

GenSxty: Understanding the Modern Senior Consumer

India's 60+ Market · Psychographic Profiling Study · March 2026

239

Respondents · 60+ years

5

Distinct Personas

8

Behavioural Dimensions

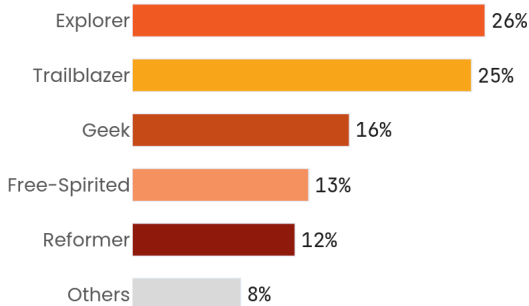
~30d

Field · Mar 2026

ABOUT MINDLINK · BY THE SALT INC.

MindLink is a **psychographic profiling platform** built on a proprietary panel of over **100,000 Indian respondents**. Where demographic surveys capture who someone is on paper, MindLink maps their values, motivations, and behavioural tendencies through an AI-driven classification engine. For niche audiences like India's 60+ consumer segment, this makes **robust, statistically grounded profiling possible** at a scale and cost that traditional fieldwork cannot match.

5 DISTINCT PSYCHOGRAPHIC PERSONAS · N = 239



3 Things Every Brand Must Know

01 The frugal, tech-averse senior is a minority, not the norm

66% are open to new experiences. 78% use apps beyond WhatsApp. 37% are willing experience spenders. The stereotype is wrong.

02 Independence is non-negotiable across every category

76% prefer to manage on their own terms. Products must enable autonomy, not create dependency or paternalism.

03 Joy drives decisions as powerfully as purpose

42% seek enriching or exciting activities. 43% choose health activities for social connection. Design for both.

5 Psychographic Personas at a Glance

Remaining 8% spreads across 3 minor clusters (n=239)

Explorer

26% of sample

Calm · Committed · Rational

Trailblazer

25% of sample

Progressive · Tactical · Purpose-Driven

Geek

16% of sample

Aspirational · Goal-Driven · Health-Conscious

Free-Spirited

13% of sample

Authentic · Collaborative · Pragmatic

Reformer

12% of sample

Modest · Patient · Trustworthy

5 Findings on the Senior Consumer

Findings 1 – 2 of 5 · base 238 respondents aged 55 and over

FINDING 01

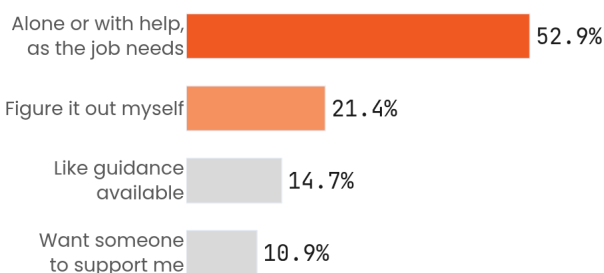
Capable, not dependent

74.3%

handle a task alone or with help depending on what it needs. Only 10.9% say they are most comfortable when someone supports them.

- 21.4% **actively prefer to work it out alone**, twice as many as want to be supported.
- Assistance is a feature, not a premise.** Designing around dependence misreads three quarters of this audience.

How they approach a task or a challenge



WHAT WE WOULD DO

Build for competence with help on tap. Products that lead with hand-holding are solving a problem one in ten of this market actually has.

FINDING 02

The app barrier is not ability

68.9%

can work a phone app unaided, confidently, independently, or by learning one when they genuinely need to.

- Only 21.0% avoid new apps altogether**, staying on WhatsApp and YouTube.
- The largest group learns on demand.** 40.3% will pick up an app "when I really need it". The condition is the need, not the interface.

Comfort with using and adopting phone apps

68.9% can work an app unaided



WHAT WE WOULD DO

Stop simplifying and start justifying. This audience will learn an app that earns it; it will not learn one that merely exists.

FINDING 03

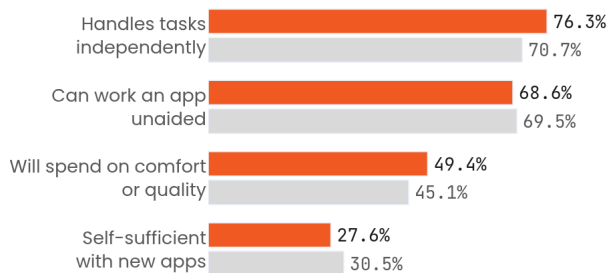
And none of it fades with age

69.5%

of the over-65s can work an app unaided, against 68.6% of those aged 55 to 64. Within this audience, age predicts almost nothing.

- **Self-sufficiency with new apps is flat**, at 30.5% among the over-65s and 27.6% among the younger group.
- **Willingness to spend barely moves**, from 49.4% to 45.1%. Treating 55 and 75 as one market is closer to right than splitting them.

Younger and older seniors, on four measures



■ Aged 55 to 64 ■ Aged 65 and over

WHAT WE WOULD DO

Segment this audience by mindset and need, not by birth year. The age bands the industry buys against do not separate behaviour here.

FINDING 04

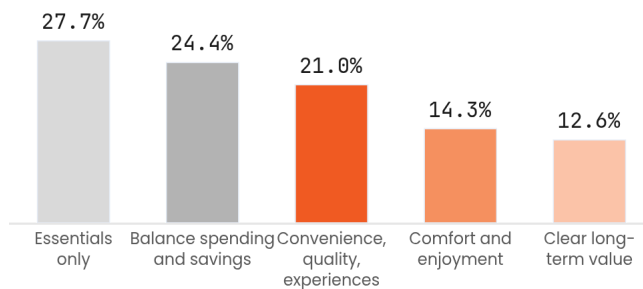
Nearly half will spend

47.9%

will spend on convenience, quality, comfort or clear long-term value. Only 27.7% restrict themselves to essentials.

- **Value is a reason to spend, not to refuse**. 12.6% specifically buy when something proves long-term worth.
- **The frugal-senior assumption** describes about a quarter of this audience, not the whole of it.

How they approach spending on personal needs



WHAT WE WOULD DO

Lead with the case, not the discount. Comfort, quality and durability all outsell price-cutting with this group.

FINDING 05

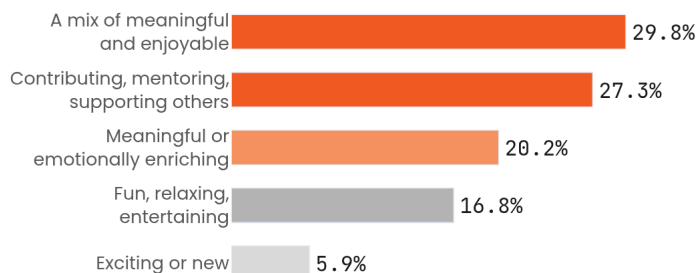
They want a role, not a pastime

27.3%

feel most fulfilled contributing, mentoring or supporting others.

- **Meaning outweighs fun two to one**, with 47.5% choosing purposeful or enriching time.
- **They are not the joiners marketing imagines**. Only 17.2% seek out group events; 54.6% prefer quiet time or a few familiar faces.

What motivates how they choose to spend their time



WHAT THIS GIVES A BRAND

The senior brief is usually written around simplicity, safety and companionship. This audience asks instead for a reason, a role and something worth paying for. For banks, health services, travel and devices, that is a different product and a very different ad.

METHODOLOGY

Survey-based psychographic profiling delivered through the MindLink platform. Respondents completed a structured questionnaire mapping 8 behavioural dimensions. Cluster assignment used AI-driven classification against the MindLink baseline panel. Sample: n = 239 Indian respondents, all aged 60+.

PERSONA COVERAGE

Five primary clusters account for 92% of respondents. The remaining 8% spans 3 minor clusters. Geographic distribution: West and South metros skew Explorer and Trailblazer; East skews Reformer; North shows a full mix of all personas.

WHY MINDLINK FOR NICHE AUDIENCES

Traditional fieldwork underserves hard-to-reach segments through small samples and demographic proxies. MindLink's AI engine builds statistically robust psychographic profiles for segments like India's 60+ consumer at a fraction of the time and cost.

INDIA'S SILVER ECONOMY: THE OPPORTUNITY CONTEXT

~31%

of total senior expenditure goes to healthcare. Most seek proactive, personalised care over reactive treatment.

34%

of elderly in India experience social isolation, a direct result of family fragmentation and urbanisation.

20K+

people join India's 60+ group every day, making community-oriented services the fastest-growing need.

\$28B

India's wellness tourism market. Senior travellers prioritise purposeful, comfortable experiences.