

# Geriatric Care Services Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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## Abstracts

The Global Geriatric Care Services Market was valued at USD 1.3 trillion in 2024 and is estimated to grow at a CAGR of 5.1% to reach USD 2.1 trillion by 2034.

The expansion of the market is driven by the rising elderly population, favorable reimbursement policies, increasing prevalence of chronic diseases, and growing government and societal awareness about senior care. Older adults often require ongoing medical monitoring, assistance with daily living activities, and specialized nursing care due to multiple health conditions such as diabetes, cardiovascular disorders, dementia, and arthritis. The demographic shift toward aging populations has prompted investments in personalized healthcare, telemedicine, and home-based care solutions, reducing hospital dependency while improving patient outcomes. Countries with significant aging populations have accelerated the adoption of advanced geriatric care services, including technologically enabled health monitoring, integrated care models, and AI-supported solutions, creating long-term opportunities for market growth.

The institutional care segment held a 63.1% share in 2024. Institutional care includes nursing homes, assisted living facilities, hospitals, and long-term care centers that provide comprehensive medical and personal assistance for seniors. These facilities cater to elderly patients with chronic conditions or those requiring continuous supervision, offering skilled nursing, rehabilitation, and social engagement programs. Institutional care ensures structured routines, safety, and access to professional-level healthcare for patients with severe mobility or health challenges, making it a critical component of the market.

The public segment accounted for a 72% share in 2024. Public providers encompass

government-funded hospitals, community health centers, and social welfare programs, delivering affordable or subsidized care to older adults. These providers enhance accessibility in regions with limited private healthcare engagement, offering services such as nursing, preventive care, and rehabilitation. Public geriatric services also align with national healthcare policies focused on improving senior well-being, especially in low-income or underserved communities.

North America Geriatric Care Services Market held a 42.8% share in 2024. The region benefits from a highly developed healthcare system, extensive insurance coverage through government programs, and widespread adoption of telehealth and home care services. Rising incidences of chronic illnesses such as diabetes and cardiovascular diseases are increasing the need for integrated care models. Additionally, remote monitoring, AI-based health management, and technology-driven interventions are being integrated into geriatric care programs, driving demand and adoption.

Key players in the Global Geriatric Care Services Market include Atria Senior Living, Active Day, Brookdale Senior Living, Sunrise Senior Living, DIVERSICARE, Genesis, Kindred Hospitals, Home Instead, Ensign Group, Extendicare Inc., Life Care Centers of America, Capital Health Care Network, Gentiva, Samvedna Care, ANTARA, ScionHealth, KITES, and St Luke's ELDERCARE. Companies operating in the Geriatric Care Services Market are adopting multiple strategies to strengthen their market presence. They focus on expanding geographic reach by opening new facilities and partnering with local healthcare networks. Investment in technology-enabled care, such as telemedicine, remote monitoring, and AI-driven patient management systems, is a key approach to improving service quality and efficiency. Firms are also emphasizing specialized programs for chronic disease management and rehabilitation to attract a broader elderly population.

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