



The Longevity Economy® Outlook 2026

Guam

Territory outlook

As the population of Guam ages, older residents will play a critical role in the territory's economic growth, fueling innovation and making economic and social contributions that benefit people of all ages. Policymakers, business leaders and elected officials must ensure programs and policies are in place to unlock the full potential of this economic engine.

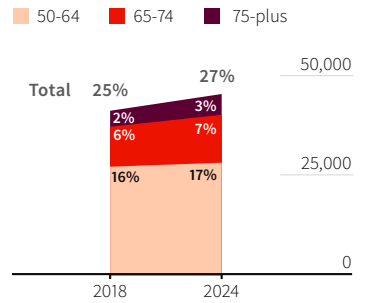
Key findings

Households age 50-plus in Guam contributed \$2.6 billion in consumption spending in 2024.

This represents an increase of 15% from \$2.3 billion in 2018.* Over the same period, 50-plus households' share of overall spending has risen from 55% to 57%. In 2024 these households spent \$107,000 on average, up from \$100,000 in 2018, underscoring their role as a key driver of economic growth.

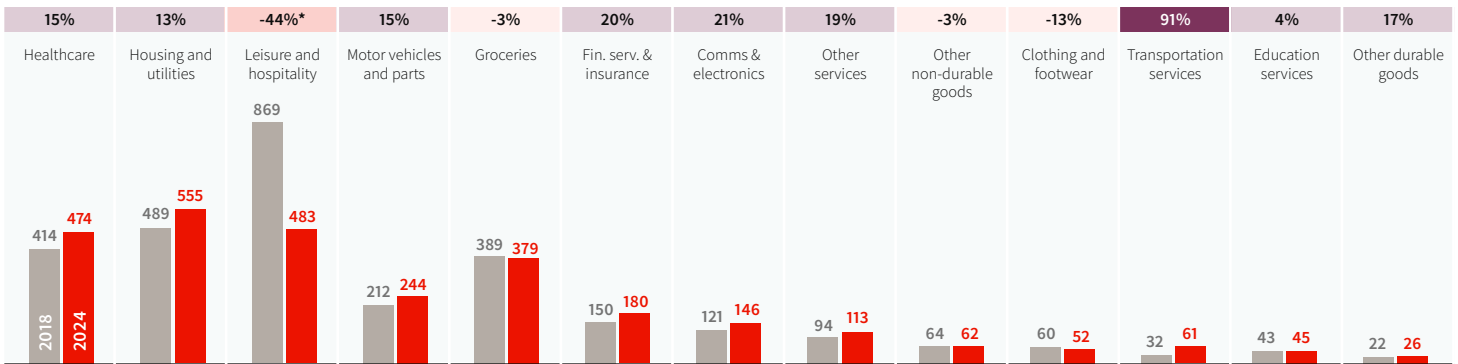
*Note: total amounts are adjusted for both inflation and net foreign travel

The 50-plus cohort made up 27% of the population in 2024, up from 25% in 2018



As a major source of Guam's consumer spending, 50-plus households drive economic growth across sectors

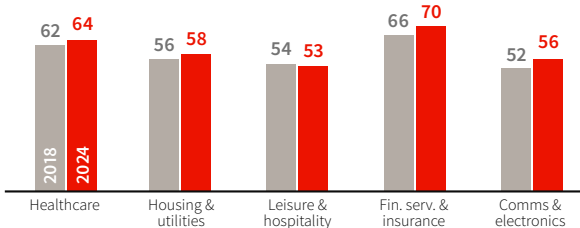
Spending of the 50-plus population by product (\$ million, 2024 prices)



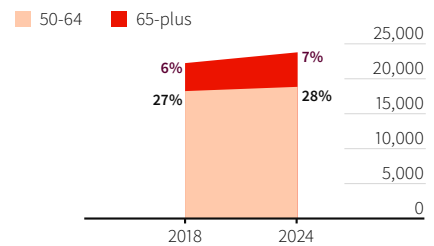
Note: categories reflect local spending by both residents and visitors. Under a standard definition of consumption expenditure, the territory's overall total would be adjusted for "net foreign travel" (adding resident spending abroad subtracting visitor spending in the territory). This would reduce total 50-plus spending by about 24% in 2018 and 8% in 2024. *The decline in leisure and hospitality spending reflects shifting travel patterns, as visitor spending fell significantly relative to residents' spending abroad.

Guam's 50-plus households were responsible for 57 cents of every dollar spent in the territory in 2024, up from 55 cents in 2018

50-plus share of every dollar spent | 50-plus share of every dollar spent, for select categories (%)



In 2024 there were 23,800 workers age 50-plus, representing 35% of the territory's total labor force



Note: on this page, all charts depicting "50-plus spending" refer to consumption expenditure by households headed by someone age 50 or older.

Methodology

This profile details the contribution of the 50-plus population to the territory's economy. Consumer spending figures, including visitor spending, are estimated using broader age-based spending patterns. The profile is informed by data from the U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics, U.S. Census Bureau, Guam Bureau of Labor Statistics, REMI, The Economist Intelligence Unit and Economist Enterprise forecasts. For further details, see: <http://www.aarp.org/longevity>

Sources: Population and labor force (U.S. Census Bureau, Economist Enterprise projections); Household consumer spending (modeled estimates based on data from U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics, U.S. Census Bureau, Guam Bureau of Labor Statistics, REMI and The Economist Intelligence Unit forecasts).



For more information about the Longevity Economy® Outlook, download our free report. It offers a roadmap for companies to tap into this growing market.
<http://www.aarp.org/longevity>
<https://doi.org/10.26419/int.00401.056>

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