

# Ageing Matters: The Future of Older Populations

June 2020

Table of Contents

## INTRODUCTION

Scope

Key findings

Global population ageing: past, present and future

Older consumers: past, present and future

## INTRODUCTION

Population ageing shapes the world we live in

## GLOBAL AGEING TRENDS

Life expectancy and fertility rates are factors driving global ageing

The “old age” threshold and measures of population ageing

Eastern European population to have the highest median age

Strong rises in the share of 65+ cohort in Asia and Western Europe

Old age dependency ratio rises rapidly in Asia and Latin America

Developing countries now ageing faster than the developed world

## 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

Finland: leveraging technology for elderly care

Inclusion of older consumers in digital and online solutions

Woolworths Australia: delivering essential items to older shoppers

## OLDER CONSUMERS IN KEY MARKETS

The economic power of older consumers

Japan: one in three people will be aged 65+ in 2040

Consumption by aged 60+ households set to rise the most in Japan

Mikakuto: prominent in the development of functional confectionery

Germany: income concentrated among the older population

Older Germans prioritise travel and holidays

A-ROSA: leading cruises into a new normal

US: home to 80 million older consumers in 2040

Health spending absorbs a third of US older households’ budget

ElliQ: a digital companion for happier ageing

China: the world’s largest older population

Essentials absorb one in two dollars spent by older Chinese

Alibaba targeting China’s ageing population

Russia: low and declining income for older consumers

Older Russians grapple with economic hardship

Vkus Vill: making healthy eating affordable

## CONCLUSION

Towards the era of longevity

Challenges and opportunities for business

Be inclusive and adaptive to reach older consumers

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/ageing-matters-the-future-of-older-populations/report](http://www.euromonitor.com/ageing-matters-the-future-of-older-populations/report).