

Press Release

Boomers undisguised – Enough is never enough!

Frankfurt am Main, 15 September 2020. The Competence Partner Beauty Care within The German Cosmetics, Toiletry, Perfumery and Detergent Association (IKW) publishes the results of the current representative in-depth psychological study “Boomers undisguised” on the self-esteem of the generation of those aged 50 to 65 years.

The generation of the so-called baby boomers cannot complain about a lack of self-confidence. Self-determinedly and independently they go through their life and a majority of 58 percent considers itself to be very self-confident. The special thing about this is that the self-esteem of this generation is not dependent on experiences actually made. Crises or setbacks? They are rather motivating than having an obstructing effect. It is much more relevant for their own self-confidence whether they have the feeling that they can have an influence on their own life. And the majority is convinced that they do have. 58 percent of those interviewed in the study conducted by Lönnecker & Imdahl rheingold salon believe that they are not dependent on fate. They rather believe that one can always change things if one tackles them – women with 62 percent even more than men with 55 percent. No wonder that women manage the daily routines so often.

If one looks at the youth of those aged 50 to 65 years today, one realises that the boomers were already then not ready to simply take things for granted. They were rather the rebels who revolted against the role models and norms of the elders. Boundaries were exceeded voluntarily and consciously. Ines Imdahl, the Head of the Study, explains: “Borderline experiences and transgressions of limits were part of the life motto of the boomers during their youth. Be in the fields of music, eroticism or partnership – many things were given a trial and not many things were accepted. This is still the case today. The dissolution of boundaries is virtually the core theme of this generation.” And the study proves: 50 percent of the boomers still describe themselves as rebels who have difficulties to accept boundaries.

This means that the fascination for the extreme, the ecstatic, is still around. Be it on the job, when partying or in eroticism – the feeling that this has not yet been the end of the story goes

like a red thread across many areas of the life of the boomers. The boomers work more than other age groups and test their physical limits in extreme sports. More than 60 percent of the generation want to have regular and exciting sex. And age is likewise only difficultly accepted as far as the physical appearance is concerned. Wrinkles, loss of hair and fat pads? There are effective products and procedures against this in which they love to invest. 69 percent of the female boomers would like to look younger than they are. However, this is less about an obsession with youth. For women and men of this generation it is rather important to remain youthfully fit and healthy. This makes them independent and lets them cope better with the challenges in old age. Because they do not want to be infirm later. In particular for women, independence plays an important role: independence makes them self-confident!

It is surprising to see how men and women of this generation are different in respect of things which make them more self-confident. The study examines a series of influencing factors like work, partnership, physical appearance, and sexuality. The job certainly provides the two genders with a lot self-confidence, but for women it turns out that independence as a result of job and career are co-responsible for them daring to do things. If they do not get any recognition in their everyday professional life or if they do not have a job, they feel less self-confident. As far as partnership is concerned, the situation is rather the reverse: the self-esteem of men grows significantly with a partner at their side – and declines in times when they are without a partner. 67 percent of the men attribute a high importance to partnership. For 81 percent of the men the partner is even the closest confidant. For women, too, the partner is important. However, with their girlfriends, women have an additional group of persons who give them security and self-affirmation. 57 percent of the women mention that they can also live well as a single, whilst for men only 47 percent endorse this statement. Opinions likewise differ on sexuality as an influencing factor. Some are still ecstatically involved in eroticism whilst others are rather disillusioned. Sexuality plays altogether a major role for the whole generation – but good sex is significantly more important for 62 percent of the men than for women with only 44 percent. And what about the physical appearance? A good and neat physical appearance is important for the women and men of this generation. For the women, however, significantly more important than for men. For 89 percent of the women it is absolutely essential to do something for their physical appearance. And that is considerably more than for the men with 71 percent. However, men and women agree as far as competency in the field of beauty care is concerned. It lies clearly with the women. A recommendation by their wife or their girl friend is for more than 40 percent of the men the most important decision criterion when buying a cosmetic product.

After three youth studies in which IKW intensely examined the emotional life of young people, the current study provides in-depth psychological insights into those aged between 50 and 65 years. Birgit Huber, Head of the Department Beauty Care within IKW: “We have received exciting insights into a generation which sees itself as a shaper of its life. And this includes looking good. Body and beauty care are, therefore, important to face the future self-confidently. The boomers simply have power.”

Within the framework of the qualitative surveying individual in-depth interviews were conducted with a total of 59 women and men aged between 50 and 65 years. For the representative quantitative surveying more than 1,000 women and men of the same age were interviewed in an online panel.

Note to editors:

Interesting facts and further documents are available to you on the website www.ikw-boomerstudie.org.

Contact:

Karen Kumposcht

Public Relations/Public Affairs Manager

Industrieverband Körperpflege- und Waschmittel e. V.

The German Cosmetic, Toiletry, Perfumery and Detergent Association

Mainzer Landstraße 55, 60329 Frankfurt am Main

T +49.69.2556-1331 / F +49.69.237631 / kkumposcht@ikw.org / www.ikw.org

About IKW

The German Cosmetic, Toiletry, Perfumery and Detergent Association, with headquarters in Frankfurt am Main, was founded in 1968. It represents the interests of more than 430 companies from the fields of beauty and home care on a national and European level. The industry generates sales revenues of more than EUR 18 billion and employs a workforce of approximately 500,000 people in the value chain. The member companies cover approximately 95% of the market.

IKW is the contact partner for its member companies, ministries, public authorities, consumers, institutions and associations as well as for the media as far as scientific, regulatory or business topics are concerned. Experts of the competence partners Beauty Care and Home Care within IKW provide competent answers on questions concerning skin and hair care, beauty and self-esteem as well as hygiene and cleaning. More information on www.ikw.org