

# Innovation and Population Ageing: Adapting to the Longevity Era

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## Abstracts

The older consumer segment is growing rapidly globally, driving the need for genuine innovation to cater to older adults' evolving and diverse demands. Older consumers are also becoming more important in the digital sphere, given their rising tech adoption. Recent innovation trends in industries such as education, e-commerce, home and tech, food and beauty and health have shown that innovating for older consumers could be one of the most compelling investments for future success.

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