

# Ageing Population and its Impact on Eyewear

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## INTRODUCTION

Scope

Key findings

Ageing is the primary risk factor for many eye conditions

## AGEING DEMOGRAPHICS

World's population is ageing rapidly

High index of ageing in key eyewear markets

Senior spending power

Biggest addressable presbyopia-prone populations by 2030

## ADDRESSING SENIOR NEEDS

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Senior attitudes towards eye health in particular

Multifocal and progressive solutions cashing in on ageing

Case study: TouchFocus

TouchFocus : Hi-tech for ageing eyes

## THE IMPACT OF COVID-19

COVID-19 impacts older people's health and wellbeing ...

... while it can accelerate digital adoption among them

COVID-19 highlights healthcare and pension pressures

Inclusion of older consumers in digital and online solutions

Key takeaways: be inclusive and adaptive to win silver consumers

## APPENDIX

Definitions

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