



**Aging  
Analytics  
Agency**

# **Citizens of 7th Continent**

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## **Multi-Trillion Opportunity**

[www.aginganalytics.com](http://www.aginganalytics.com)

# Table of Contents

<b>Introduction</b>	<b>2</b>
<b>Approach of the Report</b>	<b>3</b>
<b>Executive Summary</b>	<b>4</b>
<b>Global Population Outlook</b>	<b>6</b>
The Silver Economy Market Size and Projection	13
<b>Economy of 7th Continent</b>	<b>16</b>
Sources of Seniors' Income	18
Global Pension Funds Industry Outlook	20
<b>Needs and Demand of Citizens of 7th Continent</b>	<b>21</b>
Seniors Consumption Pattern Dynamics	22
<b>COVID-19 Impact on Citizens of 7th Continent</b>	<b>27</b>
Shift in Consumption Habits	29
Older Adults and Technology	31
<b>Key Takeaways</b>	<b>35</b>
<b>Disclaimer</b>	<b>40</b>

## Introduction

In the last 75 years, the global community has reached levels of prosperity unimaginable just two generations ago. Due to increasing life expectancy, **older people are the fastest-growing demographic group** (with around 2.5% annual population growth vs. 0.7% for the entire population). With growing numbers, older adults represent a dynamic emerging market and human capital resource.

**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 silver economy includes all those economic activities, products and services designed to meet the needs of people over 50.

**This analytical case study** is ought to systemize and summarize the main features and current trends of the ageing consumers demand. This is accomplished by highlighting major drivers of growth, characterizing peculiarities of demand of the 7th continent's citizens and providing an overview of underlying economic and financial data.

# Approach of the Report

## Database and Sources

**100**  
Countries

**20**  
Parameters

**7**  
Regions

**20+**  
Sources

**5**  
Key Takeaways

**3**  
International  
Organizations

## Applied Research and Analytics Methods

**Descriptive  
Analysis**

**Mixed Data  
Research**

**Data  
Triangulation**

**Comparative  
Analysis**

**Qualitative Data  
Collection**

**Data  
Filtering**

## Data Sources

**Media Overview  
(Articles and Specialised Blogs)**

**International Institutions  
Databases**

**Publicly Available Sources  
(Websites)**

**Scientific Papers and  
Publications**

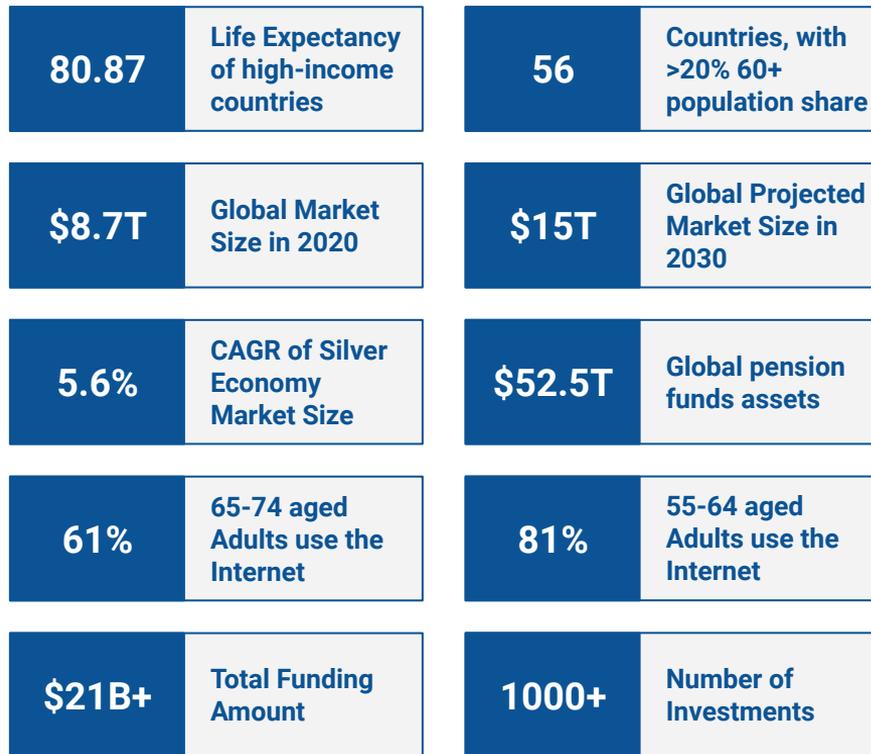
Relying on various research methods and analytics techniques, the analytical provides a comprehensive overview of the World Silver Economy. This approach has certain limitations, especially when using publicly available data sources and conducting the secondary research. Aging Analytics Agency is not responsible for the quality of the secondary data presented herein; however, we do our best to eliminate the said risks using different analytics techniques and cross-checking data. Please note that we did not deliberately exclude certain companies from our analysis. Nor was it due to the data-filtering method used or difficulties encountered. The main reason for their non-inclusion was incomplete or missing information in the available sources.

# Executive Summary

**Increasing digitalization** supported by governments, demand on safety and **reliance on technology in connecting with close ones** are new truths about consumers 60+ y.o. These trends were accelerated by the COVID-19 pandemic and they are here to stay. Seniors are increasingly more relevant customers and target auditory of online technologies, as 72% of them in the US bought some tech item in 2020. **Older users inevitably spend more time behind screens** - the average increases by close to half an hour daily.

**This analytical case study** was compiled to give a detailed systematic description of the aging consumers demand as multi-trillion opportunity. Being in the shadow, the age cohort of 60+ become a noticeable part of consumer demand in spheres that used to be primarily youth-targeted. **By 2030**, the silver economy will gain even more absolute strength because the number of seniors is growing by 3.2 percent every year (compared to 0.8 percent of the whole population). Moreover, **seniors** will remain **the wealthiest age group** as **76 percent of them** will be **in the consumer class**.

## Global 7th Continent Ecosystem 2021



Global Longevity  
Landscape  
Q4 2021

Countries – 100  
Regions – 7



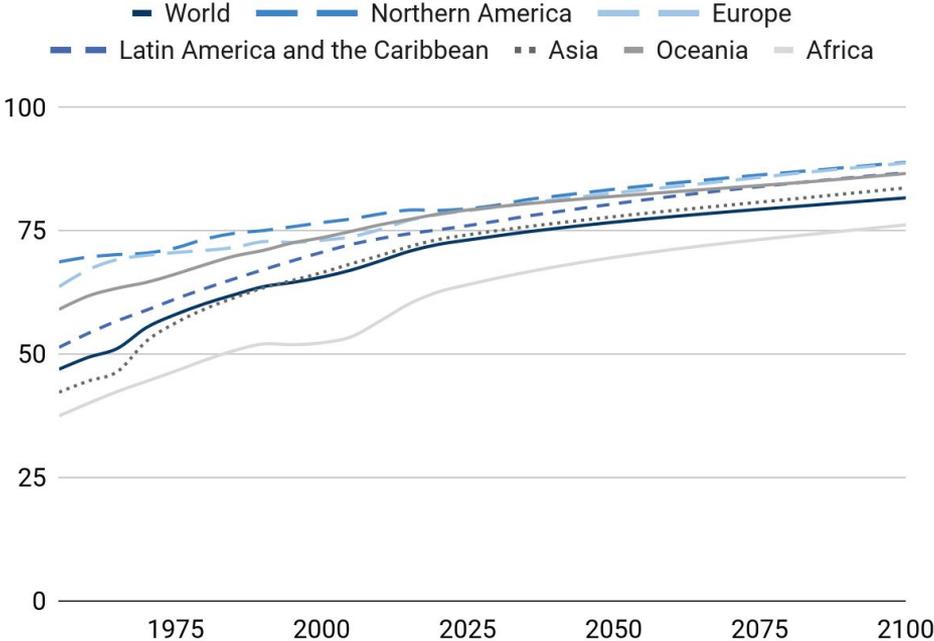
# World Population Trends Outlook



AGING  
ANALYTICS  
AGENCY

# Global Life Expectancy Perspectives

### World Life Expectancy at Birth, Both Sexes

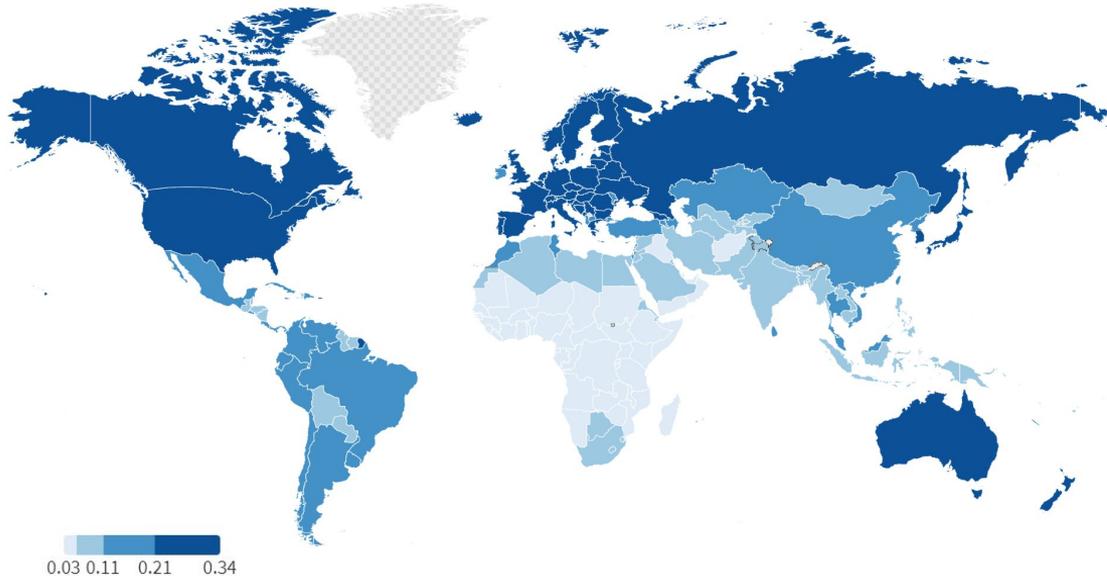


The graph on the left summarizes the results of the probabilistic projections of the UN by region. **The current world life expectancy at birth is 72.28 years.** It is expected to grow with decreasing rate **to reach 81.7 years** in the median trajectory by the end of the century. For the developed countries numbers even higher - **life expectancy of high-income countries is 80.87 years** in 2020 and expected to grow by around 10 year to **90.04 years** by the end of the century. The difference between North America and Europe will shrink from 0.8 year to 0.1 year, and both regions will converge to average life expectancy 88.8 years.

Geographically, **North America and Europe are leading** by average life expectancy. **Asia, Oceania and Latin America and the Caribbean saw rapid gains in longevity** over the past 60 years, but further progress is needed in order to achieve levels of life expectancy similar to those in North America and Europe.

# Distribution of Elderly Share by Country

Distribution of Share of Population 60+

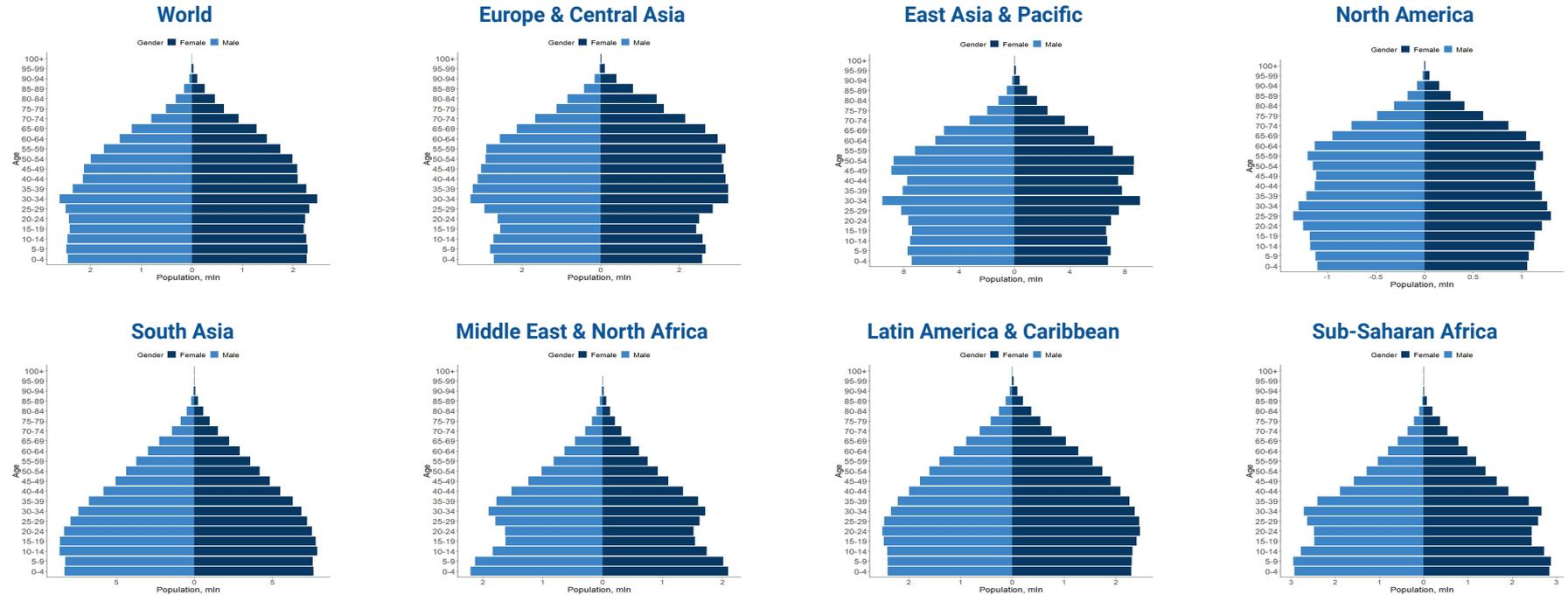


The number of countries, where the share of the elderly population is **greater than 30% will grow and reach 63 countries in 2050**. To compare, **in 2020 there is 1 country** with this share greater than 30% - **Japan**, with the elderly population at 34% of the total.

**New estimates of economic flows** by age combined with population projections show that in the coming decades:

- **ageing has so far raised consumption** by children and seniors as compared with those in the working ages;
- changing **economic life cycles amplify** the economic **effects of population aging** in many **higher-income economies**;
- **population ageing will push public debt, private assets**, and perhaps productivity higher.

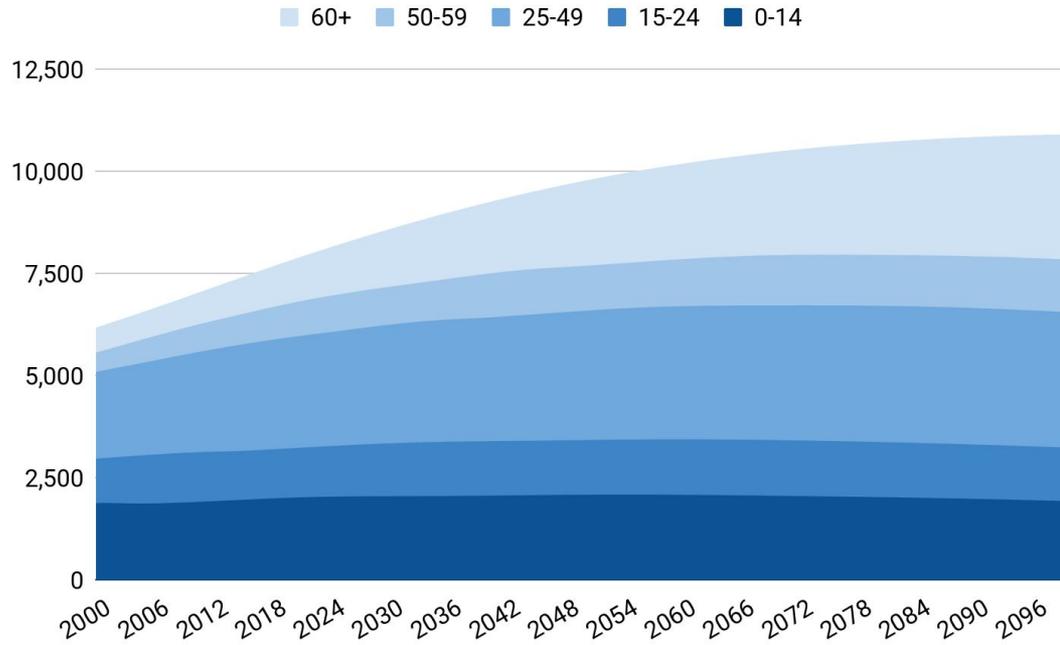
# Demographic Situation by Regions, 2020



Age distribution in different regions reveals **two common trends** that shape priorities in the longevity policy. **Countries of Europe, East Asia, and North America have mostly ageing populations**, as middle-aged people are the majority. Those are on **the 3rd stage of Demographic Transition**. **The rest of the regions experience 2nd stage of Demographic Transition** with a fall in death rates and an increase in population. However, sooner or later all countries faced the problem of population ageing.

# World Population Projections

World Population by Age, 2000-2100, Million People

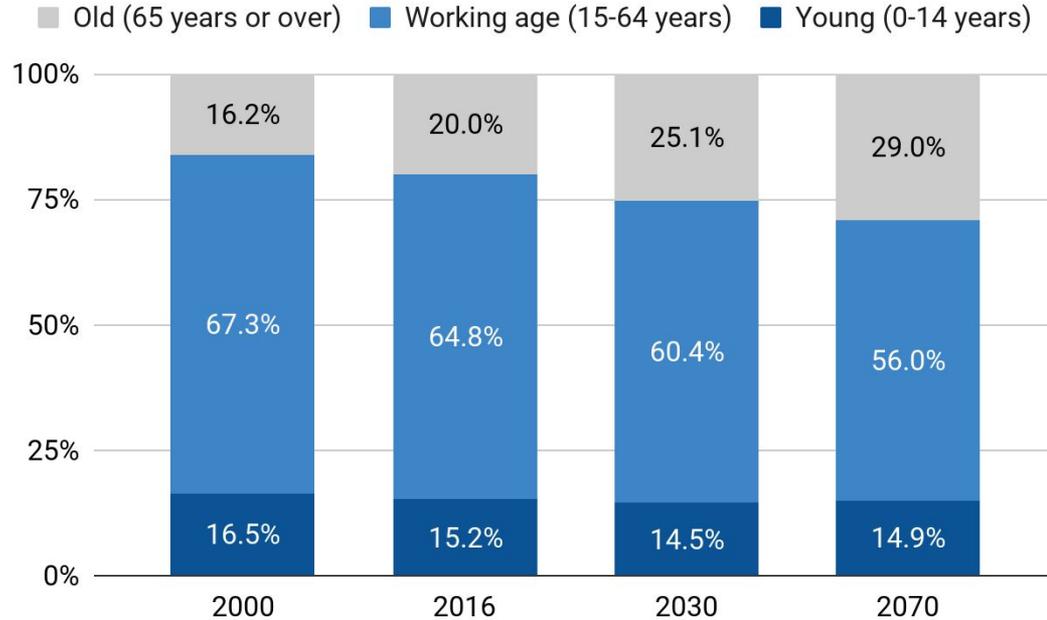


According to the UNISTAD population growth projection, the increase in the world population in the next 25-30 years, will be primarily **due to a gradual increase of young, working-age population (25-49)** and **rapid growth of seniors (60+)**. By 2050, approximately each 3rd of 10 will be 50+ y.o. (share of 50+ population will be 32% of the population), while youth and middle-aged together will constitute around 46%. By 2100, shares will almost align: 40% of 50+ aged and 42% of 15-49 y.o. population.

While some countries experience a mild increase in the life expectancy together with decreasing birth rate and as a result of growth of working-age population, other countries will face the problem of the ageing population. However, **by the end of 21st century, 60+ aged people will be almost third (28%) of the world population.**

# The Euro Area's Old-Age Dependency Ratio

## Age Cohorts in the Euro Area



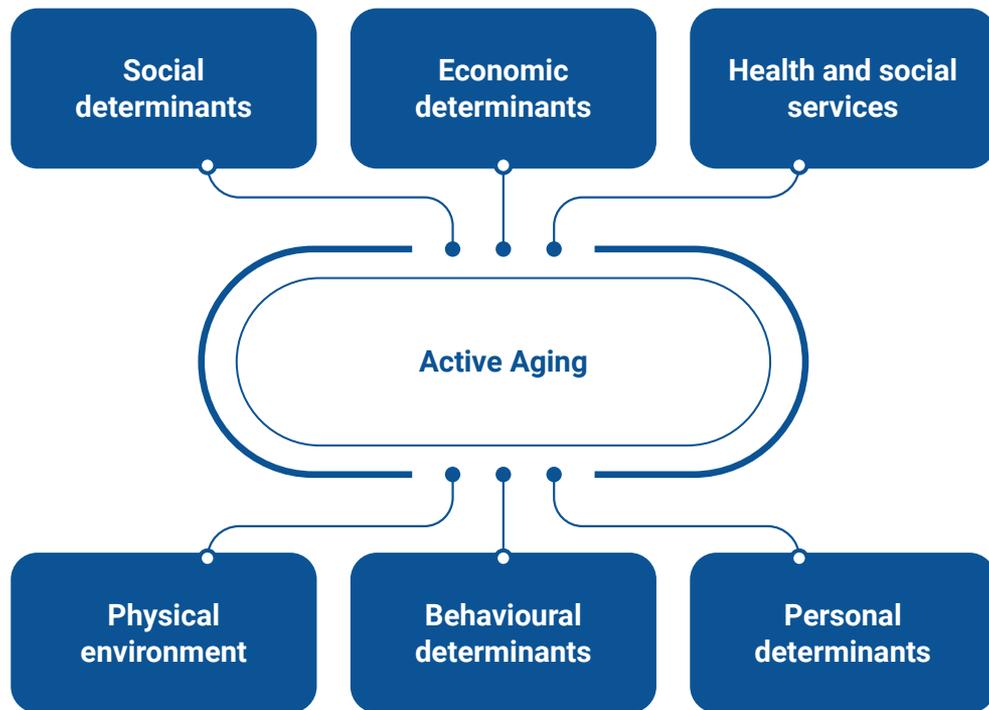
Life expectancy is expected to continue rising, albeit more slowly than in the last few decades.

**The euro area's old-age dependency ratio**, which is defined as the number of people **aged 65 or over** as a percentage of the working-age population (i.e. people aged 15 to 64), is projected to be significantly higher by 2070.

On the basis of Eurostat's 2015 projections, the average old-age dependency ratio in the euro area is expected to increase strongly, rising from slightly above **30% in 2016** to **around 52% by 2070**. An increase in this ratio means a decline in the number of workers that are potentially available to take care of each pensioner, in the absence of any changes to the statutory retirement age.<sup>86</sup>

This will entail **a significant fiscal burden** for the countries concerned in terms of their **public pension systems**.

# Determinants of the Silver Economy

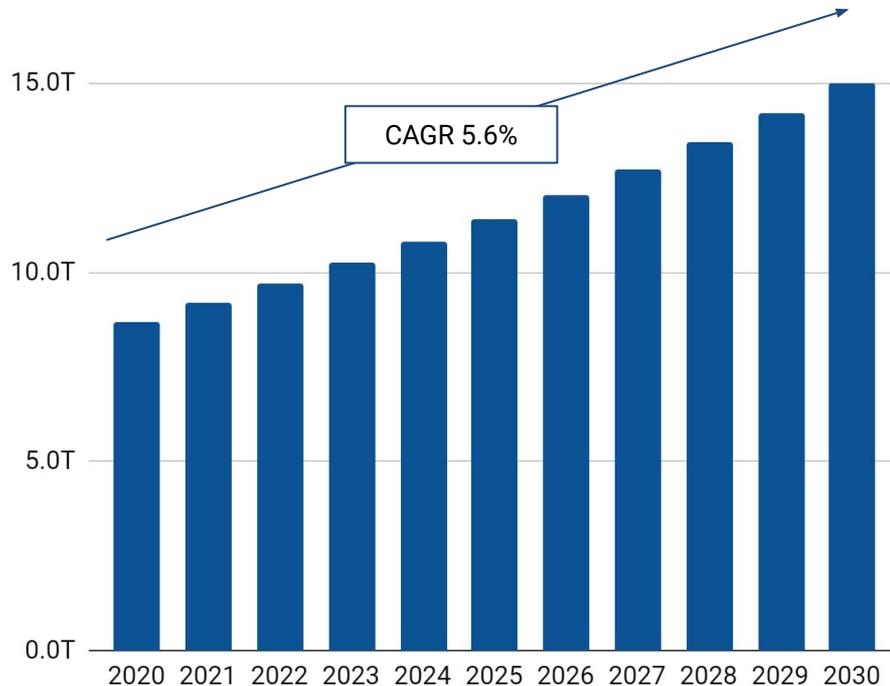


In the Europe of 2060, one in three inhabitants will be 65+. A similar trend of increasing life expectancy and reversal of the population pyramid will be followed by the rest of the developed countries on the planet. The forms of consumption will therefore change and older people will become the engine of the so-called silver economy. **The silver economy includes all those economic activities, products and services designed to meet the needs of people over 50.**

This concept brings together sectors as diverse as health, banking, automotive, energy, housing, telecommunications, leisure and tourism, among others. **One of the keys to the silver economy will be technological innovation.** Advances in home automation, Artificial Intelligence (AI), Internet of Things (IoT), eHealth and other services typical of smart cities, arouse the interest of a public that is mature but is too young to feel old.

# The Silver Economy Market Size and Projection

Spending of Middle and Upper-Middle Class Aged 65+, \$T



By 2030, spendings of the middle and upper-middle class consumer aged 65+ are projected to spend just under \$15T (in 2011/PPP), up from \$8.7T in 2020.

Seniors are the wealthiest age cohort in the world, together with older professionals (45-64 years). This shift toward wealthier older people is not because old people are inherently richer but because **rich countries are older and poor countries are younger**.

Until 2030, the silver economy will gain even more absolute strength because the **number of seniors is growing by 3.2 percent** every year (compared to 0.8 percent of the whole population). Many of the world's "new seniors" will be in Asia and less wealthy than the current average.

However, **seniors** will remain **the wealthiest age group**, together with "older professionals," as **76 percent of them** will be **in the consumer class** (compared to 66 percent on average).

\*Note: Consumer class is defined as spending \$11+ (2011 PPP) per person per day, which includes the Middle Class (\$11-110) and the Upper Class (\$110+).

# Development of the Silver Economy

## The main opportunities offered by the silver economy:

**Silverisation of sectors.** New products and services will emerge on the market adapted to the needs of older people.

**A boost to new professions.** The ageing of the population will lead to the creation of jobs and the emergence of careers related to the silver economy.

**Investment in strategic plans.** The rise of the senior economy will encourage governments to invest in solutions that improve health care and the independence of the elderly, for example.

## Cases for growing the Silver Economy

**The horizontal cases:** olderpreneur, interactive platform to fast-track product and service development

**Sector-specific:** connected health, robotics and games, silver tourism, integrated care service and improved connectivity, development of an age-friendly built environment, including smart home solutions, knowledge for an active and health lifestyle, age-friendly universities, driverless cars.

## EU-wide impact

1

**Private consumption.** In 2015, the population aged 50 or over contributed 40.6% of private consumption expenditure – worth €3.3T.

Over the next decade, the Silver Economy's population is expected to rise to 222 million – 42.9% of the EU total.

2

**Public sector consumption.** This consumption of public services was valued at €421T in 2015, rising to €635 billions in 2025, an increase from 14.0% to 15.5% of EU public sector spending.

3

**Economic impact.** Silver Economy's total economic contribution expected to rise to 31.5% of EU GVA and 37.8% of employment by 2025.

# Implications of the Silver Economy

Wide-ranging and surprising increase in longevity as the worldwide population of people aged 60 and older is set to more than double by 2050.

## Investment Opportunities Beyond Healthcare Transformation



US households headed by people aged 50 and older have an average net worth of \$765K. Hospitality industry sectors – especially hotels and cruise lines – could benefit.



Retirement residences offering medical care, education, shopping, and other services should flourish.



Members of the generation now reaching retirement age will pass along \$30T to their heirs, representing a potential opportunity for the wealth management industry.



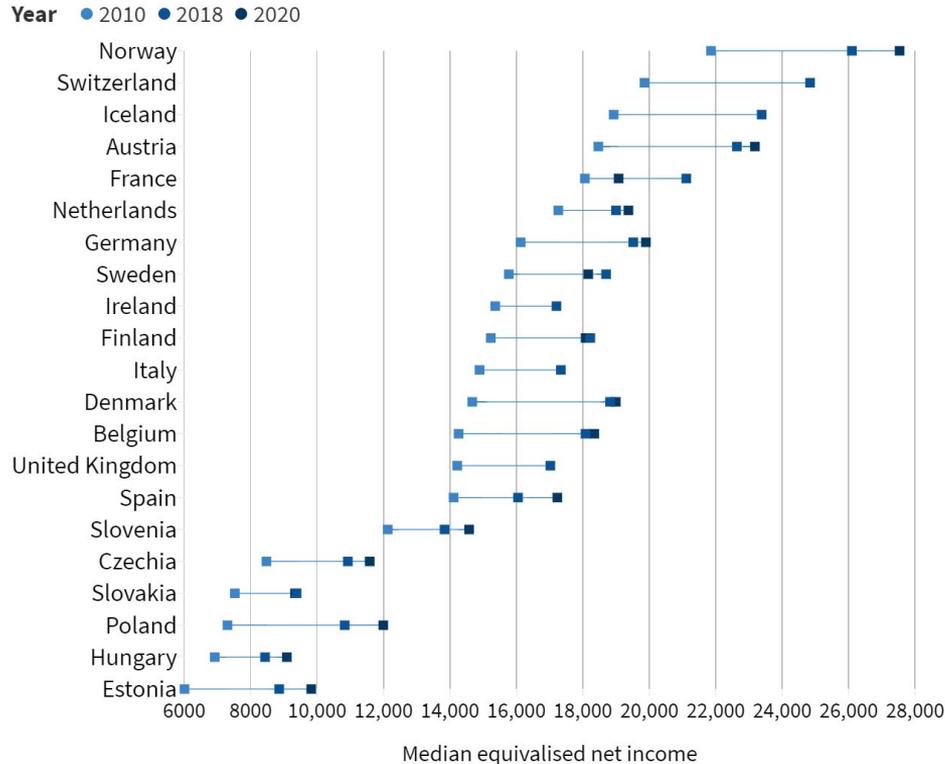
One publicly traded US corporation now runs 1,500 funeral homes and 450 cemeteries, while China and other emerging markets are showing a growing preference for western-style funerals.

# Economy of 7th Continent



# Median Income by Age in the EU

## Annual Median Net Income Across the EU in 60+ Age Cohort, EUR

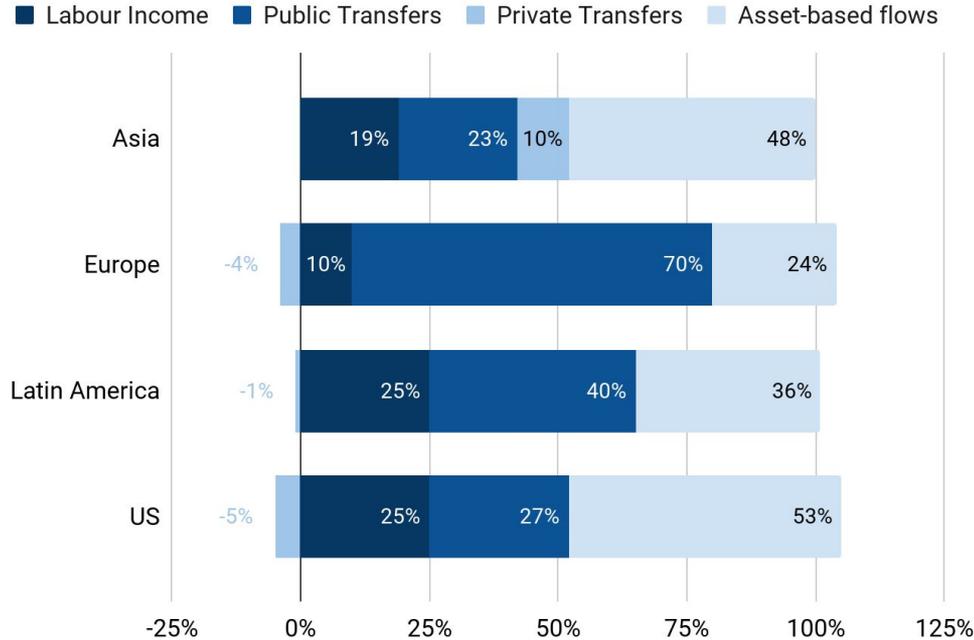


In 2020, the annual median equivalised **net income across the EU was €13,790**. Equivalised net income is measured after taxes and other deductions, in other words, this indicator presents the average income that an individual has available within one year for spending or saving. While recognising that substantial differences exist across countries and groups within society, it is worth remembering that some older people have savings and/or other assets and they might make use of these to supplement their income.

**New seniors become richer than their predecessors.** Towards the end of their working lives, **people aged 55-64 years** in the EU-27 could expect to **have a higher than average level of annual income** (€18,465), while income levels for older people (aged **65 years or more**) were **below average** (€15,771).

# Sources of Seniors' Income

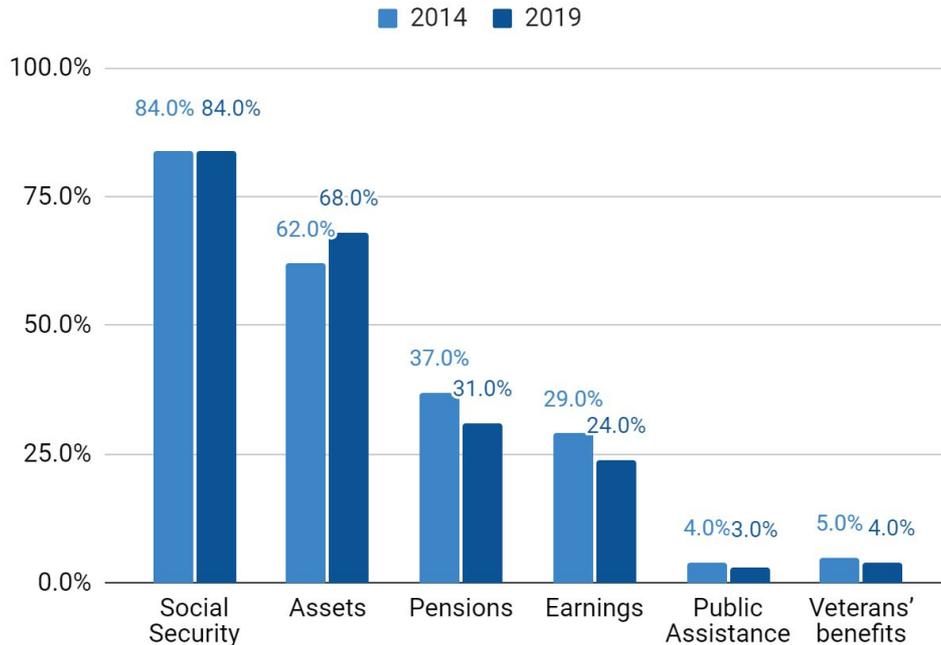
## Personal Income of Seniors by Sources



According to IMF Finance & Development, the main source of income for seniors (65+ years old) has varying from region to region. **European elderly** relies on public transfers in form of **pensions** and subsidies to pay for their consumption. The reverse is true in the US and Asia. **American and Asian seniors** actively use **asset-based income**. However, type of assets is crucially different. American are more likely to rely on the financial instruments (bonds, stocks, etc.). Asian will probably invest in the real estate market. **Latin America is between** the two as almost equal parts of elder income comes from investment flows and from public transfers. The **elderly in east Asia get more support** from their families than they give - share of private transfers in their income is **around 10%**. But in much of **the rest of Asia (including Japan and Korea), Europe, and the Americas**, older people on average **give more** to their younger family members than they receive, thus private transfers are negative.

# Trends in American Seniors' Income

Percentage of 65+ Adults Receiving Income From Specified Sources in the US

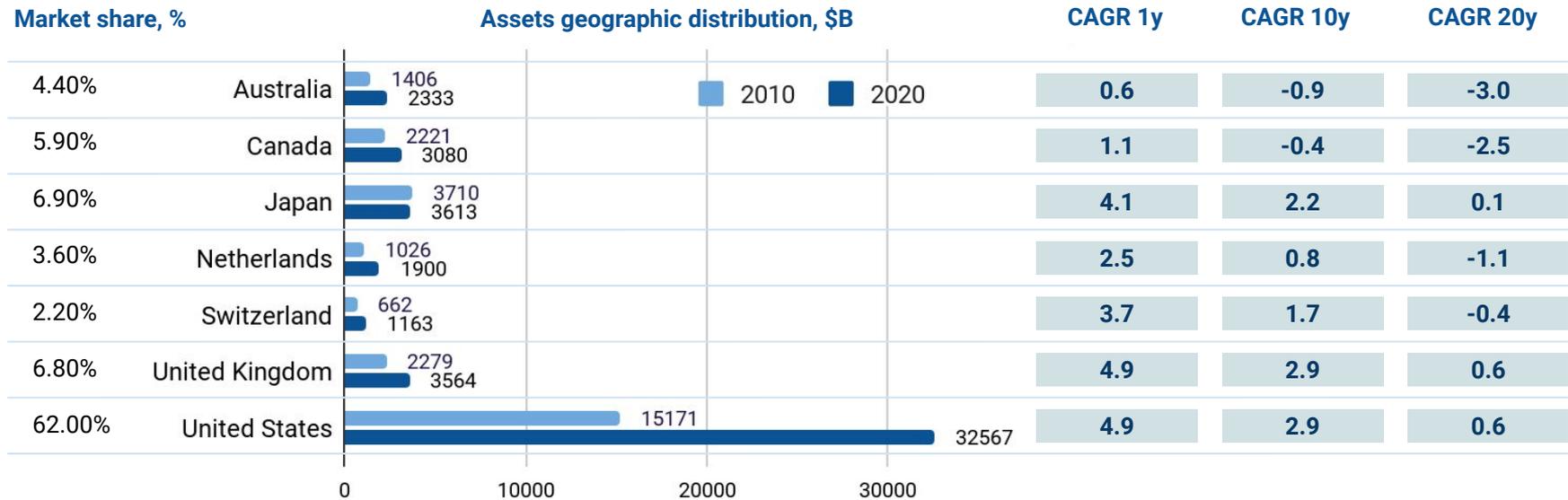


According to the Pension Right Centre survey, an increasing percentage of American seniors receive income from assets, and less elderly relies on pensions and earnings as main source of income.

Today's **older adults typically have a number of sources of income**. For most, the primary source of income is Social Security. Other sources are income from investments and other assets, pensions and other retirement plans, earnings from work and, for a small percentage, public assistance programs and veterans benefits.

In 2019, nearly **nine out of ten people 65 and older received Social Security benefits**. More than **half received income from assets**, such as stocks, bonds, and real estate, while nearly one-third received regular payment from a pension or retirement savings plan. One out of five received income from earnings. Veteran benefits expectedly decreasing over time.

# Global Pension Funds Industry Outlook



The US is the largest pension market accounting for **62%** of the global pension market according to 2020 figures. The global assets are estimated at **\$52.5T**. The **Japan and United Kingdom** follow the US with a significant difference – 6.8% and 6.9% respectively. Together, these three markets account for over 76% of all pension assets.

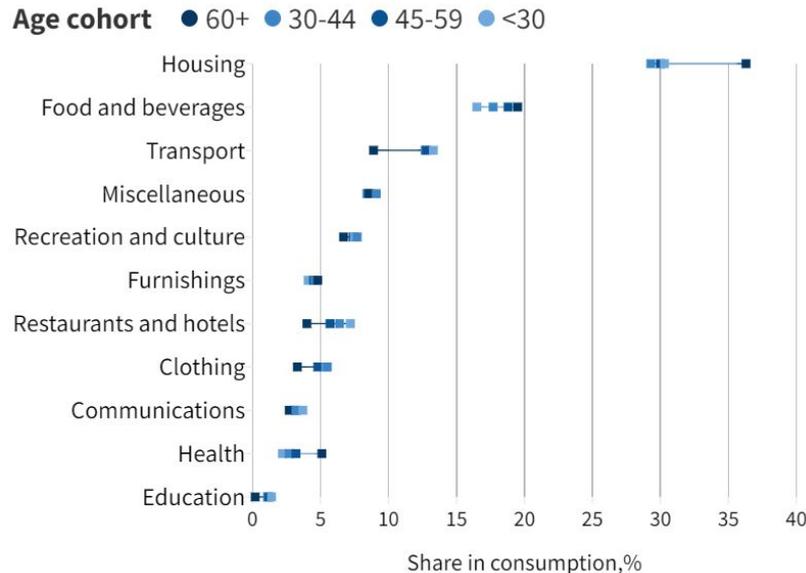
During the last 10 years, among the fastest-growing pension markets have been the **US (215%), Netherlands (185%), and Switzerland (176%)** among observed, while the absolute leader in this rally was **China**, during the last decade it increased its assets by **6.8 times**.

# Needs and Demand of Citizens of 7th Continent

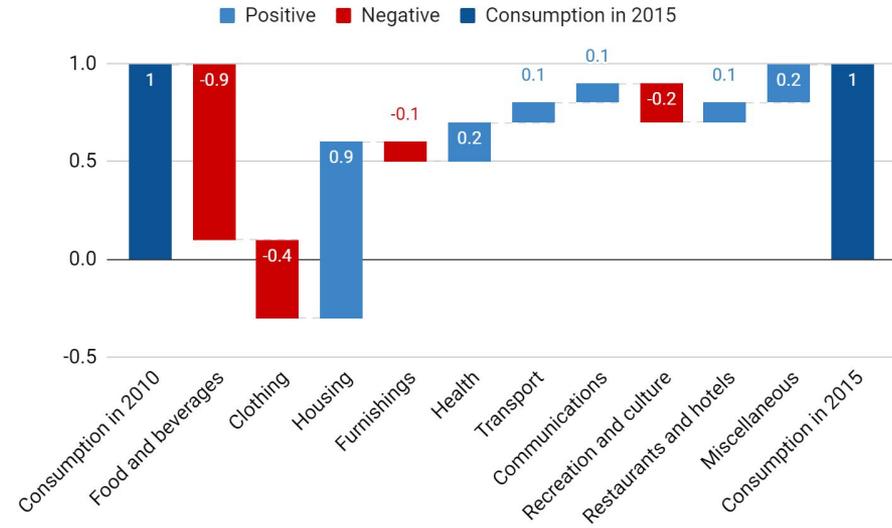


# Seniors Consumption Pattern Dynamics

## Consumption Pattern of Adults in EU-27, 2015



## Change in Consumption Pattern of 60+ Adults in EU-27 2010-2015, pp



**Seniors 60+ y.o. spend even more on** the most significant category among the EU citizens - **Housing, water, electricity, gas and other fuels**, compared with other age cohorts, and this share has been growing. On average, seniors also spend **a greater share on food and beverage**, although this share of spending has declined in recent years. Expectedly, seniors have a significantly **greater percentage devoted to health spendings** - 5% in comparison with 3% on average, and **fewer spendings on transport** (9% vs 12% average), **restaurants**, and **clothing**.

# Portrait of Senior Consumer

A demographic shift is creating the so-called “silver” economy and a new and powerful **consumer class (senior consumers)**. The most interesting for this sector are **travel and leisure, health and wellness products, care services, insurance and financial products**.

## They are digitally literate.

Although they have not grown up with the Internet, they have taken an interest and have been able to catch up. In fact, according to the Cetelem study, older Europeans spend an average of 13 hours online and almost two-thirds of them shop online regularly.

## They are large consumers of content.

According to a study by BuzzStream and Fracti, baby boomers consume more content than millennials and Generation X. In fact, 25% of seniors consume more than 20 hours of online content per week, making them an ideal audience for content marketing campaigns.



## Senior Consumers

## They place a high value on customer service.

The older generations are used to a one-on-one relationship with the salesperson and expect the same from online marketing. That is why they value brands that make an effort to offer personalized attention and answer all their questions.

## They are more cautious when buying.

Away from impulse buying, seniors think carefully before investing in a new product, so digital marketing strategies for older generations should fit this pattern.

# The Biggest Challenges for Elderly People

It is well known that as a society, we are living much longer lives as a result of improved living conditions and health care. While being able to reach old age is something to be thankful for, there are several challenges that the elderly face and to which we all need to pay more attention.

## Finding the right care provision

When complete independence is no longer practical, many elderly people require additional care. It is more appropriate for a professional caregiver to be employed on a regular basis.

## Difficulty with everyday tasks and mobility

A person's mobility and dexterity will naturally decline as they age, which makes completing everyday tasks more difficult.

## Access to healthcare services

Healthcare can be complicated and disjointed for elderly people, especially for those struggling with long term conditions. The care requires lots of different medical professionals and clinics..

## Financial insecurity

Many elderly people are able and more than willing to work past the standard retirement age, but the opportunities are not there.

## End of life preparations

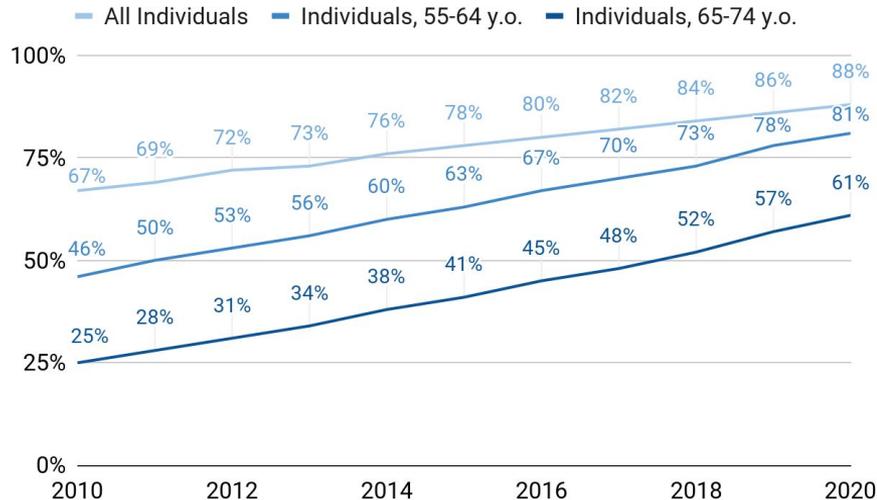
Elderly individuals and their families need support when considering the end of life options available, financial implications, and how to ensure that the individual's wishes are respected.

## Ageism and a lost sense of purpose

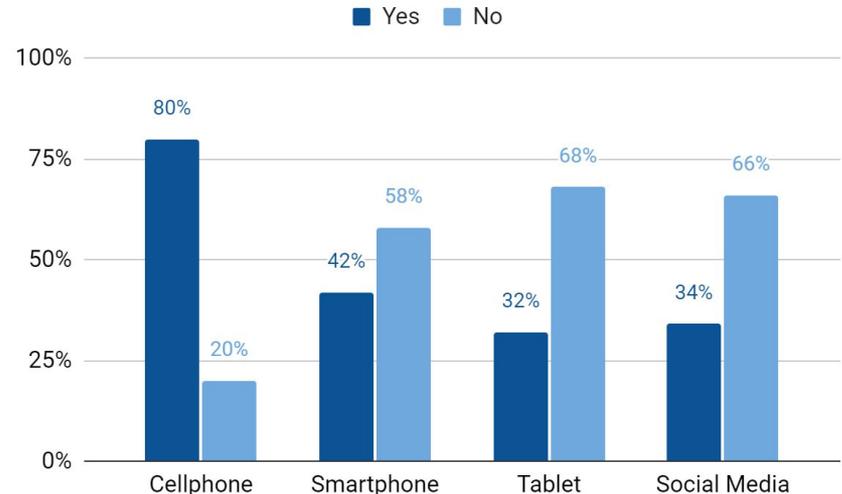
There are lots of outdated stereotypes about elderly people, which can lead to isolation and marginalization in a lot of communities.

# Seniors Online

## Share of Seniors Using the Internet\*, the EU



## People 65+ Using Technology



**The Internet has become increasingly important** in recent years and particularly so in 2020, following the COVID-19 outbreak and the related confinement and social distancing measures. Although very common among the young, internet use is not as habitual among the older generation: **98% of those aged 16-24 used the internet in the last 3 months** vs. **61% of those aged 65-74**, and 81% of those aged 55-64. Over 80% of 65+ people have all kinds of cellphones, however, more advanced technologies are still used by less than a half elderly.

# Examples of Government Programs Supporting Elder Digitalisation

## Digital Senior Citizen (EU)

Digital Senior Citizen focuses on adult education and well-being of senior citizens in age 65 and above. Even those people that have finished universities belong to the group of low skilled in the area of digital competences. The project develops tailored to the specific needs of seniors training courses and provide educators with handbooks about organizational

## SeniorsGoDigital (EU)

SeniorsGoDigital is promoting inclusive strategies for disadvantaged seniors. The direct target group is adults 60+ (seniors) retired, unemployed, marginalised, in rural areas, with few opportunities, low-skilled etc. The up-skilling programme/ SUPPORT CENTRES has been implemented in 4 partner countries: Sweden, Italy, Bulgaria and Cyprus.



**Government  
Programs  
Supporting  
Elder  
Digitalisation**

## The Digital Seniors Trust (New Zealand)

Digital Seniors is a registered Trust to make collective action to better support seniors with technology. It was launched in the Wairarapa in August 2018. Wairarapa has the largest senior population per capita and among the highest rates of social isolation and loneliness. The Digital Seniors Trust works on three levels: Individual (free personalised one-on-one coaching), Community (bring communities together to build the digital inclusion), National.

## Seniors Go Digital (Singapore)

Seniors Go Digital is a specially designed programme by Infocomm Media Development Authority to assist seniors' digital journey. The learning programme will be tiered according to personal needs and will guide through 3 tiers of digital skills: Communication, Government Services and Lifestyle, e-Payments and Digital Banking

# COVID-19 and Citizens of 7th Continent



# Covid-19 Impact on Older Person

## Mental health

Physical distancing can take a heavy toll on our mental health. Living alone and being more digitally included than others, the risks are higher for older persons

## Economic well-being

The pandemic may significantly lower older persons' incomes and living standards. Already, less than 20% of older persons of retirement age receiving a pension

## Responders

Older persons are not just victims. They are also responding. They are health workers, carers and among many essential service providers



## Life and Death

Fatality rates are five times higher than global average. An estimated 66% of people aged 70 and over have at least one underlying health condition

## Vulnerability

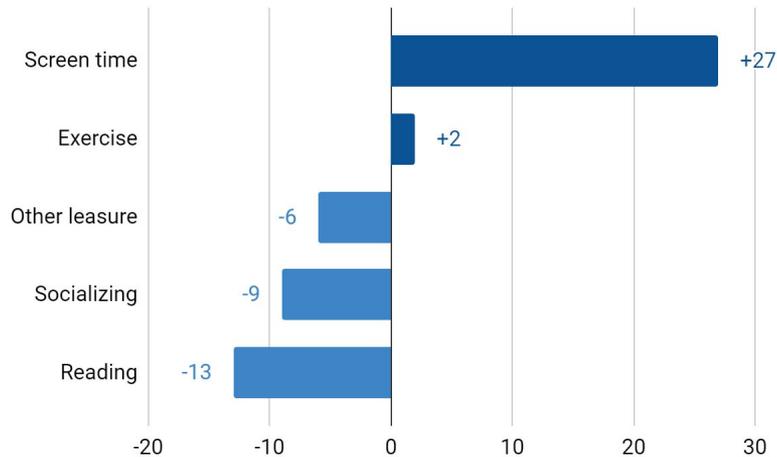
Essential care that older persons often rely on is under pressure. Almost half of COVID-19 deaths in Europe occurred in long term care settings. Older women often provide care for older relatives increasing their risk to infection

## Abuse and neglect

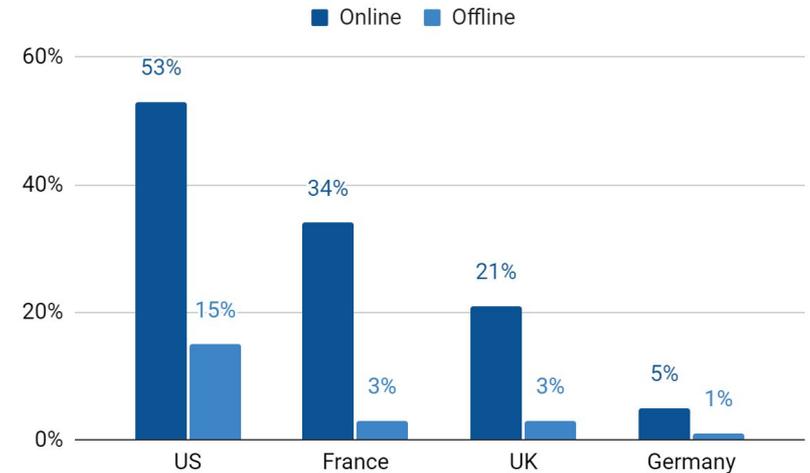
In 2017, 1 in 6 older persons were subjected to abuse. With lockdowns and reduced care, violence against older persons is on the rise

# Shift in Consumption Habits

Changing in Daily Time Use 2005-2015,  
Delta 2005-2015 in minutes



Consumer 65+ y.o. Spendings, % increase 2020/19



The trend on digitalization of seniors was there already in 2015. According to the Pew Research Centre results, Americans 60 and older are spending more time in front of their screens than in 2005. The almost a half an hour difference is only increasing due to the COVID-19 pandemic, quarantines and other restrictions. Another trend is an increased time on sport and exercise.

Overall, **65+ consumers spendings in developed countries have increased**. However, because of partly pandemic disruptions and partly the growth of time spent behind the screen, **main grew online spendings**. In **the US average of 65+ seniors spent 53% more online in 2020 than in 2019**. To compare, offline spendings increased only by 15%. In the EU countries rate of increase of online spendings is varying across countries: from +34% in France to +5% in Germany.

# Seniors Online

## Reasons to turn digital:

91%

staying in touch with friends and family

87%

organizing their finances

73%

improving their health and wellness



### Majority online

According to the Pew Research Center, about 80% of Americans 55+ are online. The EU average is 61% online of those aged 65-74.



### Time spent online as part-time job

The majority of online seniors (86%), are enthusiasts who spend at least six hours a day online and own an average of five devices.

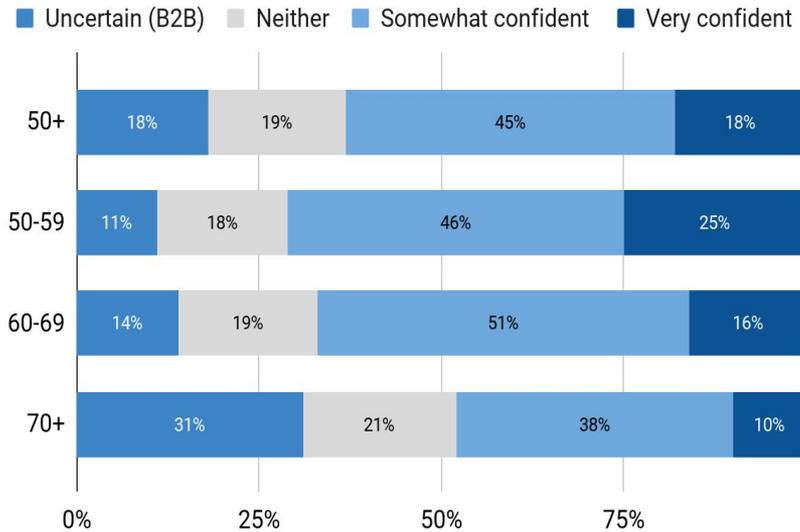


### COVID-19 boosted screen time

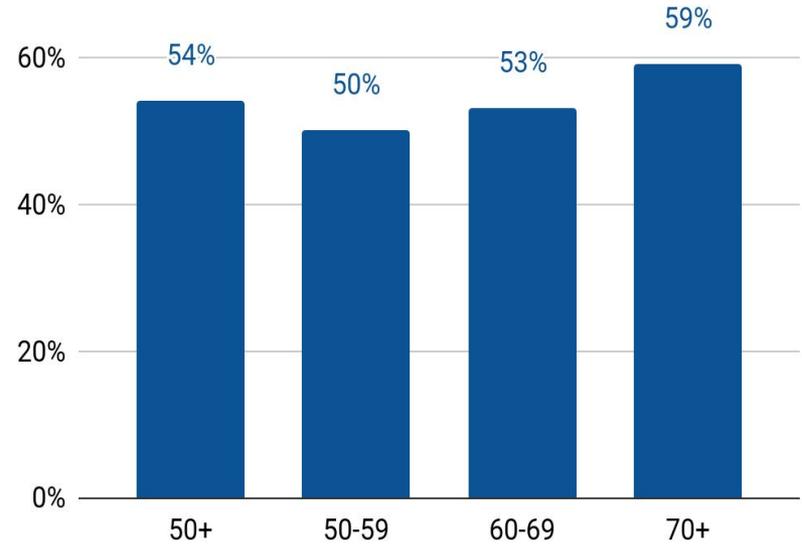
More than four in 10 (44%) now have a more positive feeling about using technology than they did before COVID-19. 70% of seniors say that they'll spend the same amount or more time online once the pandemic ends.

# Older Adults and Technology

## Confidence in Use of Technology, 2020



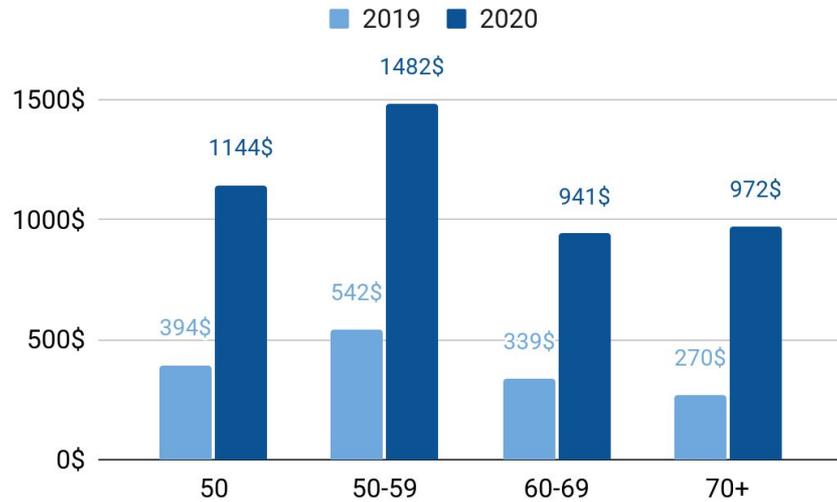
## Would Like a Better Grasp on Technology, 2020



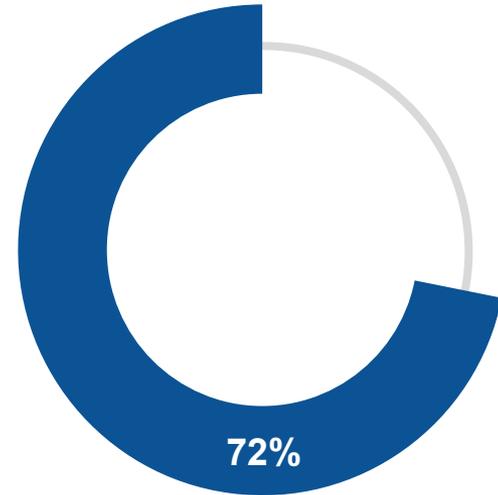
Approximately **more than 60 % of those 50-plus** are confident in their use of technology. However, with a significant increase in dependency on technology during the pandemic, **more than 50%** would like to improve their knowledge to more easily connect with others.

# Tech Spending Among Older Adults

## Change in Technology Spending in the Past Year 2019 vs. 2020



## Older Adults Trends in Tech item



The pandemic is likely driving the exponential increase in tech spending. Compared to 2019, **tech spending** among older adults is **up 194%, from \$394 to \$1144**. Over 70% of older adults report that they have bought a new tech item in 2020.

# Best Startups for Seniors

The logo for GetSetUp, featuring the text "GetSetUp" in white on a dark blue background, with a small white and orange icon to the right.

**GetSetUp** is a senior to senior live interactive educational platform that offers classes and social opportunities to help older adults live healthier, happier, and more connected lives. Its platform teaches seniors through a video about how to use different types of software, set up online businesses, and helps to learn about medical and financial products and services that enable companies to promote loyalty, reduce churn and save costs.

The logo for Curve Health, featuring the word "curve" in blue and "Health" in a lighter blue, with a small orange plus sign above the "e" in "curve".

**Curve Health** is senior care without walls. It is a platform that's reduced patient transfers from Skilled Nursing Facilities (SNFs) to Emergency Departments by 50%+, Curve advances connected senior care by bridging the silos that hinder health care delivery today;



**Wortright**

**Wortright** is a financial service company that helps seniors and their families find financial confidence and freedom in retirement. The company focuses on using existing life insurance to fund retirement costs and care needs. They do that by delivering intelligent technology that makes evaluating, servicing and selling a policy seamless – resulting in a powerful grasp of what options are available to a family to pay for and live a full life.

The logo for Kuvu, featuring the word "KUVU" in a bold, teal, sans-serif font with small colored dots above the letters.

**Kuvu** offer safety and guarantees to elderly people living alone so that they rent their empty rooms to Young qualified people that are looking for an affordable place to live in their cities. Kuvu is positioned as a home sharing platform focused on elderly people.

# Examples of Government Support Programs for Seniors



England

The National Health Service (NHS) pays for some long-term care for seniors, but government reimbursement rates have been substantially reduced in recent years, frequently leaving the balance to be paid out-of-pocket by the senior or by their co-insurance.



Canada

Canada's national and provincial governments offer services for seniors who need assistance to age in their own home, as well as what they call "supportive housing" for seniors who need assisted living and "subsidized nursing home care" for long-term care (LTC) services.



Australia

The Commonwealth Government of Australia subsidizes much of the cost associated with "residential aged care," including assisted living services and full-time nursing care for older people who can no longer live independently.



United States

CCRCs offer seniors tailored care in a setting that is custom-designed to keep them safe, happy, and healthy for longer.

# 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**.



When compared to other age cohorts, **seniors 60+** spend even more on the most important category among EU citizens - housing, water, electricity, gas, and other fuels - and this share is growing. On average, seniors spend a higher proportion of their income on food and beverages, though this proportion has decreased in recent years. Seniors, as expected, spend significantly more on **health care (5 % vs. 3 % on average)** and spend less on **transportation (9 % vs. 12 % on average)**, **restaurants**, and **clothing**.



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 that the necessary changes are applied so that society and institutions offer ageing populations the needed transformation in their care so that they can maintain and optimize a longer and healthy life.



**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.

# Stay on Top of the Latest Intelligence

Stay on top of the latest information about Switzerland's DeepTech Industry with our analytical case studies and interactive IT platforms.



FemTech Analytics

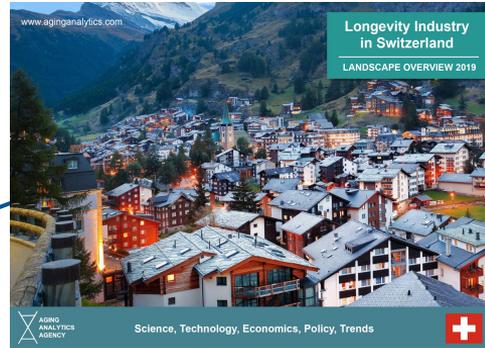
## FemTech Industry in Switzerland

Landscape Overview Q3 2021

Teaser

September 2021

www.femtech.health



www.aginganalytics.com

## Longevity Industry in Switzerland

LANDSCAPE OVERVIEW 2019



AGING ANALYTICS AGENCY

Science, Technology, Economics, Policy, Trends



## Longevity and Precision Medicine Clinics in Switzerland

Landscape Overview Q3 2021



## Artificial Intelligence Industry in Switzerland

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August, 2021



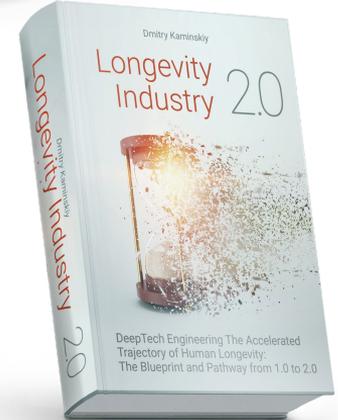
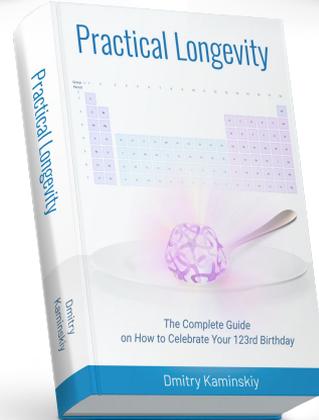
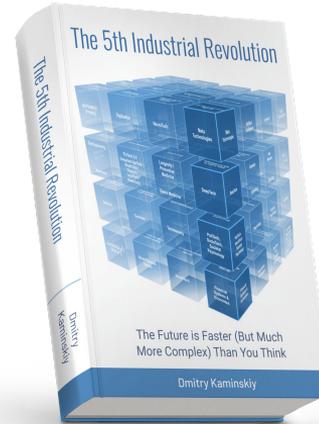
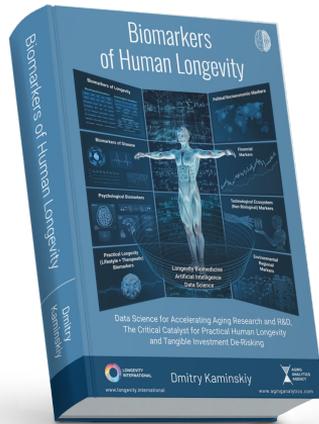
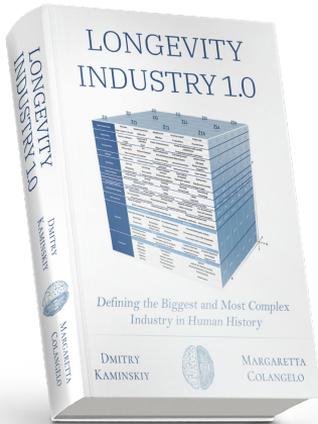
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## Basel Area Life Sciences Ecosystem

Landscape Overview Q3 2021

Teaser

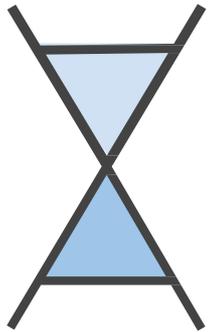
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[www.longevity-book.com](http://www.longevity-book.com)



# About Aging Analytics Agency



## AGING ANALYTICS AGENCY

**Aging Analytics Agency** is primarily interested in strategic collaboration with international corporations, organizations, and governments in Longevity-related projects and initiatives.

**Aging Analytics Agency** is open to cooperation with strategic clients via a variety of approaches, including:

- Conducting customised case studies, research and analytics for internal (organizational) use, tailored to the precise needs of specific clients.
- Producing open-access analytical reports.
- Offering customised analysis using specialised interactive industry and technology databases and IT-Platforms.

In certain specific cases, if it meets our interests, Aging Analytics Agency is open to co-sponsoring research and analytics for the production of internal and open-access industry reports, as well as special case studies for a variety of governmental, international, and corporate clients. Their topics of interest may include Longevity, the Longevity Financial Industry, Longevity Policy and Governance, and the development and execution of fully-integrated National Healthy Longevity Development Plans tailored to the specific needs of national governments and economies.

# Aging Analytics Agency: Value Proposition

Visit Website



Aging Analytics Agency is the only specialised analytics agency in the world that focuses exclusively on the emerging Longevity Industry. They are recognised internationally as the premier analytics agency for advanced data analysis, industry reports and next-generation infographics on the topics of Aging and Longevity.

## Aging Analytics Agency is focusing on three key activities:

### Providing Commercial Services

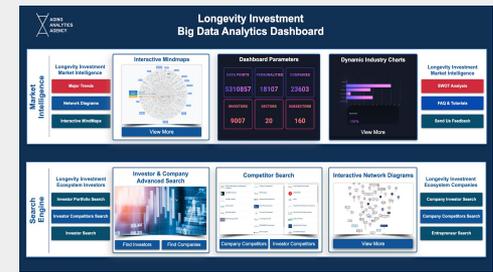
Conducting customized case studies, research, and analytics for internal (organizational) use, tailored to the precise needs of specific clients.

### Preparing Open Access Reports

Producing regular open access and proprietary analytical case studies on the emerging topics and trends in the Longevity Industry.

### Building Big Data Analytics Platforms

Offering customized analysis using specialized interactive industry and technology databases, IT-platforms, and Big Data Analytics Dashboards.





# AGING ANALYTICS AGENCY

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