

The Digital Silver Economy: Issues and Outlook

<https://marketpublishers.com/r/DFEB8E2710BEN.html>

Date: January 2017

Pages: 62

Price: US\$ 3,300.00 (Single User License)

ID: DFEB8E2710BEN

Abstracts

This report explores the technological innovations designed with older adults (age 65+) in mind, and for medical and social practitioners (caregivers, nurses and other healthcare professionals). Six main categories of technology that can help make seniors' daily lives easier have been distinguished. An analysis of the economic impact and expected take-up rates is also included, along with a detailed look at how each of the players is positioned along the value chain.

The main unanswered questions today relate to:

Whether seniors and caregivers will embrace these solutions;

The economic value-added of these solutions;

And the right business model for these technological solutions (notably in terms of their financing).

A proven need for technological solutions to meet the challenges of the silver economy. By 2020, there will be 1.6 billion people in the world aged 65 and up. As the life expectancy for a healthy 65-year-old is around 10 years, current human resources will struggle to meet the needs of the ageing population. Technological solutions that span both the medical and the social have thus been developed to allow the world's senior citizens to age comfortably.

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