

Demographics and Market Information



The Senior Market is Making History!

In today's marketplace nationally,

- 65+ market is driven by the baby boom generation, ages 55 to 73 in 2019, is unprecedented in U.S. history.
- 65+ Americans are projected to nearly double from 52 million in 2018 to 95 million by 2060.
- 65+ age group's share of the total population will rise from 16 percent to 23 percent.
- There are 76.4 million boomers age 55 to 73, compared with 49 million Gen Xers & 82 million millennials.
- There are 108.7 million Americans age 50+. Over 10,000 people turn 50 every day & Florida has the highest 50+ density in the U.S.

