

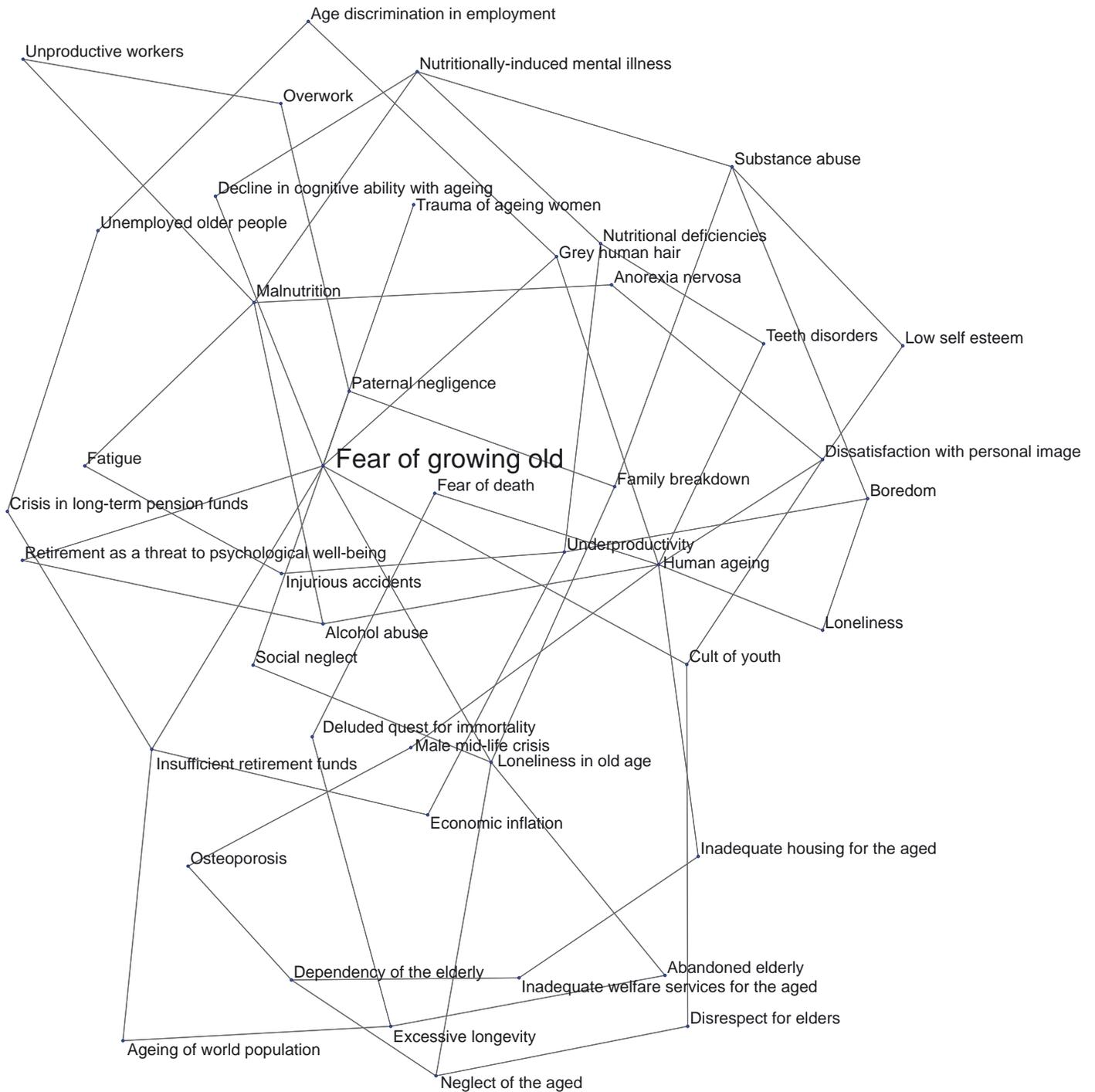
Figure 10.2.14. Fear of growing old

Database: World Problems and Issues

Link type: aggravates problems

Network nodes: 44

UIA database: <http://db.uia.org/scripts/sweb.dll/uiaf?DD=PR&CL=2&DR=J9144>



The fear of growing old is spreading, even to people in their twenties. Retailers and manufacturers are increasingly finding ways to cash-in on the search for eternal youth. This "age-driven" spending already makes up a significant proportion of all consumer goods spending. In Europe, the market is now worth 29bn euros, with UK consumers spending the most. People are becoming so obsessed with ageing that a growing number of 35 to 49 year olds are already dreading the prospect of old age. The boom in age-related worries means people are abandoning old routines and increasingly thinking about adopting healthier lifestyles. Food and personal care are two areas which will thrive in an increasingly age-obsessed age, the report said. Consumers will turn away from ready meals and other convenience foods to buy more raw ingredients instead. The personal care market will benefit most from fear of ageing, as consumers aim to take better care of themselves and make themselves look as attractive as possible.