

Old Is the New Young: How Global Consumers are Challenging Ageing

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Abstracts

Perceptions, attitudes and behaviour related to ageing have changed dramatically. The world is maturing, and healthy life expectancy is longer, yet people are looking and feeling younger than ever before. Following on from our first report, which examines the impact of an ageing demographic on economies and societies, we now take a deeper look at consumer behaviour and the ways in which consumers and influencers are challenging ageing.

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