



# GEN X

# THE HIDDEN INFLUENCER MARKETING OPPORTUNITY

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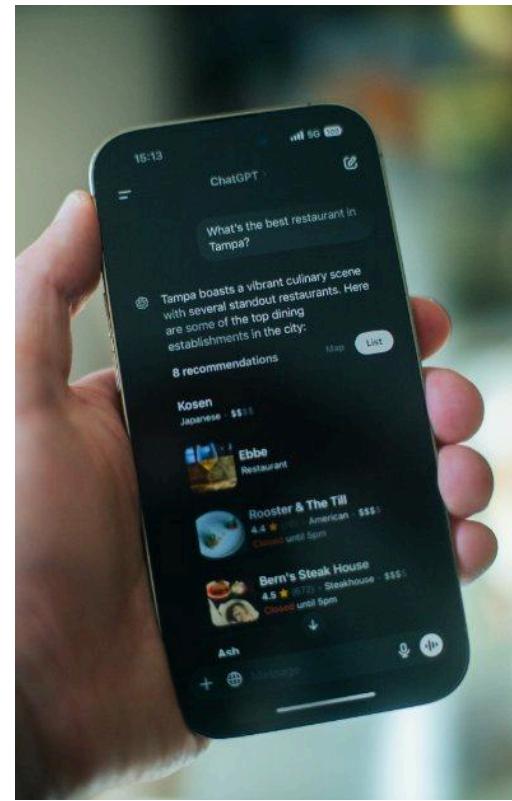
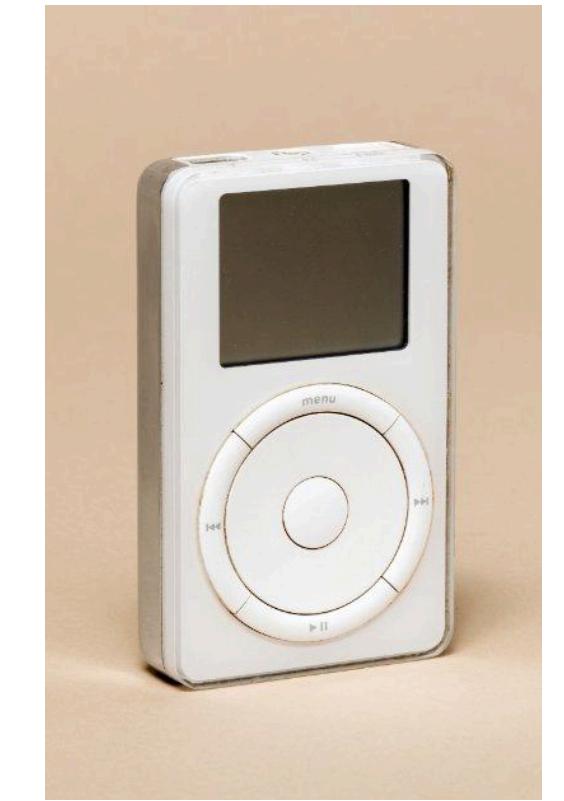


# Generation X

[ /dʒen.ə,rei.ʃən ˈeks / ] *noun*

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**Generation X - or Gen X - is the demographic cohort following the Baby Boomers and preceding Millennials. This includes those born between the mid-1960s, and early 1980s.**



### Silent Generation

1928-1945

Youth was defined by conformity and caution.

### Baby Boomers

1946-1964

The postwar baby boom that built society.

### Generation X

1965-1980

Independent realists raised in transition.

### Millennials

1981-1996

The bridge between analog and digital life.

### Generation Z

1997-2012

True digital natives of social media.

### Generation Alpha

2013-2025

AI-native children of a connected world.

# The Generations

# The Highest Spending Generation

[Section 02]



This is down to factors including benefiting from the lower barrier to buying property before the financial crash. They're more likely to have paid off their mortgage, and children may have flown the nest, making all disposable income their own.

Source: Forbes

**Gen X is approaching peak earning years with \$42 trillion in current household wealth.**

# What is Gen X purchasing?

Gen X make the majority of their essential purchases offline, eg. groceries and pharmaceuticals. But they favor online shopping for luxuries like clothes, beauty products, and electronics. This is important to inform brands marketing spend distribution.

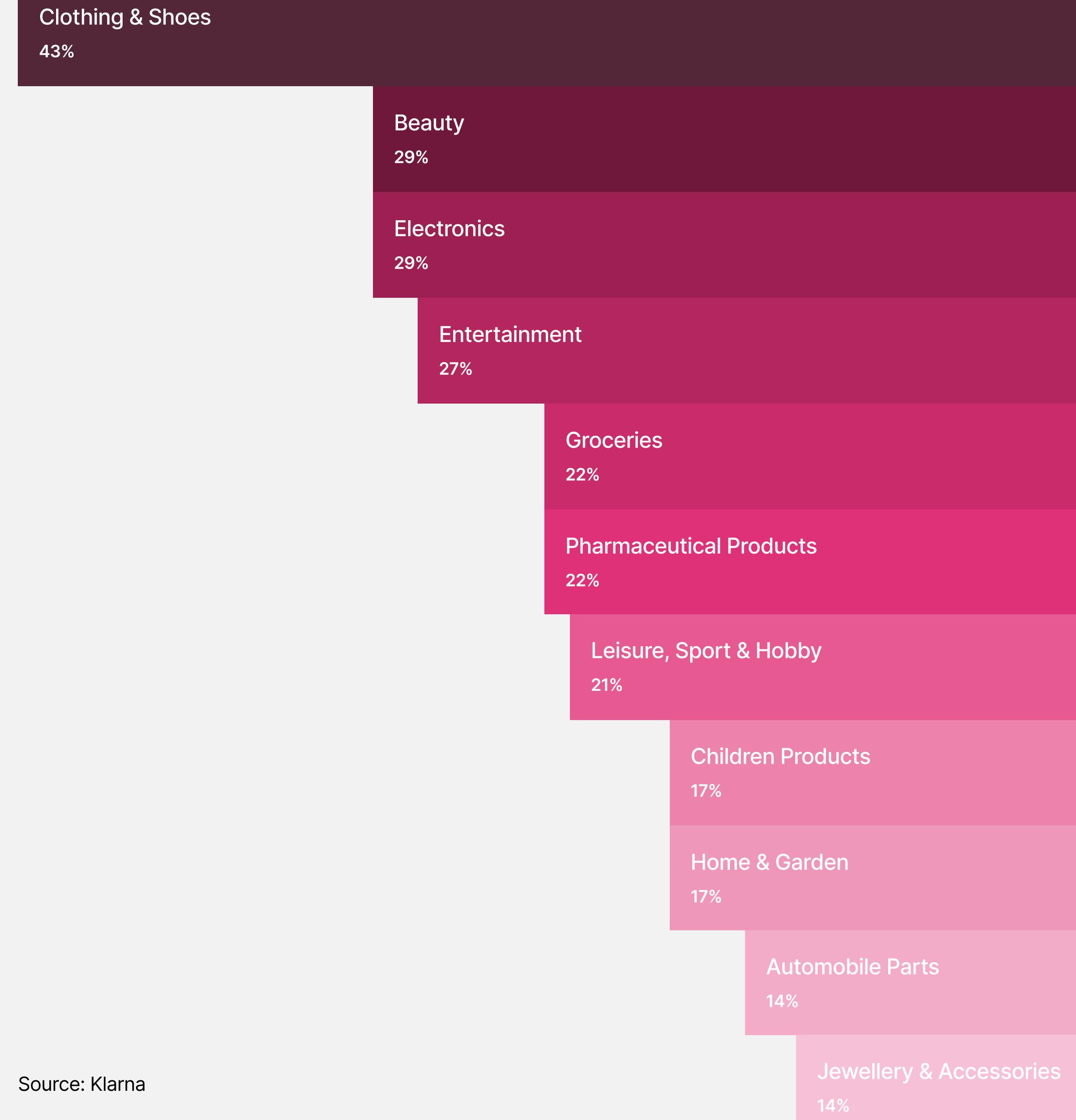
## Top of Funnel

Awareness-based influencer content focusing on CPG products they can pick up at their local grocery stores, hyper-driving content for television and film releases, and education around kids products to inform prior to purchase.

## Bottom of Funnel

Beauty product recommendations from influencers in paid ad placements with a direct link to purchase, “try on” fashion content with influencers offering discounts with their exclusive code, and tech and electronic reviews for products like mobile phones and computers, offering a free trial period.

## Gen X Online Shopping Habits



86%

# Most popular shopping apps among Gen X

Gen X enjoy online shopping, particularly on apps including Amazon, Walmart, and eBay.

38%

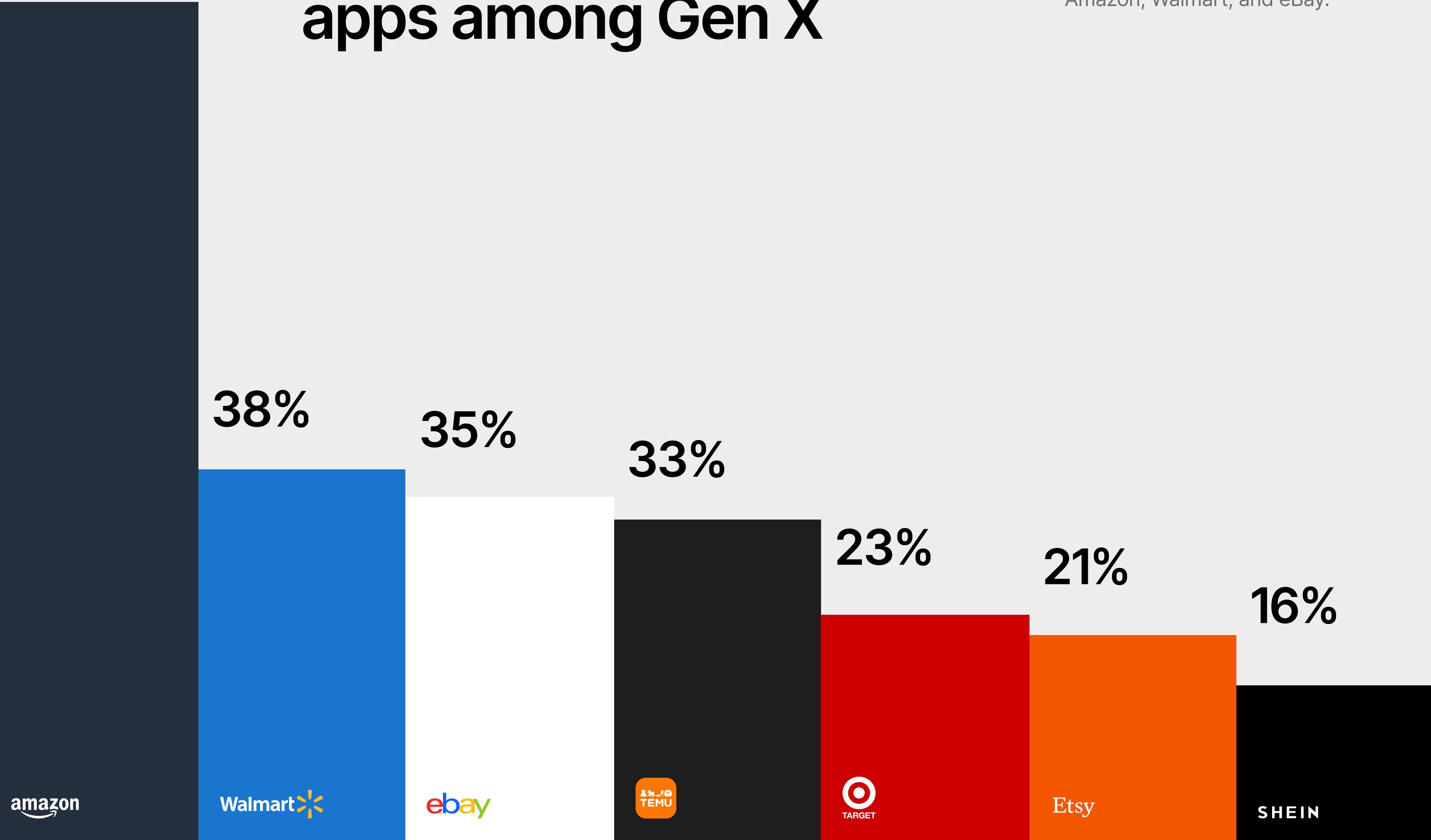
35%

33%

23%

21%

16%

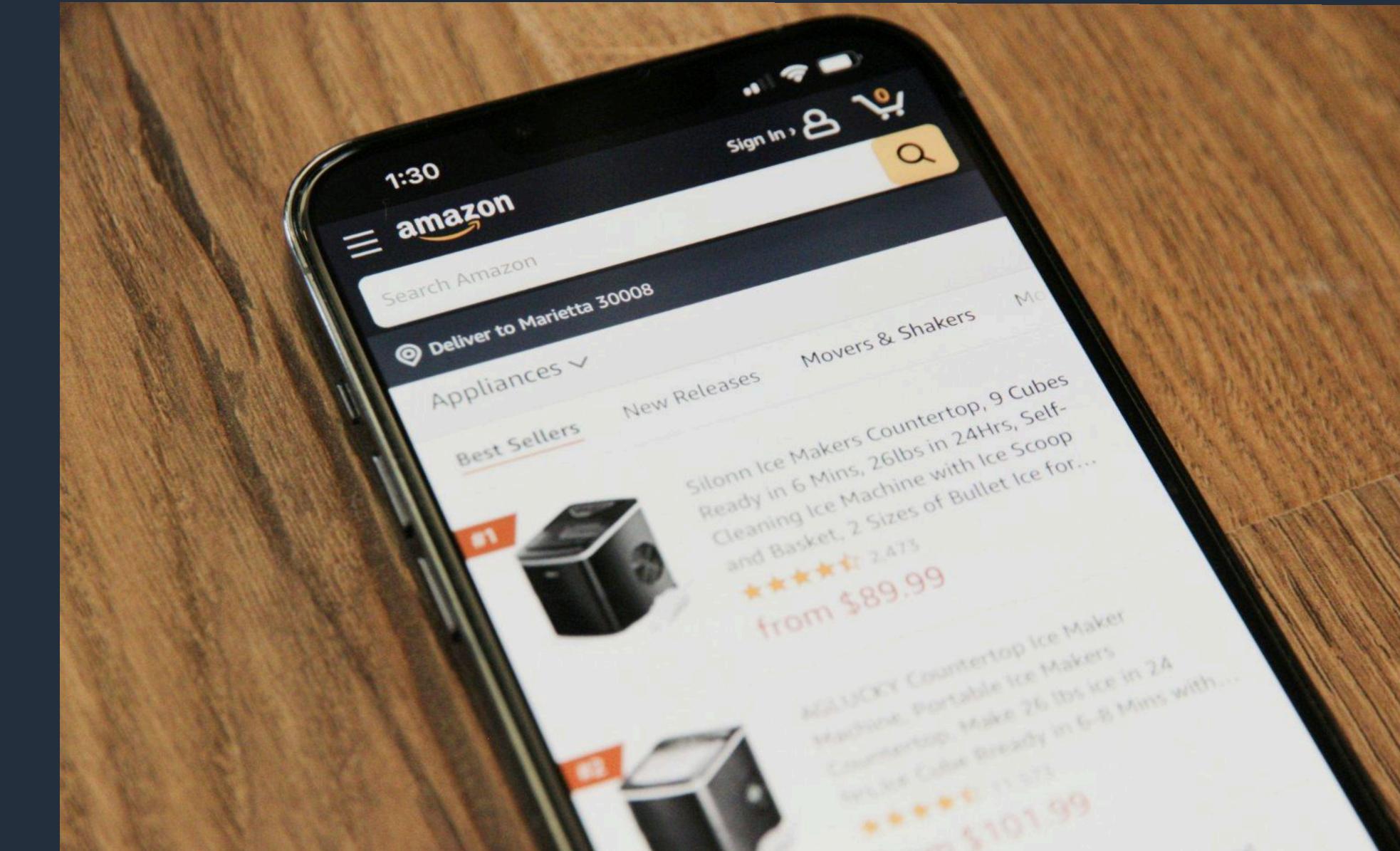


Source: Statista

## Amazon is the top online retailer for Gen X

Popular online retailers should place Gen X as a core part of their marketing strategy. YouTube and Facebook are two of the core direct traffic sources for Amazon. Each platform hosts creator content such as product recommendations and direct links to purchase. CPG brands should consider listing products on Amazon, Walmart, and Target to reach Gen X shoppers outside of their direct websites.

Source: Ecer



# Opportunity for Brands

# An educated approach to spending

[Gen X's path to purchase]

Gen X read online reviews, compare prices, and check multiple sources before committing to a purchase.

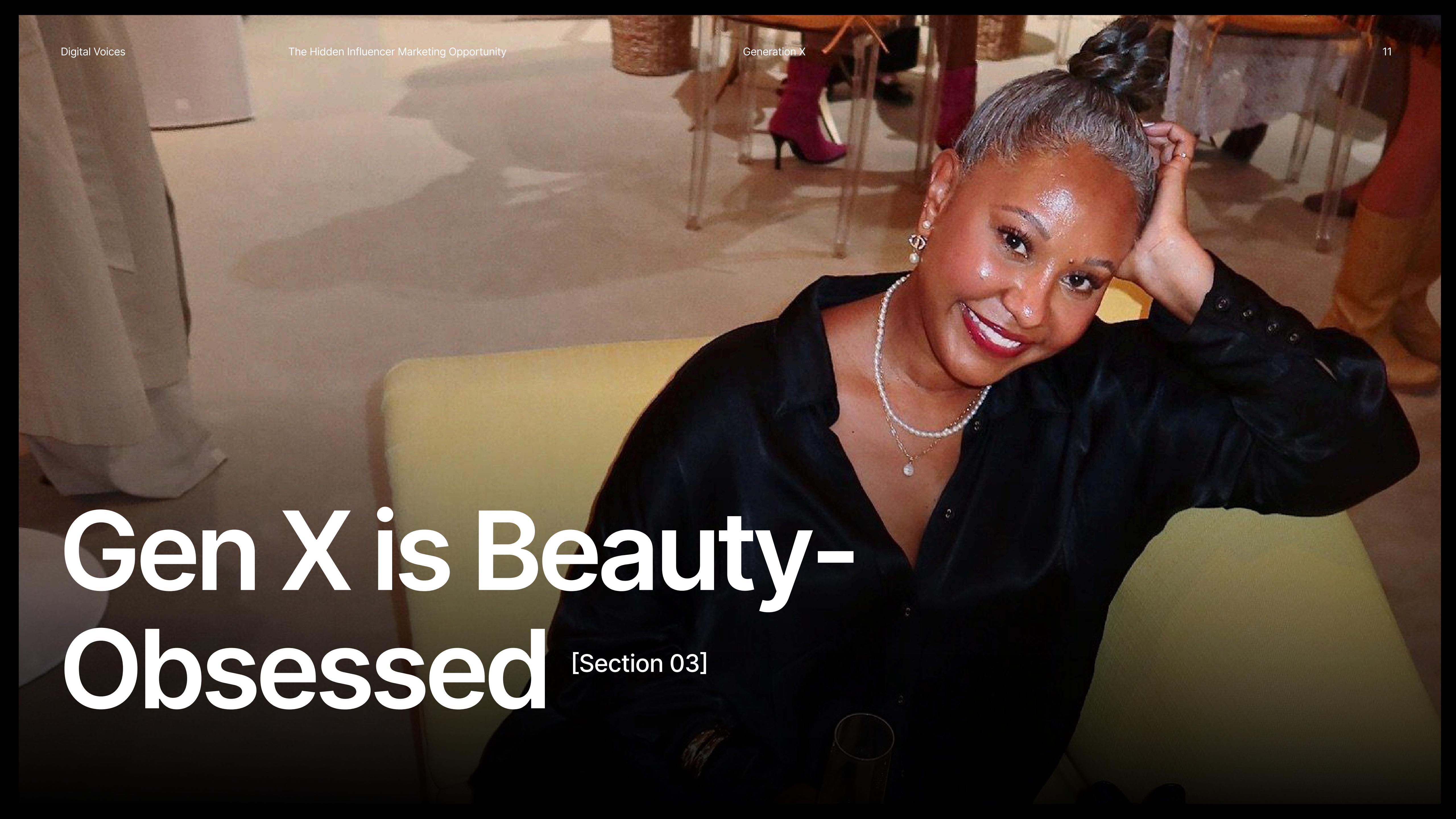
**55%** of Gen X research products online before buying.

**30%** use price comparison sites for research, including Which?, GoCompare, and PriceGrabber.

**Gen X are value-driven when it comes to opening their wallets.**

They have more disposable income than Gen Z and Millennials, but they prioritize value for money, particularly when it comes to essentials. In Europe, 80% of Gen X say price is the top factor when choosing an energy supplier. They also consider things like tariff options (46%), brand trust (28%), and how easy it is to switch (24%). This sentiment applies across categories.





# Gen X is Beauty- Obsessed

[Section 03]

**73% of Gen X beauty buyers don't have children living in their household and wish to use their disposable incomes on themselves, particularly focusing on beauty.**

Source: Beauty Matter

# The faces of Gen X beauty

The beauty industry is particularly booming amongst Gen X consumers. Creators such as Lisa Eldridge and Tennille Jenkins are building strong online communities of older consumers. True cosmetic gurus, they give tutorials for mature skin, provide expert beauty insights, and honest reviews.

Trinny Woodall has also built a loyal following, honing in on a category of women over 40 looking for fashion and beauty tips. This helped to launch her line of makeup and skincare products – Trinny London. Being a culturally relevant now doesn't just mean reaching young consumers and understanding what makes them tick, it means being age inclusive, and not alienating potential customers.

Generation X



## @thetennillelife\_

Tennille Jenkins is a US based beauty creator with 400k followers across TikTok and Instagram. Her content is all about effortless, sustainable self-care, and pro-aging.



## @trinnywoodall

Trinny Woodall has built a legacy in the UK for sharing fashion tips with women. She founded the beauty brand Trinny London in her 40s with the tagline "never dim your light," empowering women like her to embrace their natural beauty as they age.



## @lisaeldridgemakeup

Lisa Eldridge is a beauty mogul. She's the founder of her eponymous makeup brand, and is also Global Creative Director at Lancome. The luxury price point and mature packaging of Lisa's products are perfectly targeted towards Gen X consumers.

**Gen X spends \$279 billion per year on beauty, with this figure predicted to exceed more than \$430 billion over the next decade.**

Source: Beauty Matter

# REFY

Best In Class

**Influencer-founded brand, REFY beauty, included Gen X women in their campaign for all of the right reasons.**

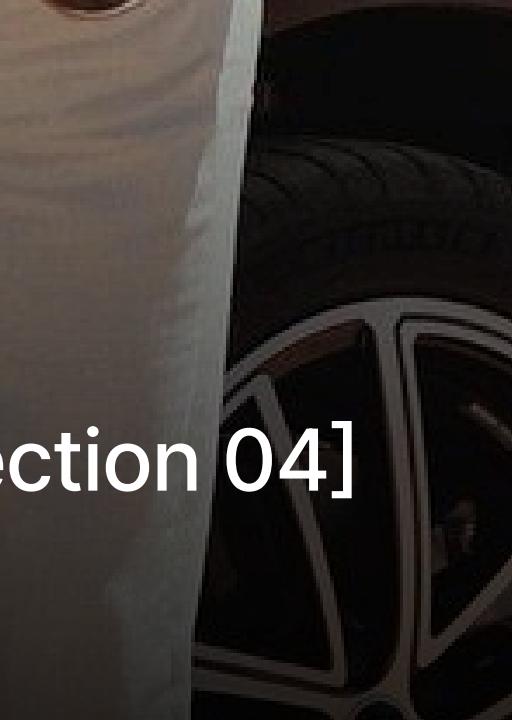
The beauty industry, especially when showcased on social media, largely targets Gen Z faces and flawless filters. On the opposite end of the spectrum, brands target women as young as their mid-twenties with anti-aging products. REFY is doing things differently. The faces of the brands New York Fashion Week campaign in 2025 were creators Colleen Heidemann and JoAni Johnson, who proved that 'Iconic Never Gets Old'. Unlike many beauty campaigns that feature older creators, the partnership didn't focus on age; instead, REFY centred Colleen and JoAn doing what they do best, defining exactly what it means to be an icon.

The content is beautiful, true to the creators they partnered with, with subtle product inclusion. Research shows that over 60% of beauty shoppers want to see more diversity in age representation, meaning the message wasn't performative; it felt aligned with the brand's ethos and consumer desires. By platforming older women without tokenism, REFY filled a gap in the market while strengthening emotional connection with their audience. The campaign sparked organic social conversation, with thousands of comments praising the brand for "finally showing what real skin looks like."



# Gen X and Brand Loyalty

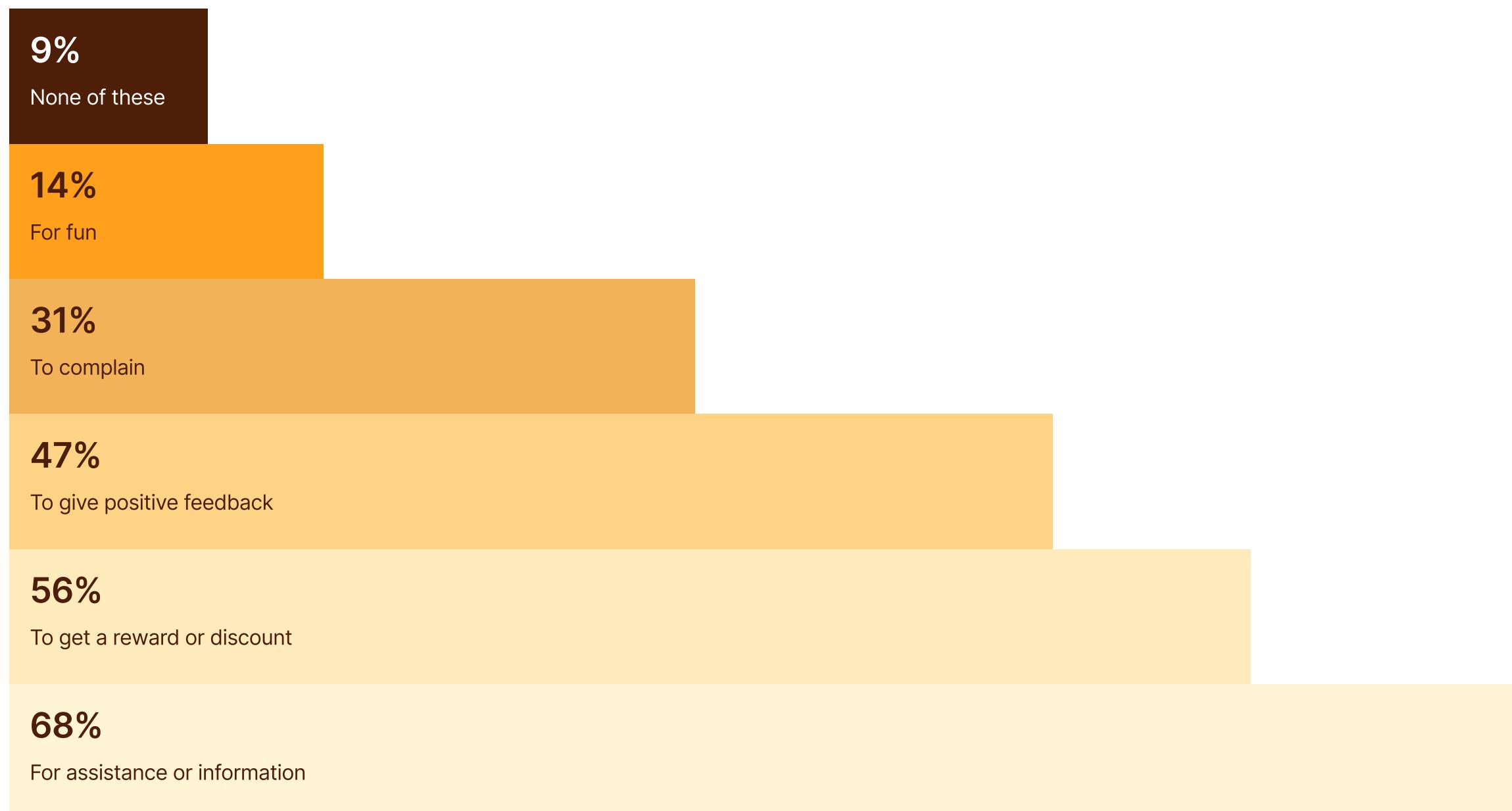
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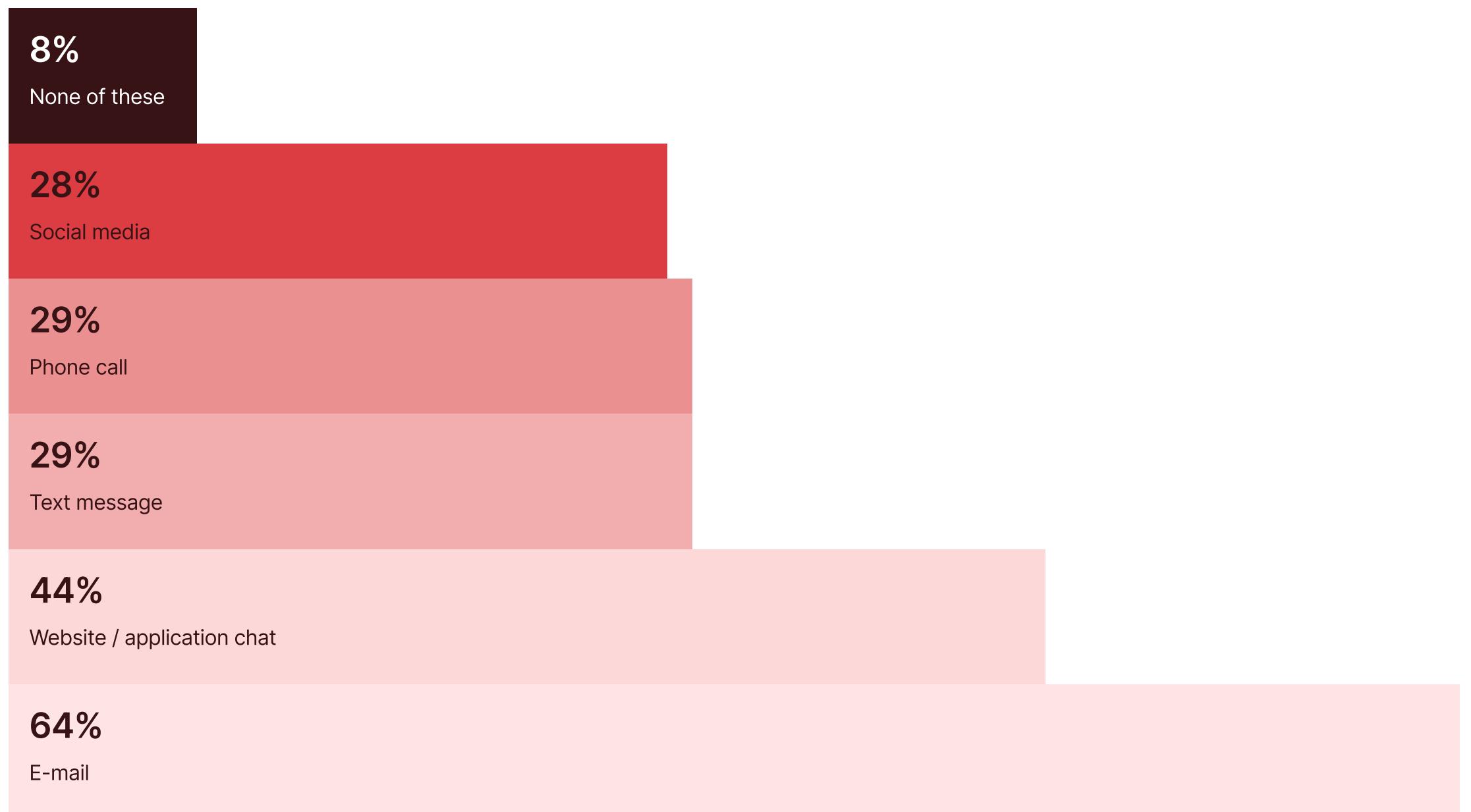
Communication, value, and accessibility are key to win the loyalty of Gen X.

# Gen X like to communicate with the brands they love, and the brands they don't...

Reasons Gen X communicate with brands



Channels Gen X use to contact brands in the US



Source: Stacked Marketer

# 81%

of Gen X stay loyal to brands they believe in.



Generation X value high quality products and excellent customer service. Mass marketing products was dominant to Gen X in early adulthood, making it harder to know what to trust. Therefore, they can be cynical, skeptical, and cautious. Marketing pitches and "salesy" advertising are two things that turn members of Gen X against certain products. So when they find a good value product, they stick with it.

**13%**

they are 13% more likely to use loyalty programs than the average consumer showing just how much they value rewards and reliable brand relationships.

**56%**

are motivated by discounts and special offers. Therefore, we encourage brands to reward loyal Gen X customers with money saving deals, keeping loyal for longer.

# The top categories where Gen X claim loyalty rewards



## Trust converts

Provide influencers with exclusive discount codes for their followers – these can be tracked simply in order to see which creators are driving performance. You should also provide influencers with unique URLs to track conversions for which a discount code has not been used.

Influencer partners can promote the loyalty programs your brand offers. Make sure that price transparency beyond the initial discount is communicated to maintain your Gen X audiences trust.

# Opportunity for Brands

### Order Summary

5 meals for 2 people

10 total servings at £4.90 £2.45 per serving

 Free treats for 3 months! Choose a free item every week to arrive in your HelloFresh box

Box price £48.99 £24.49

Shipping £4.99 Free

First box total £53.98 £24.49

### Promo code



Insert promo code

 CREATOR25



Apply

- 50% off your first box + Free shipping on your first box
- £39.19 off in total across your next 4 boxes
- Free treats for 3 months! Choose a free item every week to arrive in your HelloFresh box

### Delivery details

First delivery

Wednesday, January 14 08:00 - 21:00





# Where do Gen X Spend Their Time Online?

[Section 05]



**Gen X is the fastest growing generation on TikTok, although it isn't as widely adopted amongst Gen X as it is Millennials or Gen Z.**

**92%**

of Gen X use social media every day.

**19%**

of TikTok's weekly active US users are aged 35-44, and 13% are aged 45-54.

**127%**

Gen X TikTok users are 127% more likely to watch livestreaming when considering a purchase (compared to other apps/platforms).

**54%**

of Gen X TikTok users watch whatever the algorithm suggests.



### Facebook

Facebook is their number one platform. Facebook is the first social media platform that many of Gen X used, meaning they're comfortable with how it works, and use it as a means to stay in touch with friends and family. Although Gen X isn't easily influenced to purchase things because of social media, 40% of Gen X consumers use Facebook to find and buy products.

### YouTube

YouTube is second. 75% of Gen X use YouTube to watch nostalgic videos, they also use it for how-to videos, product reviews, and workout tutorials.

### Instagram

Instagram comes in at number three. They mostly use Instagram to keep up to date with loved ones, but they also follow influencers and brands for inspiration across categories, including travel, home, food, and fashion.

# What does Gen X use social media for?

 Cooking & Recipe Inspiration

**53%**

 TV & Movie Recommendations

**47%**

 Finding New Music

**35%**

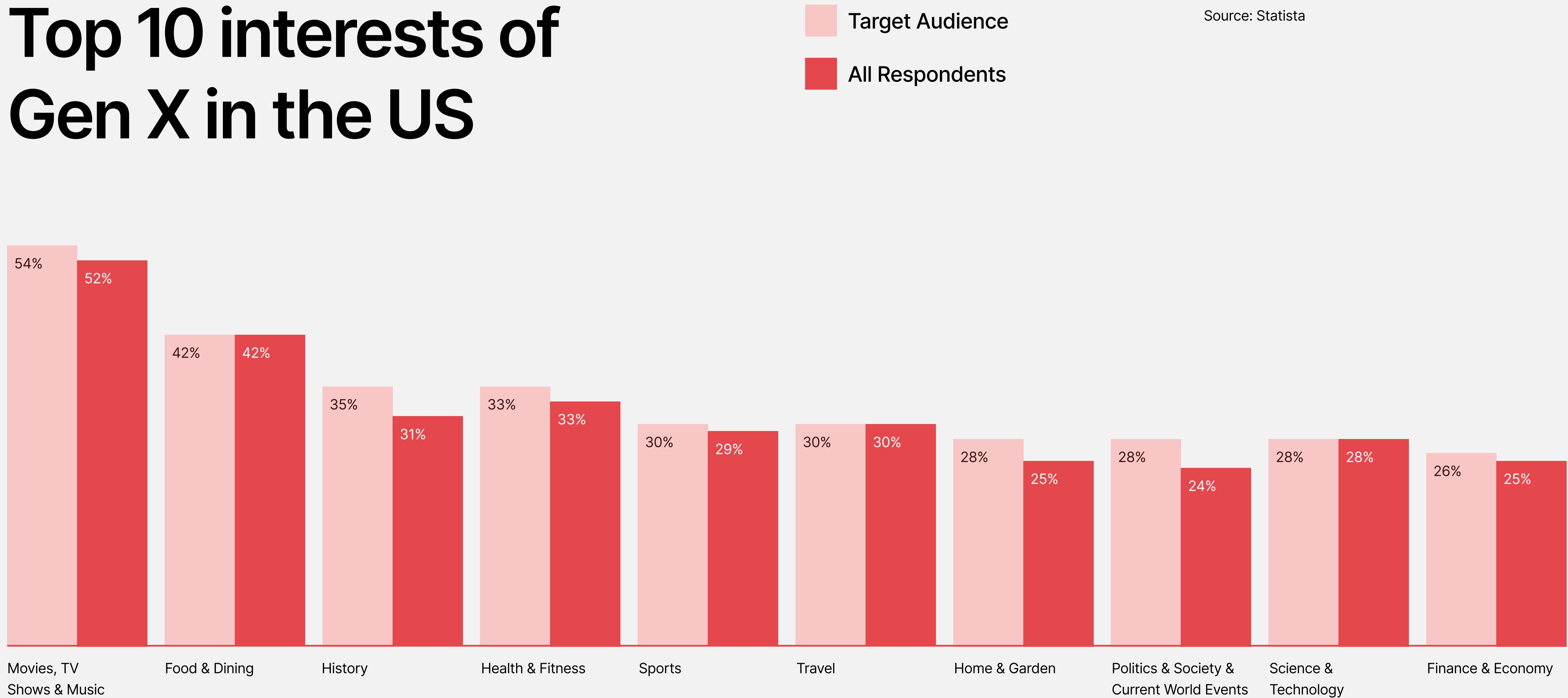
 National & Global News

**35%**

 Sports News & Updates

**34%**

# Top 10 interests of Gen X in the US



# They're not so different after all

Some of the many cultural influences on Gen X when they were in their youth included the rise of musical genres with strong social and tribal identities, such as dance-pop, punk rock, hip-hop, heavy metal, alternative rock, rave, and grunge.

Film was also a significant cultural force, marked by both the rise of major franchise sequels and the growth of independent cinema. For the first time, video games – found in both amusement arcades and household consoles – became a major component of children and teens entertainment.

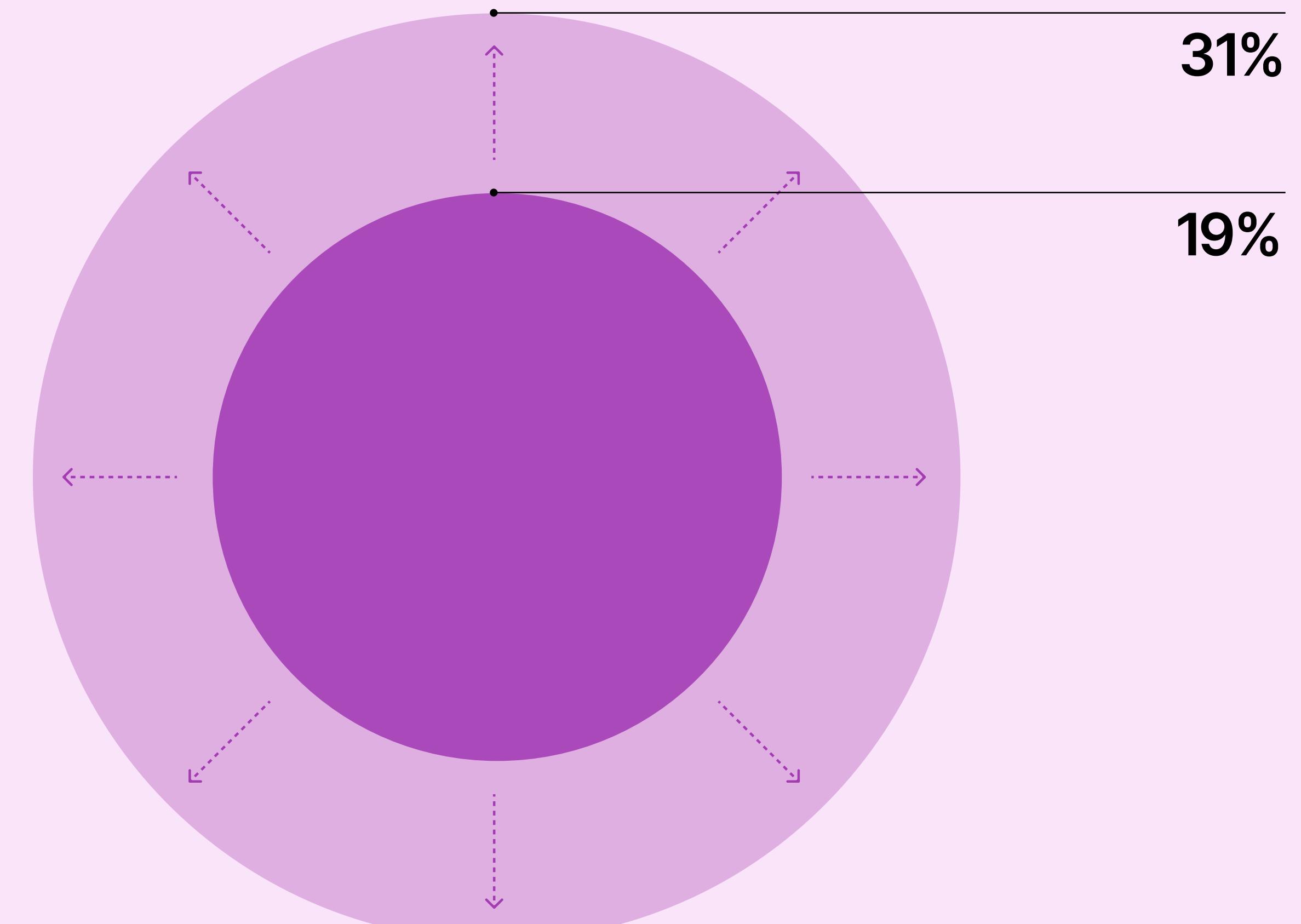
A woman with blonde hair, wearing a red leather jacket, a patterned headband, and sunglasses, is standing on a city street. She is gesturing with her right hand towards the sky, as if hailing a taxi. In the background, a white van is parked on the side of the road. The scene is set in an urban environment with buildings and trees in the distance.

# Why Use Influencer Marketing to Engage Gen X?

[Section 06]

# Brands are sleeping on Gen X

Brands' Influencer Marketing strategies predominantly target Millennials and Gen Z as they are considered today's trend leaders and cultural shapers. But there is a huge audience of consumers from older generations who are active on social media. Gen X is a powerful consumer group known for brand loyalty, purchasing power, and influence. It's time to consider this demographic when shaping your influencer strategies. Make sure your product or service is a natural fit for this type of promotion to resonate with the audience.



**Gen X represents just 19% of the US population but accounts for 31% of all retail spending.**

# Why partner with Gen X creators?

The growing success of older creators is fueled by...



## Nostalgia

Gen X celebrities and public figures didn't have social media in their teens to elevate their careers – but they do now. Many users grew up watching these personalities and enjoy reconnecting with them online. And it's not just older people watching. Young people engage with older creators too as they feel a sense of nostalgia, they enjoy watching content and thinking "This would so be my mom if she had Instagram!"

## Trust

Older creators bring credibility and build trust around brands. Their experiences have developed over time, and their viewpoint is often more authentic and educated. Your favorite Gen X influencer has used the same moisturizer for 20 years? Their audience can certainly trust their recommendations.

## Niche communities

Gen X have long established hobbies and interests – they know what they're looking for. Low-impact workouts, makeup for mature skin, and easy hiking trails, for example. Older creators can build deeply engaged communities for a variety of new subjects. This is significant because it opens up underserved niches for content creation and monetization, leading to a loyal, high-value audience.



# Therabody

Driving intent to purchase Therabody products to align with a rising demand for wellness tech amongst Gen X.

We partnered with 30 mid-sized influencers on Instagram, from Active Agers to Corporate Workers, to highlight a Therabody product. Each creator produced one Instagram Reel and one Story to highlight the benefits and Therabody's Workout Called Life messaging. We selected Instagram as this is most aligned with Gen X's social media consumption habits, using the platform for entertainment and recommendations.

Two-thirds of Gen X have used some form of wellness technology – such as smartwatches, mobile health apps, or fitness trackers. Therabody is a wellness tech company famous for its science-backed recovery and performance tools. The brands luxury products are largely targeted at Millennials and Gen X with substantial disposable income. Our goal was to drive brand awareness, customer consideration, conversion of 5 Therabody products – SleepMask, SmartGoggles 2.0, Prime Plus Theragun, Theragun Sense, and Theragun Relief using a mix of creator archetypes.

## Results

3m+

blended impressions

172% of target

98.4%

positive comment sentiment

80% of creator partners received 100% positive feedback

20.5%

of all content comments mention purchase intent

High consideration for Therabody products

Digital Voices Case Study

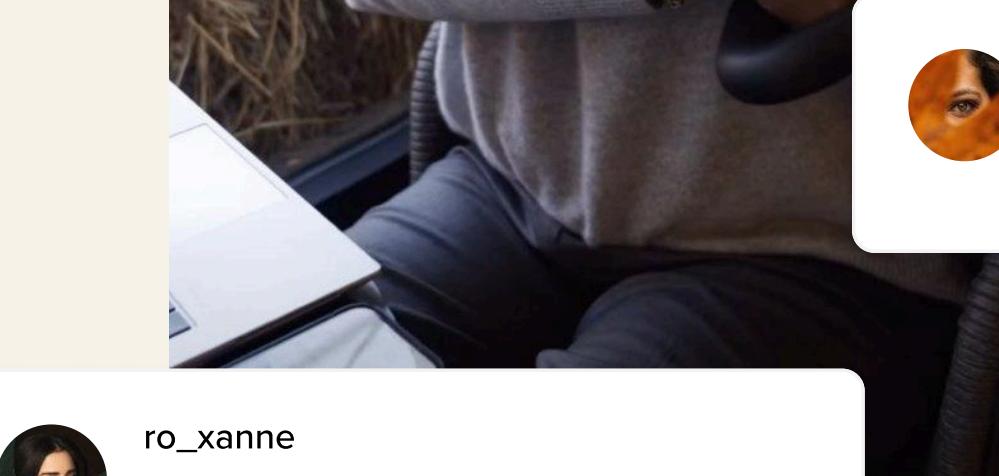
## Generation X



mary\_sun\_ocean

That's a great tool. Where do I find this? My husband just recently got diagnosed with Parkinson's and that O would help his muscles out. Thank you

2024-11-28 2 Reply



ro\_xanne

Running as I speak to grab one, thanks for putting me on this tool ❤️❤️

2024-11-28 1 Reply



# Who is Influencing Gen X?

[Section 07]



# More than half of US Gen X adults now watch influencer videos weekly.

Older creators are posting everything from luxury fashion hauls and skincare routines to day-in-the-life vlogs and TikTok trends, drawing in multi-generational audiences.

Source: The Guardian



## Grece Ghanem

Montreal based microbiologist-turned-influencer Grece Ghanem is proof that you can still be glam in your 60s. She has interests in fitness and fashion and uses her channel to provide inspiration for women of a similar age, encouraging them to age with confidence. She has over 2m Instagram followers, and has partnered with brands including On, Reiss, and Pandora.

## Andi Oliver

Andi Oliver is a celebrated British-Antiguan chef, broadcaster, and former musician. Over recent years, she has built an online presence, sharing content with her Instagram following of almost 200k. Her content is largely food focused, as this is what her community have known and loved her for for decades. Most of her audience have followed her for years, but she's also attracted a new audience who have discovered her thanks to social media, and thanks to her TV and radio presenter daughter, Miquita Oliver. Andi has worked with brands including Waitrose and ProCook.



## Don't base your influencer selection on guesswork.

Work with an agency that has tech tools and historic data to dig deep into creators audience profiles to find the right Gen X influencer to partner with. AI powered tech tools can tell you creators demographics including the age, gender, and location of those watching their content.

Creator	YouTube Handle	Shortlisted On	Avg. YouTube Vi	YouTube Countr	Overall Age (25-...	Female (%)	Male (%)	Status
 Backpacking Ba								Approved 
 Tausif Hussain								Approved 
 Ada on Demand								Rejected 
 Ali Abdaal								TBC 
 FNG								TBC 
 Yuhua Hamasak								TBC 
 Becky Evans								TBC 

# Opportunity for Brands



## Rekindled Romance with EasyJet

An easyJet Holidays survey revealed that 81% of Mums and Dads believe parenting duties affect the romantic spark, with just 20% going on date nights with their partner. This finding shaped the idea for easyJet's campaign to help parents rekindle the romance with an affordable holiday. The travel operator partnered with pop stars Martin and Shirlie Kemp to launch an exclusive "Rekindle The Romance" package deal. It included couples spa treatments, a romantic dinner for two, and champagne on arrival.

The Kemps have been together since their early 20s when they were members of two of the world's biggest bands – Spandau Ballet and Wham. They then went on to raise two children – musician and singer Harley Moon, and Capital FM DJ and TV presenter, Roman.

Best In Class

Martin specifically has remained firmly in the spotlight since his 80s fame, appearing on television shows including Eastenders, Googlebox, and I'm a Celebrity...Get Me Out of Here. Through their social media content, and content shared by their son Roman, Martin and Shirlie have become known for embarrassing their kids with PDA (public displays of affection). This made them the perfect celebrity couple to help other couples get their romance back.

The content was unmissable for Gen X as it was shared by Martin and Shirlie on their social channels, and by easyJet on their owned YouTube, Instagram, Facebook, and TikTok pages. The Gen X icons leaned into humor with a "Who's more likely to..." holiday themed Q&A, as well as sharing their romantic holiday tips, pointing to easyJet as the travel brand that can make it possible.

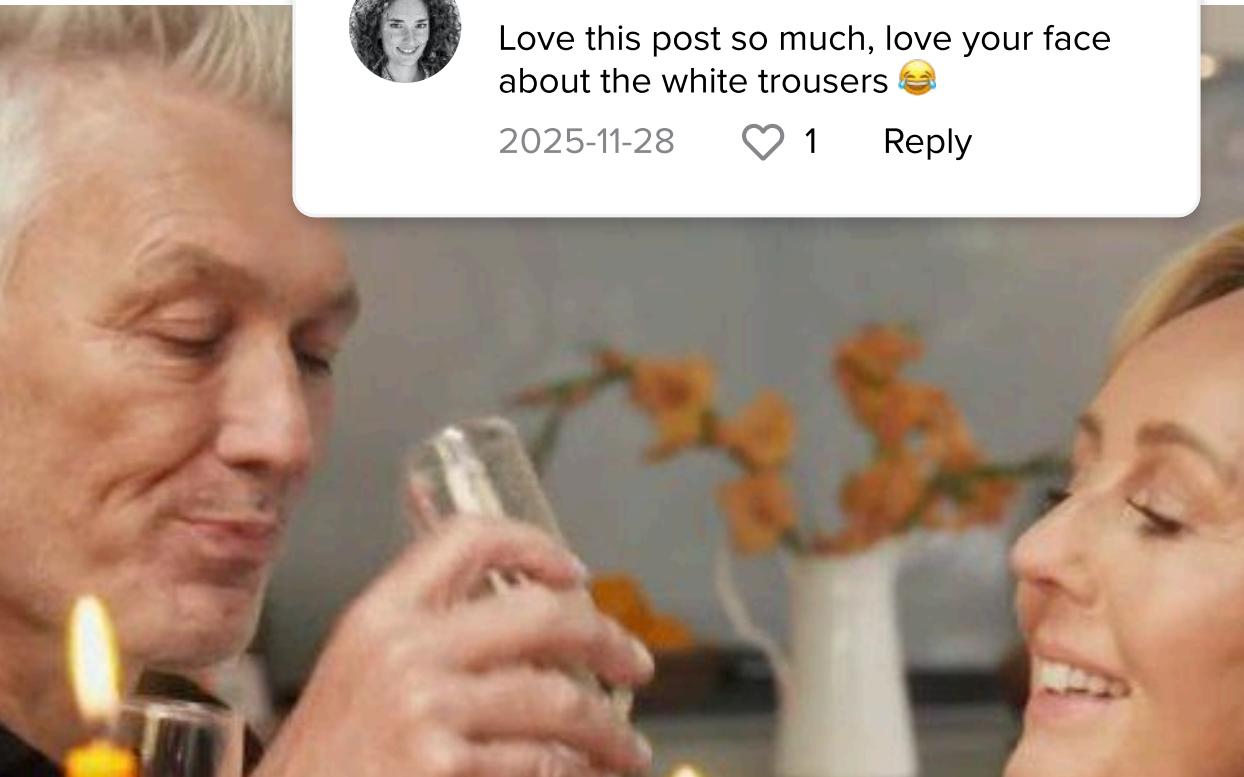
The content was flooded with positive comments from audiences in Martin and Shirlie's age category, praising the brand for the campaign idea and their choice of talent.



maggalomaniac  
That's a great ad. Love it!  
2025-11-28 1 Reply



sharon.cannon10  
Love this post so much, love your face about the white trousers 😂  
2025-11-28 1 Reply



yayahulles  
Who better than the two of you to give relationship advise 😊 Brilliant!  
2025-11-28 1 Reply



# Gen X shape Gen Z culture

We've seen a clear trend emerge over the past few years: older audiences who traditionally relied on linear and broadcast TV are rapidly digitizing. As smartphones and smart TVs become more accessible, an entirely new world of content consumption is opening up for them.

But it's not just Gen X audiences following and watching Gen X creators. Much of Gen Z was raised by Gen X, so they see their parents in these creators. There's a sense of nostalgia and familiarity. The less polished, real-world perspectives offered by Gen X feel refreshing and genuinely informative compared to the overly curated content that often dominates online platforms.



## Michael Barrymore

Michael Barrymore, a renowned British television presenter and comedian, has reinvented himself on TikTok and hit 4 million followers. Initially sharing clips from his popular 90s TV show, he has since transitioned into reviewing fast food spots in London, with honest and endearing content attracting a new audience. His sincere approach to talking to people in the community has won the hearts of every age group.

## Bemi Orojuogun

Bemi Orojuogun, aka Bus Aunty, is a Nigerian-born former mental-health nurse, now a London-based creator. Her infectious love for the city's iconic red buses has turned her into a viral sensation. Her radiant smile and colourful scarves make her instantly recognizable as a boomer creator loved by Gen Z. Bemi's rise began in 2024 with a simple video standing at a London bus stop, where buses appear to narrowly miss her. In 2025, she landed a major win as she was awarded Video of the Year at the TikTok Awards. Her unique video format has enabled her to gain over 400k TikTok followers, with many of her videos hitting views in the millions, and partnerships with huge brands including Burberry, MAC, and IKEA.



# Next Steps for Success

[Section 07]



# Brand Takeaways



## Lean into nostalgia

Partner with icons from Gen X-ers' youth for Influencer Marketing campaigns to evoke nostalgia. Identify '80s and '90s celebrities, musicians, or cultural figures who resonate with this demographic to promote products or services. Many legacy cultural figures are rebuilding their careers on social media, reengaging their existing fans.



## Take note of shopping behaviors

Remember that Gen X are most likely to purchase necessity items offline, and treat themselves online. Reward them with discount codes, and use influencer content to provide education on products before they purchase.



## Meet them where they are

Social media isn't just for Gen Z. Gen X spend time consuming content on social media too, but prefer Instagram and Facebook over TikTok. Consider their platform preferences when planning your organic influencer campaigns and shaping your paid content strategy. Your paid ads are more likely to reach Gen X on Facebook where they're catching up with family and friends.

# Digital Voices is a global data-driven Influencer Marketing agency.

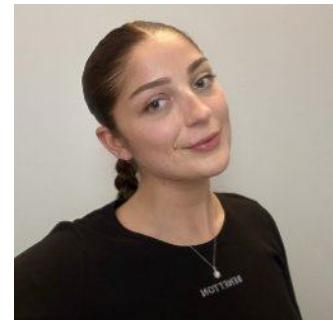
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# We put the world's leading brands at the heart of culture to drive growth. Let's work together.

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