

Theme

Ageing population/multigenerational households

The fastest growing consumer segment is people aged over 60. With a high net worth and spending power, this segment provides growth opportunities for many sectors, including red meat.

A key trend in this demographic is the desire to maintain their physical, mental and social wellbeing – known as ‘active ageing’. In addition, the ageing population is leading to a greater percentage of multigenerational households, bringing meal preparation and nutritional challenges.



Consumers entering their senior years have vastly different expectations from previous generations. Health and wellness is particularly important to this demographic, as they want to stay physically fit, mentally alert and socially active. Ageing consumers are looking for food solutions to help prevent or manage conditions and diseases (such as diabetes and high blood pressure).

These ‘active agers’ require novel food products and services to meet their specific needs and retain their independence, even if living in multigenerational households.

Research shows their nutritional requirements differ from other age groups, in particular, a higher need for protein. Progressive muscle loss, which can start from around 45 years of age, can affect the ability to perform everyday activities. Protein-rich diets that support muscle health may help retain physical mobility and independence. However, chewing and digestion issues increase with age, often creating challenges at meal time and limiting food choices.

Technology is an enabler for novel red meat solutions for both multigenerational households and the aged care sector. Advances in food processing methods and innovations like 3D printing may improve the textural and functional properties of red meat to provide tasty, nutritional options for those with conditions making swallowing difficult.

Positioning Australian red meat

Red meat is a natural source of protein, zinc and iron that is well absorbed by the body. Protein is important for muscle health, which is especially helpful in maintaining independence in later years.

Products utilising Australian beef and lamb are uniquely positioned to leverage the country’s ‘clean, green’ reputation, its traceability systems and freedom from major endemic livestock diseases to address consumer concerns around food safety and security.

Supporting MLA research

- [Red Meat Innovation Insights Report: Food for active ageing](#)
- [Active Ageing – Ethnographic research](#)
- [Scoping the functional properties of red meat and opportunity spaces in preventative health and wellbeing](#)
- [Live Well brochure](#)
- [Identifying agrifood opportunities for designing food products for Healthy Ageing](#)
- [Simplot – Identifying new products for the healthy ageing sector](#)
- [Role of red meat and health in older people](#)