

Courting the Chinese senior shopper



It is worth creating targeting messaging to reach this large and growing segment of the Chinese population

The global population is aging, and while nationally there are exceptions to this rule (especially throughout Africa), China is falling easily into the worldwide pattern. Those 65 and older are the fastest-growing demographic in the country, as improvements in health care have joined 40 years of strong economic growth to greatly increase the average lifespan of the country. By 2030, Chinese aged 60+ are expected to comprise a full 25% of the population.

Those 40 years of strong economic growth also mean the senior Chinese generation — as with the country as a whole — have considerable spending power, and marketers are beginning to take note.

Challenges in selling to this valuable cohort include a significantly decreased appetite for, or knowledge of, technology. This age group tends to be at least somewhat set in their ways when it comes to purchasing choices, and — especially in this country — are traditionalists, less likely to be swayed by trends or celebrities.

Forbes contributor Frank Lavin suggests a few ways retailers can successfully sell to this important segment of the huge Chinese market.

He suggests creating a customized marketing campaign for this group instead of using one message for the entire country (and reminds us that this one segment of the Chinese population approaches the number of the entire US population). For example, marketers should use messaging that includes the wisdom of old age, the joy of long relationships and the importance of family.

Stick to comfort and reassurance as opposed to innovative. While they will use the digital space, for example, wise marketers will use familiar messaging, they will stress dependability and use that digital space in a comfortable way using comfortable apps for this age group.