth Transfer

- $54 trillion to surviving spouses
- $47 trillion to younger women, often daughters

Source: Cerulli Associates, "The Cerulli Report: U.S. High-Net-Worth and Ultra-High-Net-Worth Markets 2024."

WOMEN HAVE DIFFERENT NEEDS

Women in the United States—more so than men—seek hyper-personalized, outcome-based financial advice that meets their real-life goals.

Share of respondents who agree with each statement

Am confident I will achieve my goals, when I think about my financial future.

51% Women | 57% Men

Am very comfortable making important investment/savings decisions on my own, without the help of a professional.

24% Women | 39% Men

I believe it is extremely important to find an investment professional who is a good personality match.

52% Women | 42% Men

I would only work with an investment professional who was recommended by someone I know and trust.

29% Women | 22% Men

Source: McKinsey & Company, Federal Survey of Consumer Finances: $100,000+ in wealth and 25-75 years old: McKinsey analysis: n = 9,434 ($100.000+ in investable assets and age 25-75); women n = 2,889, men n = 6,545

THE TRILLION DOLLAR BLIND SPOT

- **Single adults over 50**: a massive, overlooked consumer segment—worth trillions—yet remain largely ignored.
- Driven by rising "gray divorce" rates (36% of 2019 divorces were couples over 50 vs. only 8% in 1990).[1]
- This segment also includes surviving spouses and adult divorced children over 50 inheriting financial assets in the great transfer of wealth.

Market Size[3]

- 41 million Americans age 50+ are single.[2,3]
- Women = 25 million, Men = 16 million
- Together they represent roughly 33% of the 50+ population
- And are estimated to be 12-15% of the total population

- Single status re-entry sparks a surge in spending tied to identity reinvention benefiting multiple categories: fashion, wellness, travel, lifestyle, home, beauty, and social experiences.

1 Bowling Green State University's National Center for Family & Marriage Research; 2 Pew Research – Single defined as not married, living with a partner, or in a committed relationship; 3 Pew 2020 profile + subsequent summaries – Gender split assumption (49/51), IBIS World summary of Census-based estimate – Based on Census age-sex distribution tables, U.S. Census Bureau population estimates – Blended % calculated from weighted averages.

“The future of aging will not be determined solely by medical breakthroughs or individual behaviors.”

It will increasingly be shaped by the homes people live in, the communities they belong to, the technologies surrounding them, and the cities they move through every day.

The shift Is subtle but significant: longevity is increasingly shaped not only by what happens inside the body, but by the environments that surround it. Longevity Is becoming an environmental ecosystem.

Source: Havas Study 0206

LONGEVITY HITS HOME

The Rise of Home as High-Tech Health Hub

In the next five years,

45%

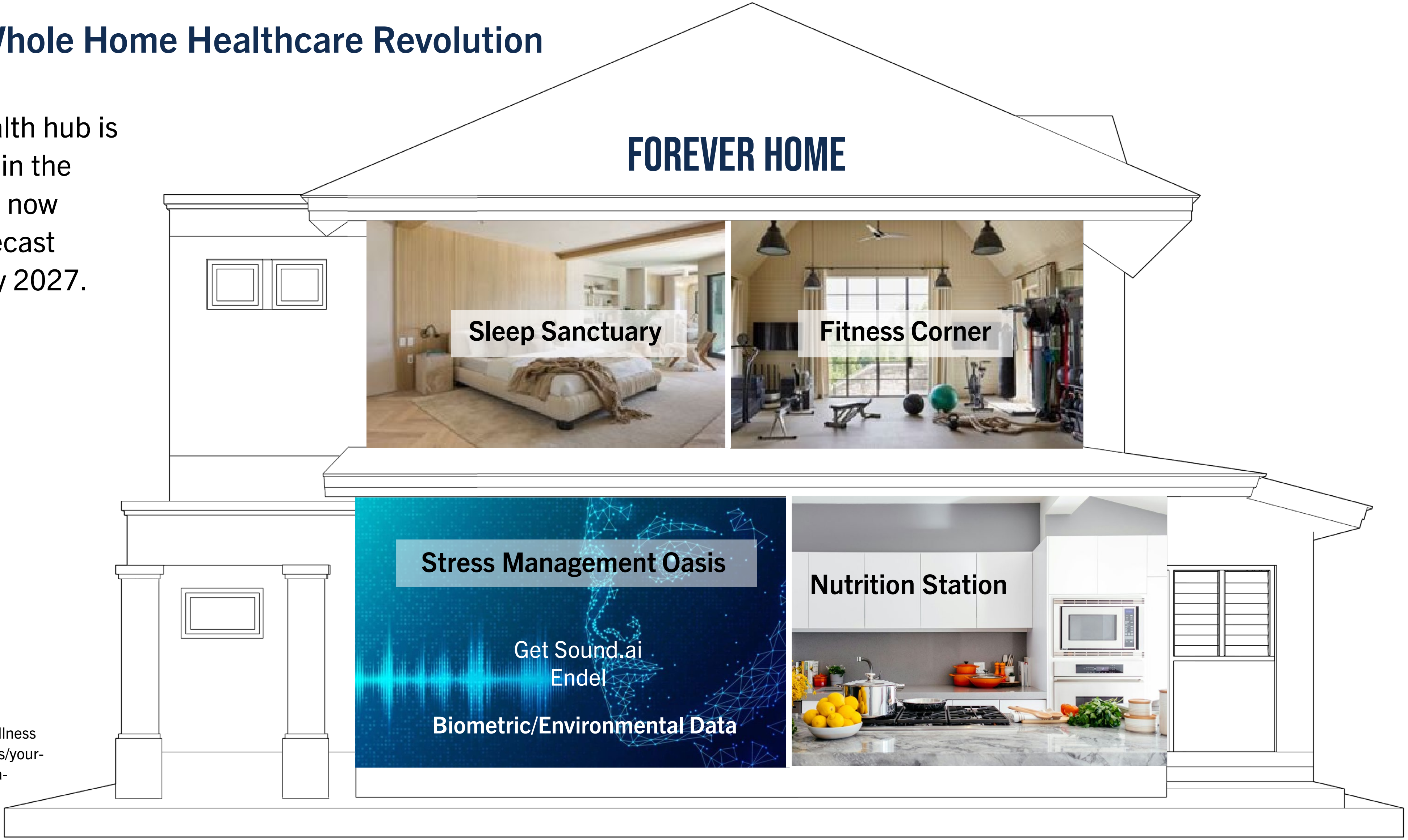
of healthcare services are expected to be delivered at home.

Source: Global Wellness 24 Trend Report

THE SMART HOME HAS STEPPED UP –

Now Pushing For A Whole Home Healthcare Revolution

The home as high-tech health hub is a transformative trend within the wellness real estate sector, now worth **$398 billion** and forecast to grow to **$887.5 billion** by 2027.

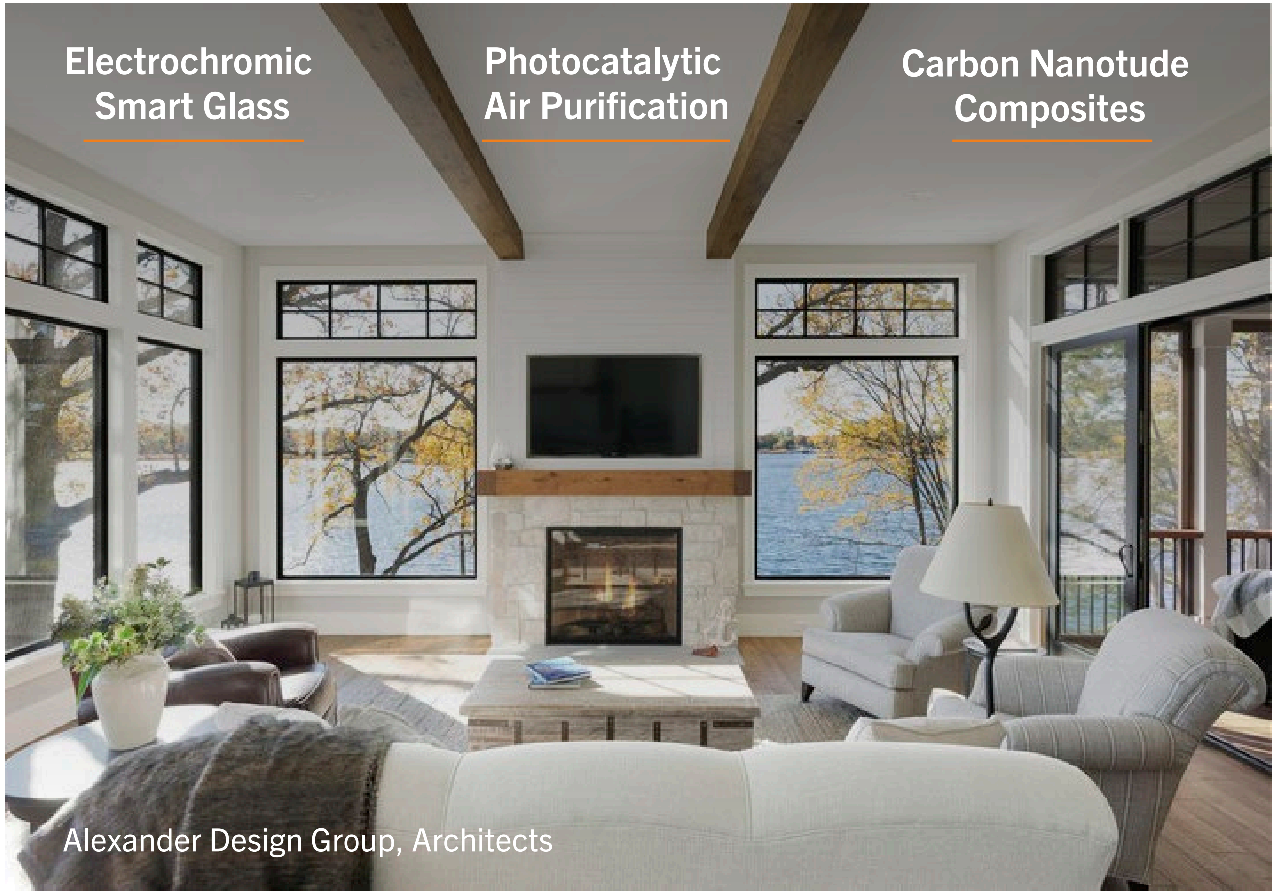


Source: The Global Wellness Summit Future of Wellness Report; cepro.com; rootsensetech.com/blogs/news/your-home-your-health-hub-a-guide-to-smart-tech-for-a-healthier-you.

INNOVATION INTEGRATES INTO AESTHETICS OF THE FOREVER HOME

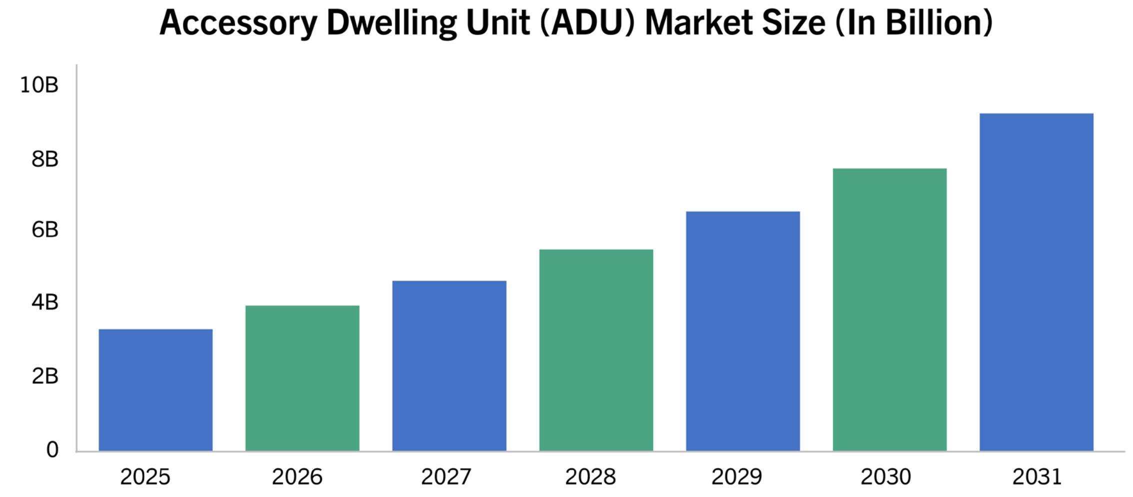
- 21st century homes evolve into multifaceted ecosystems, merging advanced nanotechnology and empathetic architecture to create adaptive/responsive living spaces that prioritize well-being.

- New sensory-enhanced generation of textiles: home fabrics & upholstery equipped with interactive interfaces-acting as sensors - gather real-time biometric information such as heartbeat, pulse, temperature, etc.

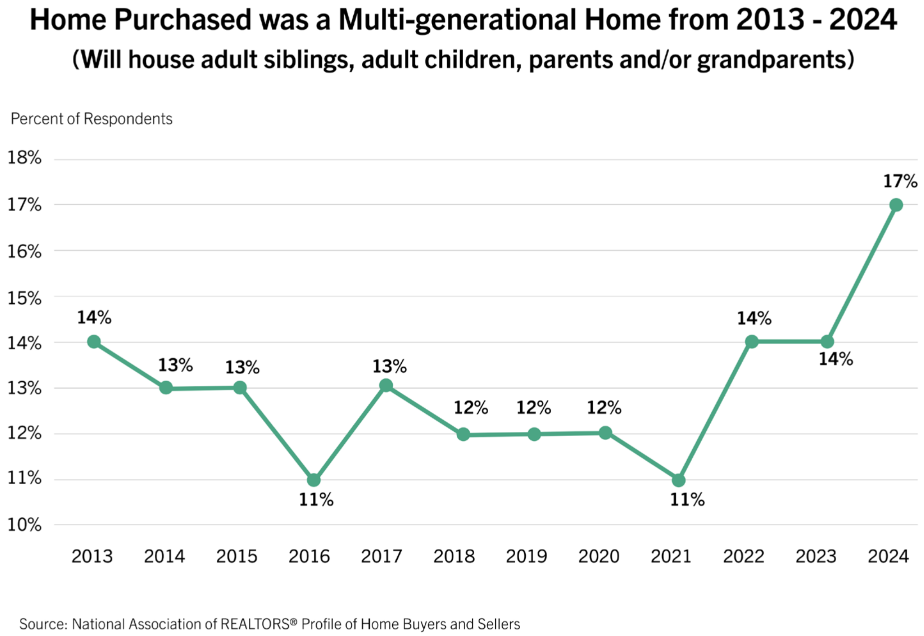


HOMES WITH MULTI-GEN SUITES

- Growth of ADU or Connected Family Suites
- Flexibility for the entire family
- Input from Stanford academics, policy makers, thought leaders, and think tanks



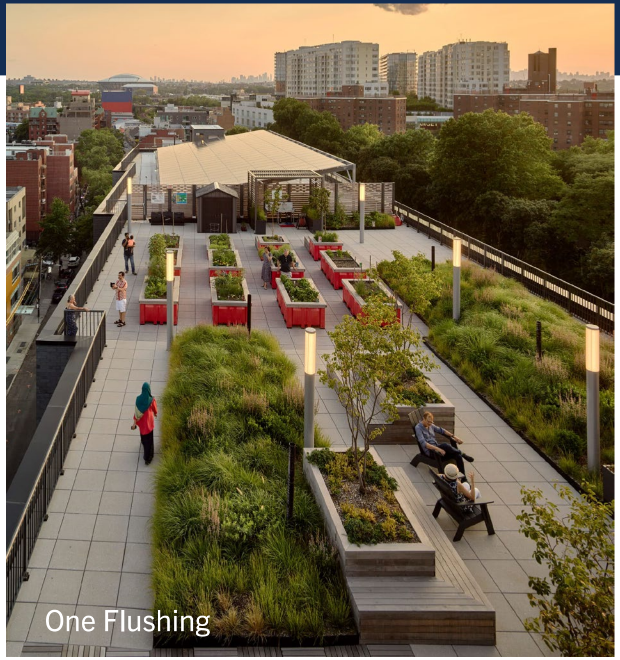
Source: National Association of REALTORS



FOUND FAMILIES

- Baja Sage: MEA's Intentional Co-living Community
- Marabella at ASU
- Belgium Housing Projects
- SallBO: A City Funded Housing Development in Sweden
- One Flushing: U.S. Program in Queens, NY

Baja Sage



One Flushing

Marabella at ASU

Source: National Association of REALTORS

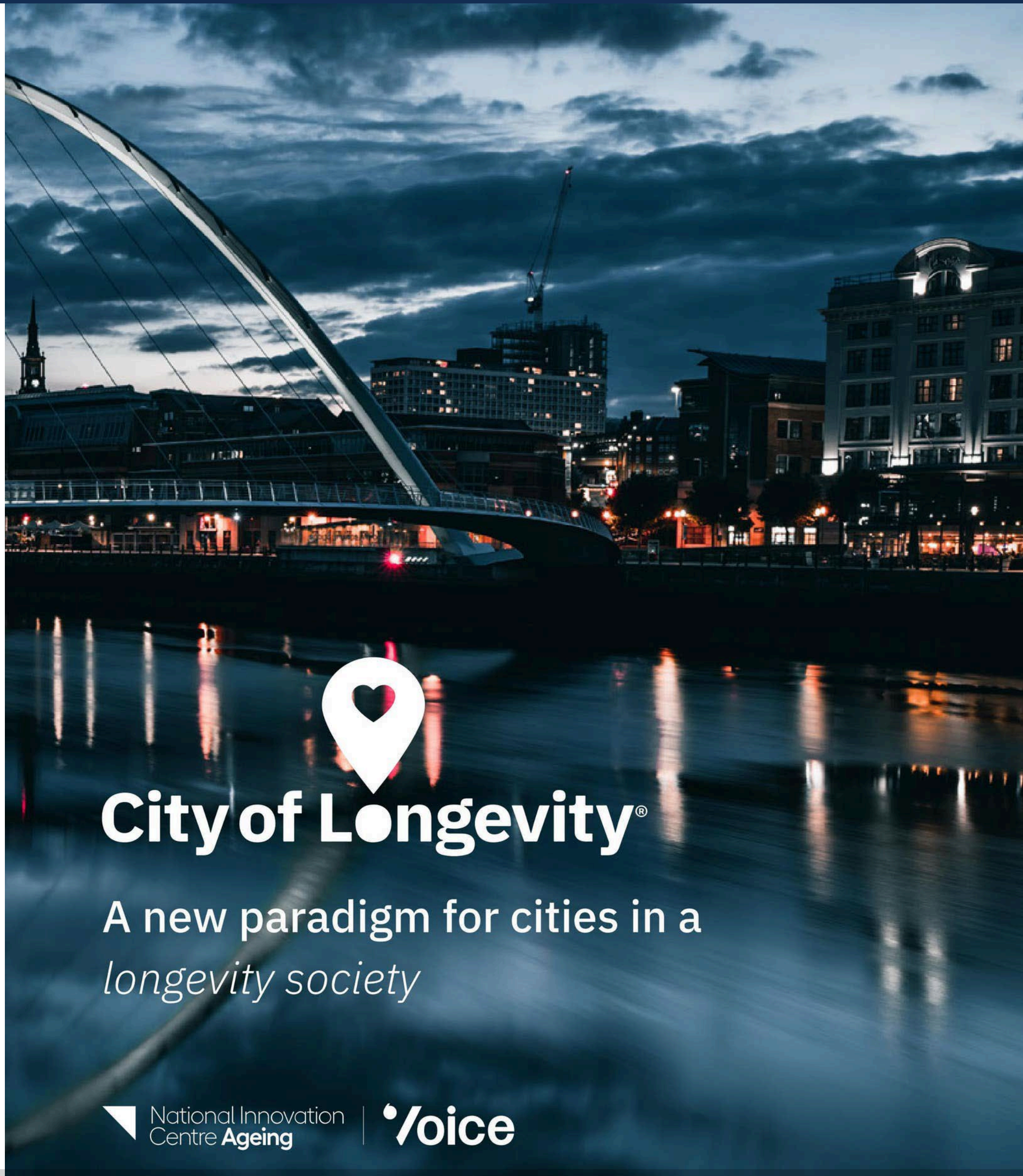
CITY OF LONGEVITY: A NEW PARADIGM FOR CITIES IN A LONGEVITY SOCIETY[1]

Pioneering cities around the world transforming from age friendly to longevity ready[2]

- Newcastle, UK (open-source "test case" and toolkit)[4]
- Berlin, Germany
- Belfast, Northern Ireland
- Bueno Aires, Argentina
- Tel Aviv, Israel
- Barcelona, Spain
- Lisbon, Portugal
- Bergamo, Italy
- Singapore
- Zurich, Switzerland
- Copenhagen, Denmark
- Madrid, Spain
- Quebec City, Canada
- Oslo, Norway
- Melbourne, Australia
- Tokyo, Japan
- Boulder, Colorado
- Kansas City, Missouri
- Atlanta, Georgia
- NYC

> **"The billion people currently over 60 in the world will double to over 2 billion by 2050. Most of them will live in cities."** [4]

Sources: 1 Venning, M. (2024, October 29), Urban Tales for a Future in Longevity Cities; changerangers.com/aging-community-design/2024/urban-tales-for-a-future-in-longevity-cities-3
[4] McKegney, A. (2023, July 14) Newcastle hosts first global event on building cities of longevity; newcastle.gov.uk/citylife-news/newcastle-hosts-first-global-event-building-cities-longevity



GLOBALLY, LONGEVITY CITY ACTIVITY IS ACCELERATING

- **Age-inclusive, self-sustaining communities**[1]
- **Cross-sector collaboration: public health, urban planning, technology, and finance**[2]
  - Data-driven, open-source frameworks
  - Smart tech/mobile health services
  - Inclusive, communal activities
  - Pedestrian-friendly and green spaces
  - Accessible public transportation
  - State-of-the-art active/wellness facilities
  - Climate change adaptive
  - Every citizen gets their 15 minutes

Sources: [1] United Nations Human Settlements Programme (2022) Un-Habitat*: World Cities Report 2022 - Envisaging the Future of Cities*; unhabitat.org/sites/default/files/2022/06/wcr_2022.pdf;
[2] Ahuja R., Eyre H., Nanda U. (2024, July 9), *Shaping Environments to Shape Us: The Case for Longevity Cities; Milken Institute;*https://milkeninstitute.org/content-hub/research-and-reports/reports/shaping-environments-shape-us-case-longevity-cities

LET’S TALK BRAND LOYALTY FOR THE 50+ CROWD

BRANDS ARE NOT OFF THE HOOK, AND MISSTEPS COULD HAVE THEM MISSING OUT

AMONG ALL 50—70-YEAR-OLDS

think brands do "very well" at prioritizing and connecting to people their age

1 IN 5

have stopped buying a **specific** brand product or service because they did not represent or connect to people their age

TOP 5 REASONS FOR LEAVING

1. The brand was no longer meeting their needs
2. The brand didn't align with their values
3. The brand's messaging did not connect with them
4. The brand's image of people their age was outdated or irrelevant
5. They felt they weren't a priority customer

1 IN 2

50—70-year-olds say they tend to shop with brands that authentically represent them

THE BIG MISS IN MARKETING

34%
of the Population

70%
of U.S. Wealth

Contribute
8.3
Trillion to U.S. GDP

Yet Only 5% of Advertising Targets This Market

REPRESENTATION OF 50+ IS BROKEN ACROSS MEDIA AND ADVERTISING

3 IN 4 SAY IT'S IMPORTANT THAT MEDIA AND ENTERTAINMENT AUTHENTICALLY REPRESENT PEOPLE THEIR AGE, YET ONLY 13% OF ALL 50–70-YEAR-OLDS THINK MEDIA DOES 'VERY WELL' AT REPRESENTING PEOPLE THEIR AGE.

64%
of all 50–70-year-olds agree representations of people their age in the media largely reflect outdated stereotypes

62%
of all 50–70-year-olds agree that there is limited representation and visibility for people their age in the media

69%
of all 50–70-year-olds agree modern representations are limited to a few cliché categories

THERE'S A UNIVERSAL BELIEF THAT A NEW SCRIPT NEEDS TO BE WRITTEN

91%
of all people aged 50–70 agree there are **outdated, negative stereotypes** about people in the second half of their lives

94%
of all people aged 50–70 agree we **need an updated, modernized understanding** of the vitality of people in the second half of life

Across the board, people over 50 agree there is a problem with how our culture sees people in the second half of their lives.

People 50+ experience the negative impact of these stereotypes.

Among all 50–70-year-olds

83%
say professionals and workers over 50 face ageism and discrimination in the workplace

83%
say older individuals are assumed to be limited in their ambitions and abilities

80%
agree people over 50 are given less opportunities than younger individuals

75%
say people in the second half of their life are not as valued as their younger peers

RE-IMAGINEERS ARE EAGER TO CONNECT WITH BRANDS THAT DELIVER ON WHAT THEY VALUE – INNOVATION, EVOLUTION, AND QUALITY

81%
love to discover and try new brands products and services
(vs. 74% Gen Pop)

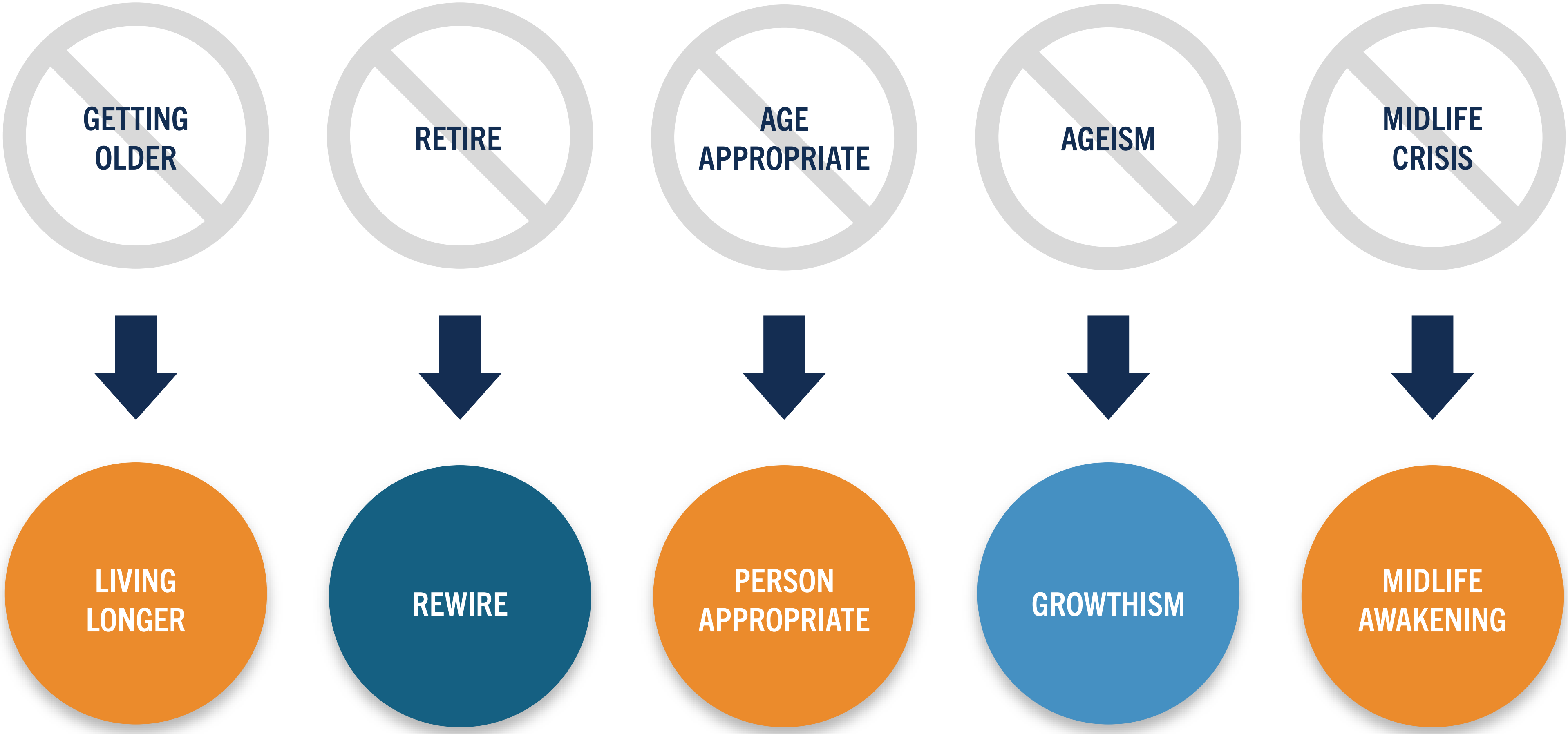
71%
are often on the lookout for new brands, products and services to try
(vs. 61% Gen Pop)

90%
value brands that are always innovating their products and services
(vs. 81% Gen Pop)

94%
shop brands, products and services based on quality
(vs. 85% Gen Pop)

76%
prefer best in class brands, products, and services
(vs. 58% Gen Pop)

THE ROAR SECOND HALF OF LIFE LENS



THERE IS PROGRESS

WWD ☰ MENU | READ NEXT: Christian Siriano Pre-Fall 2026 Coll... | ACCOUNT | SUBSCRIBE

FASHION / FASHION TRENDS

Roar Forward Unveils 2025 Top Age-inclusive Ads List: Bottega Veneta, Sephora and More

Inside Roar Forward's selection of the 12 most age-inclusive ads of the year.

By NOOR LOBAD   DECEMBER 17, 2025, 12:01PM

Roar Forward has unveiled its annual list of the most age-inclusive ads of the year.

Founded in 2021 by longtime Hearst Magazines president and publishing director Michael Clinton, Roar Forward is a content and membership platform launched to support people aged 50 and up. This year, the platform is rolling out its second annual list of the 12 most age-inclusive ads, featuring campaigns by brands such as Bottega Veneta, Sephora and more.

Most Popular

Vans Launches a 'KPop Demon Hunters' Sneaker Collection Featuring Its Signature Styles

Michael Jordan's Original Air Jordan 4s Are Coming Back for the First...

Michael Jordan's Most Popular Air Jordan Is Coming Out in a New 'Pink...

TO RECAP

- Demographic Societal change is here.
- Understanding the New Longevity Consumer will be key to your success.
- Be ready for change, new norms have arrived.

ROAR forward

Re-Imagine the Second Half of Life

ROARforward.com