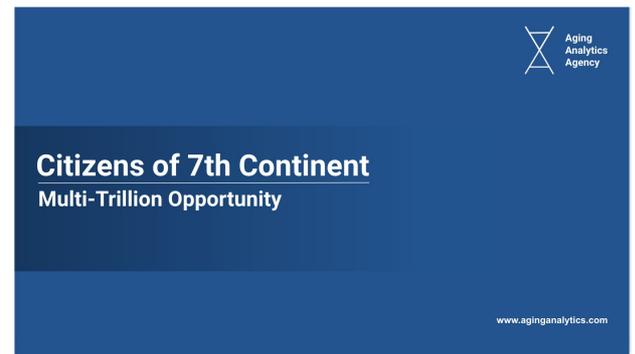


Citizens of 7th Continent Multi-Trillion Opportunity was compiled to give a detailed systematic description of the aging consumers demand as multi-trillion opportunity. Increasing digitalization supported by governments, demand on safety and reliance on technology in connecting with relatives are new truths about 60+ aged consumers. Being in the shadow, the age cohort of 60+ become a more noticeable part of consumer demand in spheres that used to be primarily youth-targeted. Until 2030, the silver economy will gain even more absolute strength. Moreover, seniors will remain the wealthiest age group, together with “older professionals,” as 76 percent of them will be in the consumer class.

This analytical case study is ought to systemize and summarize the main features and current trends of the ageing consumers demand as multi-trillion opportunity. This is accomplished by highlighting major drivers of growth, characterizing peculiarities of demand and providing an overview of underlying economic and financial data.



www.aginganalytics.com/7th-continent

100
Companies

20
Parameters

7
Regions

About Aging Analytics Agency

Aging Analytics Agency is the world's premier provider of industry analytics on the topics of Longevity, Precision Preventive Medicine and Economics of Aging, and the convergence of technologies such as AI, Blockchain, Digital Health, and their impact on healthcare industry.

Our Value Proposition:

Open Access and Proprietary Analytical Case Studies

Aging Analytics Agency is producing regular open-access reports covering emerging longevity markets – technologies, innovations, companies, and trends. Our clients and partners can enjoy access to proprietary reports featuring additional in-depth research conducted by our team on a regular basis.

IT-Platform and Big Data Analytics Dashboard

Our company is building a sophisticated cloud-based engine for advanced market and business intelligence in the longevity biotech, medicine, finance, and governance industries. It includes a data mining engine, infrastructure for expert data curation, and advanced visualization dashboards, including mindmaps, knowledge graphs, and 3-dimensional visualizations.

Strategic Consulting

Aging Analytics Agency offers a comprehensive range of consulting services, conducting customized case studies, research, and analytics for internal (organizational) use, tailored to the precise needs of specific clients. It includes a wide range of market and competitor research services, technology scouting and due diligence, investment landscape profiling, and comprehensive analytics support for decision-making.

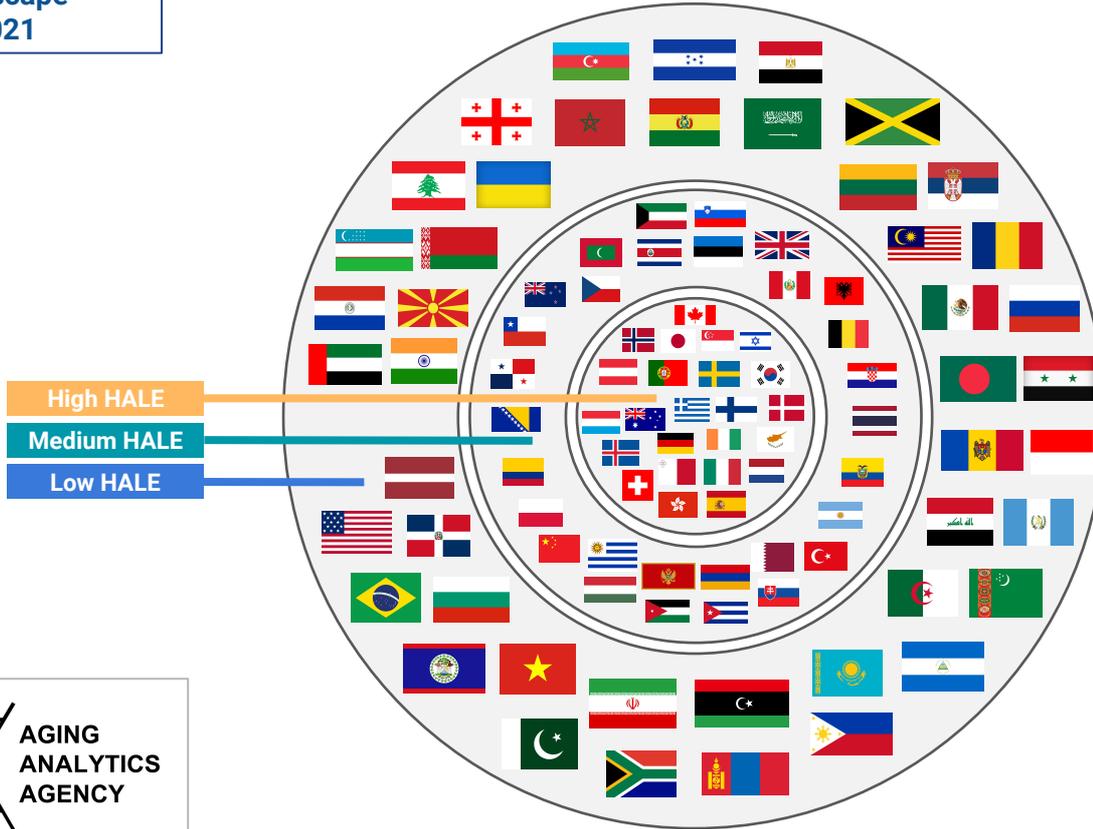
Key Takeaways

- Population ageing is a global phenomenon: Virtually every country in the world is experiencing growth in the size and proportion of older persons in their population. **The multi-trillion market of 1 billion** people currently on retirement can be thought of **as the world's 7th continent**. The forms of elderly consumption change and older people will become the engine of the so-called silver economy. The number of older persons is projected to be already **1.5 billion in 2050**.
- Technology and the Internet have become very important in the lives of older people, especially during the pandemic. Internet use in the 65-74 age group has increased from **52% in 2011 to 83% in 2019**, which means older people are closing the generation gap in technology usage. Older people aren't just using their computers either, they're branching out into mobile phones and tablets to
- **The challenge of the pandemic** provides a different approach and adequate interventions to older adults, which considers the diversity of functional states and health characteristics of this population. This point of time can be transformed into **a unique opportunity** in ensuring application of the necessary changes.
- **The Silver Economy** was coined to describe the economy linked to the **population over 50** and its size is estimated at **\$8.7T**. It continues to grow and is expected to reach over **\$15T consumers' spendings by 2030**. Health, banking, automotive, energy, housing, telecommunications, leisure, and tourism are among the industries represented by the Silver Economy concept.

Global Longevity Landscape

Global Longevity Landscape
Q4 2021

Countries – 100
Regions – 7



Distribution of Share of Population 60+

