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Elderly Care & Geriatrics Market Forecasts to 2032 – Global Analysis By Care Type (Home Healthcare, Day Care Centers, Assisted Living Facilities, Nursing Homes and Telecare & Remote Monitoring), Service Type, Age Group, Mode of Care, Technology, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Elderly Care & Geriatrics Market is accounted for $161.7 billion in 2025 and is expected to reach $273.6 billion by 2032 growing at a CAGR of 7.8% during the forecast period. Elderly care and geriatrics refer to the specialized medical and support services designed to meet the unique needs of aging individuals. This field encompasses preventive, diagnostic, therapeutic, and rehabilitative care for older adults, addressing age-related conditions such as dementia, arthritis, and cardiovascular diseases. Elderly care includes home-based services, assisted living, nursing homes, and hospice care, focusing on enhancing quality of life, independence, and dignity. Geriatrics, a branch of medicine, emphasizes holistic treatment and management of physical, mental, and social health in seniors. As global populations age, elderly care and geriatrics play a vital role in ensuring healthy aging and well-being.

Market Dynamics:

Driver:

Aging global population

The aging global population is a primary driver of the elderly care and geriatrics market.

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With increasing life expectancy and declining birth rates, the proportion of older adults is rising worldwide. This demographic shift fuels demand for specialized healthcare services, assisted living, and home-based care. Governments and healthcare providers are expanding infrastructure and policies to support aging populations. As seniors require more frequent and complex medical attention, the market for elderly care continues to grow, emphasizing quality of life and independence.

Restraint:

High cost of care services

The high cost of elderly care services presents a significant restraint to market growth. Long-term care, including nursing homes, assisted living, and specialized medical treatments, can be financially burdensome for families and individuals. In many regions, insurance coverage and government support are limited, making access to quality care challenging. These expenses deter adoption of advanced services and technologies, especially in low%- %and middle-income countries. Addressing affordability and expanding public funding are crucial to overcoming this barrier and ensuring inclusive care.

Opportunity:

Rise in chronic diseases

The increasing prevalence of chronic diseases among the elderly offers a major opportunity for market expansion. Conditions such as dementia, arthritis, diabetes, and cardiovascular disorders require ongoing medical attention and specialized care. This trend drives demand for geriatric services, home healthcare, and advanced diagnostics. As healthcare systems adapt to manage long-term illnesses, providers are investing in personalized treatment plans and integrated care models. The rise in chronic conditions underscores the need for comprehensive elderly care solutions, boosting market growth.

Threat:

Shortage of skilled caregivers

A shortage of skilled caregivers poses a serious threat to the elderly care and geriatrics market. As demand for specialized services grows, the supply of trained professionals—nurses, therapists, and geriatricians—often falls short. This gap affects service quality, patient outcomes, and operational efficiency. Recruiting and retaining qualified staff is challenging due to low wages, high stress, and limited training programs. Without adequate workforce development, healthcare systems may struggle to meet the needs of aging populations, hindering market progress.

Covid-19 Impact:

The Covid-19 pandemic had a profound impact on the elderly care and geriatrics market. Seniors were among the most vulnerable, prompting urgent upgrades in safety protocols, remote monitoring, and infection control. The crisis accelerated adoption of telehealth, digital health tools, and home-based care models. While the pandemic strained resources and exposed systemic gaps, it also highlighted the importance of resilient and responsive elderly care infrastructure. Post-pandemic recovery is driving innovation and investment, reshaping the future of geriatric services.

The home healthcare segment is expected to be the largest during the forecast period

The home healthcare segment is expected to account for the largest market share during the forecast period because seniors increasingly prefer receiving care in familiar environments, promoting comfort and independence. Home healthcare services include nursing, physiotherapy, medication management, and remote monitoring, offering cost-effective and personalized solutions. Technological advancements like wearable devices and telemedicine enhance service delivery. As aging populations grow, home healthcare emerges as a vital component, driving substantial market share and long-term growth.

The medical services segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the medical services segment is predicted to witness the highest growth rate, due to rising demand for specialized treatments, diagnostics, and chronic disease management among older adults. Innovations in geriatric medicine, rehabilitation, and preventive care are enhancing service quality and accessibility. Hospitals, clinics, and mobile health units are expanding offerings tailored to senior needs. As healthcare systems prioritize aging populations, the medical services segment is set to experience rapid and sustained expansion.

Region with largest share:

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During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to region’s vast aging population, especially in countries like China, Japan, and India, drives demand for comprehensive care services. Government initiatives, expanding healthcare infrastructure, and rising awareness contribute to market growth. Cultural emphasis on family-based care also supports home healthcare adoption. With increasing investments and policy support, Asia Pacific is positioned as a dominant force in shaping the future of elderly care.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to region’s advanced healthcare systems, strong insurance coverage, and focus on innovation drive rapid growth. Rising prevalence of chronic diseases and demand for personalized care fuel expansion of medical services and home healthcare. Investments in digital health, telemedicine, and senior-friendly infrastructure further enhance market potential. As aging populations increase, North America leads in adopting cutting-edge solutions for geriatric care.

Key players in the market

Some of the key players in Elderly Care & Geriatrics Market include Brookdale Senior Living Inc., Genesis HealthCare, Amedisys Inc., LHC Group Inc., Sunrise Senior Living, Extendicare Inc., Bayada Home Health Care, Home Instead Senior Care, Encompass Health Corporation, Kindred Healthcare LLC, Emeritus Corporation, Senior Care Centers of America, Revera Inc., Comfort Keepers and Elara Caring.

Key Developments:

In June 2025, Genesis Energy and Desert Technologies signed a strategic collaboration agreement at the Africa Energy Forum in June 2025. This partnership aims to advance sustainable energy initiatives across Africa, focusing on renewable energy solutions and infrastructure development.

In April 2025, Genesis HealthCare System has united with 25 other rural hospitals to inaugurate the Ohio High Value Network (OHVN), a collaborative initiative aimed at enhancing healthcare delivery across 37 of Ohio’s 88 counties. This network is designed to serve approximately 2.5 million patients, focusing on improving clinical quality, reducing costs, and fostering operational efficiencies.

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Care Types Covered:

- Home Healthcare
- Day Care Centers
- Assisted Living Facilities
- Nursing Homes
- Telecare & Remote Monitoring

Service Types Covered:

- Medical Services
- Non-Medical Services

Age Groups Covered:

- 60–70 Years
- 71–80 Years
- 81+ Years

Mode of Cares Covered:

- In-Patient Care
- Out-Patient Care
- Remote/Telecare

Technologies Covered:

- Wearable Devices
- Mobile Apps & Platforms
- Remote Monitoring Systems
- AI & Robotics in Elderly Care

End Users Covered:

- Individual/Family
- Hospitals & Clinics
- Home Healthcare Providers

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France

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- Spain
- Rest of Europe

Asia Pacific

- Japan
- China
- India
- Australia
- New Zealand
- South Korea
- Rest of Asia Pacific

South America

- Argentina
- Brazil
- Chile
- Rest of South America

Middle East & Africa

- Saudi Arabia
- UAE
- Qatar

South Africa

Rest of Middle East & Africa

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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