



Euromonitor  
International

# Innovation and Population Ageing: Adapting to the Longevity Era

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## 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

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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](http://www.euromonitor.com/innovation-and-population-ageing-adapting-to-the-longevity-era/report).