

# Catering To The Needs Of Baby Boomers

Contributed by Webmaster

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Baby boomers are the people born between 1946-1964, the period in which US saw a remarkable high birth rate. There are companies that are designed to cater to the requirements of these people, as they are getting older.

Between 1946-1964, after the Second World War and before Vietnam War, the US experienced a remarkable spike in birth rate. It has been estimated that 76 million babies were born during this period. The generation of people born during this period is known as baby boomers and constitutes about 28% of today's US population.

In fact, this generation is one of the biggest people groups in the history of the US. This is a fact this generation has set economic trends in the US for more than 50 years, which means due to high number of babies in 1950s the US saw a boom in the sale of toys and diapers. In 1960s many new schools were established for accommodating them, in 1970s fast food chains were established for feeding them. And, in 1980s the real estate market soared for housing them and in 1990s discount stores were flourished for servicing their requirements. Even today, these people continue to influence the economy of the nation significantly.

Statistics show that one man in US turns 60 years old after every 8-second, which means there is a large number of 60 year olds in the country. So, a company catering to the needs of baby boomers must know what are the needs, requirements, wants and concerns of these people and what they exactly do not want.

Foremost, they all want effective pharmacy and medical services as they are getting older and may need to be in frequent touch with health professionals.

If they need to travel through their surrounding, they will need taxi, auto and car services that need to be sufficiently provided by a professional company.

To get relaxed and refreshed, they will need the services of spas and salons and a massage service at their own home will be an added advantage.

A large number of baby boomers are getting retired but are not that exhausted to stay at home. Such people will like to look for a new job for which they will need job search services and unemployment information.

Retired people will also want to rejuvenate themselves by watching a movie or visiting a concert for which the companies can provide them with online or home delivery of tickets.

If they need to travel through airplanes, the company can provide them with travel agents and tickets delivered at their own home.

With their spouses gone long back, these people may want someone to share with. Thus, dating services are one of the most wanted services for the baby boomers.

In order to make their will and other legal references, they will also need legal services at their convenience.

Maybe the desire of some of them to get higher education could not be fulfilled during their young age. Now that they have retired and have plenty of time, they can continue their studies for which they will need adult education services.

They may also need financial planning services for managing their financial matters.

As these baby boomers are reaching the retirement age, there are companies focusing on producing products or services that will cater to their post-retirement requirements.

Max Powell is author of this article on Baby boomer products.

Find more information about elderly products [here](#).