



Brand Wise: Perspectives of Americans 55+ in 2026

**LEARN HOW WE HELP CLIENTS
ADDRESS THEIR AUDIENCES'S
EVOLVING VALUES. EMAIL US AT
HELLO@EMPATIXCONSULTING.COM**





Consumers aged 55+ (56%) are more likely than those younger (34%) to say they're **buying what they want when they want it less often**. This group has greater concerns about the economy and tariffs impacting their budgets.

*Is your brand considering their **economic reality**?*

44%

of those 55+ consider sustainability when making purchases (in line with younger adults at 47%).

Has your marketing tapped into older consumers values?

Older consumers are more skeptical of brands.



Only 13% of 55+ trust brands (vs. 30% of younger adults)



Only 24% of 55+ think brands have customers' best interest at heart (vs. 38% of younger adults)

How are you *building trust and confidence* with them?