

Article number

38549

List name

Seniors [D]

Number of items	Name	Price in EUR	Pricing unit
5,742,215	Total inventory	145.00	‰

Age group ranging from 60 to 90
- Of which approximately 65 % male
- Of which approximately 35 % female

Minimum invoice: Net, at least 50 % of the supplied volume, at least 5,000 addresses
Selection costs: EUR 9.00 ‰ on the delivered volume, at least EUR 185.00 fixed rate

No other target group is growing as fast as the seniors. While all the talk in the media is about the over-aging population, stationary and mobile retail is enjoying the benefits of this group, the members of which often remain healthy, lively consumers into an advanced age. They are often just as interested in travel - be it a long cruise or a bus trip to a German or European city - as in large and small presents for their children and especially their grandchildren.

Almost any group of goods comes into question - the desire comes from the younger consumers; the money from the seniors. And many seniors are in a good financial position. After all, their children are out of the house and their mortgage paid off. They also donate more than average to social projects.

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