

Innovation and Population Ageing: Adapting to the Longevity Era

August 2021

Table of Contents

INTRODUCTION

Scope

Key findings

The world is getting older rapidly...

...with longevity becoming the new norm

Age-friendly innovation will see great opportunity

POPULATION AGEING AND INNOVATION OPPORTUNITIES

Happy, healthy and independent ageing as a focus for innovation

Tech innovation to benefit from rising digital adoption among seniors

JD.Com : innovative solutions for older online customers

SilverNest : making home-sharing convenient for seniors

GetSetUp : interactive learning platform for older adults

TRENDS IN KEY INDUSTRIES

Sectors leading innovations for ageing consumers

Home and Tech : digital assistance for health and independence

Home and Tech: rising need for digital technology in senior homes

Apple watch and Alexa Care Hub: fall detection in multifunction devices

Food and Nutrition: healthy and functional food in focus

Food and Nutrition: preventing diseases with functional ingredients

Memore : food ingredients to support cognitive health

Beauty and Health: providing solutions for healthy ageing

Health and Beauty: healthy-boost "fix" and holistic approach to wellbeing

Academie : hormonal skin care with a lifestyle flavour

CONCLUSIONS

Areas with opportunities for age-friendly innovations

Innovating for older consumers: be adaptive and inclusive

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/innovation-and-population-ageing-adapting-to-the-longevity-era/report.