
MARKET FACTS!

MARKET FACT #271

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65%

**of the value of ALL BUSINESS
Equity in the Economy is owned by
Baby Boomers nowadays.**

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COMMENT: A very interesting market fact. It shows how Wealth and the things that create wealth in the economy are under Baby Boomers at the moment. There are hard truths that entrepreneurs and business owners have to deal with today, and one of them is Wealth Inequality. This subject holds because it's a reality. Changes your target audience. Changes strategy. We already know that [70% of America's wealth is controlled by Americans over 50 years old](#). Then we also know that [500 of The World's RICHEST saw their Wealth increase by \\$1 TRILLION in the year of 2017](#). Finally, (and this is a big one) we know [1% of the richest are on target to own 2/3 of ALL Wealth by 2030](#). What? [Money is old](#).

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