

Ageing Matters: The Future of Older Populations

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Abstracts

With falling birth rates and rising life expectancy, the older demographic is growing rapidly as a proportion of the global population, creating significant commercial opportunities (and challenges), as well as giving rise to new societal, economic and consumption trends. Insights into trends and issues brought about by population ageing, including the impact of Coronavirus (COVID-19) on older consumers, can help companies formulate strategies to stay profitable and relevant in the long term.

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