

Tapping the Silver Consumer Market

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Abstracts

The global consumer landscape is being transformed and reshaped at an unprecedented pace. With fewer births and an increasing life expectancy, population ageing is now taking place in almost all countries of the world. Businesses that recognise and adapt to this population trend – not only by targeting the current older population but also by focusing on tomorrow’s silver consumers – will be rewarded with substantial opportunities in a wide range of sectors.

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