

Gen X Is Now the Adult Child Making Senior Care Decisions — SonderCare Has Been Ready

As the senior living industry pivots its marketing to reach Gen X caregivers, SonderCare recognizes the generation's real priority: keeping aging parents safely at home.



O'Fallon, Missouri Mar 25, 2026 ([IssueWire.com](https://www.issuewire.com)) - A new report from Senior Housing News reveals that senior living communities across the country are scrambling to redirect their marketing toward Generation X — the 45-to-60-year-olds who have become the primary decision-makers for their aging Boomer parents. At SonderCare, that shift confirms something SonderCare has understood for years: Gen X isn't just influencing senior care decisions. They're driving them.

The New Buyer in Senior Care

According to the Senior Housing News report, 70% of senior living move-in decisions now involve an adult child or family advocate — and a striking 83.3% of senior living operators admit they have not yet effectively adjusted their marketing to reach the Gen X audience. Industry leaders quoted in the report describe this pivot as "not just a marketing refresh — it's a fundamental rethinking of who the buyer truly is."

The scale of Gen X's caregiving responsibilities puts that shift in context. A February 2026 Pew Research Center study found that nearly 23% of U.S. adults are now part of the "Sandwich Generation," simultaneously supporting aging parents and raising or financially supporting their own children — with Gen Xers in their 40s and 50s the most likely to occupy that difficult middle. The 2025 AARP Caregiving in the US report puts the total number of American family caregivers at 63 million, spending an average of 27.3 hours per week on care duties and approximately \$7,200 per year in out-of-pocket expenses.

For many, caregiving now spans an average of 5.5 years — up from 4 years a decade ago.

These are not casual decision-makers. They are exhausted, financially stretched, and deeply motivated to find solutions that actually work — at home.

SonderCare's Perspective: Gen X Caregivers Aren't Asking "If" — They're Asking "How"

SonderCare hear from Gen X adult children every day. They have done the research, compared the options, and arrived at the same conclusion: they want to keep their parents at home for as long as safely possible. What they need is equipment that matches that commitment.

"What this report confirms is something we hear every day from the families who call us," said Ben Martin, President of SonderCare. "The Gen X adult child has already decided they want Mom or Dad at home. Our job is to make sure that's genuinely safe, physically sustainable for the caregiver, and dignified for the person in the bed."

For Gen X caregivers, the real question isn't simply senior living versus home care. It's whether the home environment can support hospital-level safety — for years at a stretch. That's the gap SonderCare was built to close. Our fully-certified, hospital-grade beds bring clinical safety features into a residential design that doesn't turn a family home into a patient room.

What SonderCare Offers the Gen X Caregiver

[SonderCare's Aura Premium](#) and Aura Platinum hospital beds are engineered for exactly the care scenario this generation is navigating: an aging Boomer parent with mobility or recovery needs, and an adult child managing it all from the next room — or the next town.

Key features that address Gen X caregivers' most pressing concerns:

- **FallSafe Ultra-Low Height Technology** — Platform lowers to 10 inches (17 inches to mattress top), dramatically reducing fall risk for aging adults at home
- **Full Positioning Suite** — Trendelenburg, Zero Gravity, Cardiac Chair, and Comfort Chair positioning support medical and comfort needs around the clock
- **Hi-Lo Height Adjustment (10" to 39")** — Brings the bed to a working height that protects the caregiver's back during transfers and daily care tasks
- **White-Glove Delivery Service** — Full setup, installation, and walkthrough in as little as 1-3 business days — built for the adult child managing a sudden care transition under pressure

"We've designed every aspect of our product and service around two people: the aging adult who deserves dignity and comfort, and the family member carrying the weight of everything else," Martin added. "When a daughter in her 50s calls us, she isn't just buying a bed. She's buying peace of mind — and we take that seriously."

Looking Ahead

As the broader senior care industry recalibrates to new buyer profiles, SonderCare continues to meet Gen X caregivers where they are: at home, doing the work, and looking for equipment and support they can rely on.

Families navigating these decisions can explore SonderCare's full product line at

www.sondercare.com/beds/ or speak with a bed specialist at www.sondercare.com.

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