

The business of longevity in Asia

銀髮產業在亞洲



Ageing Asia™



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MONDAY



Janice Chia
Founder & Managing Director
AGEING ASIA, SINGAPORE
+65 9684 6966
janicechia@ageingasia.com



www.facebook.com/ageingasia



@ageingasia

The rise of a new generation of ageing seniors that are driving new business opportunities in housing, health and care.

“新一代銀髮族的崛起，帶動房屋、醫療和護理的新商機”



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Changing the future of ageing in Asia Pacific



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The Ageing Asia Story

We are an independent network that seeks to **drive change** for APAC's ageing landscape.

Our vision is to **lead an advocacy and educational role** in improving quality and standards of eldercare; nurture partnerships and curate development of solutions that address the new opportunities and market demands of the ageing baby boomer population.

Ageing Asia is a member of **raiSE**, Singapore Centre for Social Enterprise.



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Ageing requires a mindset shift, enablement is the new black in the business of ageing. The traditional notions of filial piety to “look after and do things for them” is gradually changing in Asia. The new philosophy of filial piety is about enabling older people to age as independently as possible, supporting them with the right products and services for ageing-in-place and creating opportunities to age with purpose.

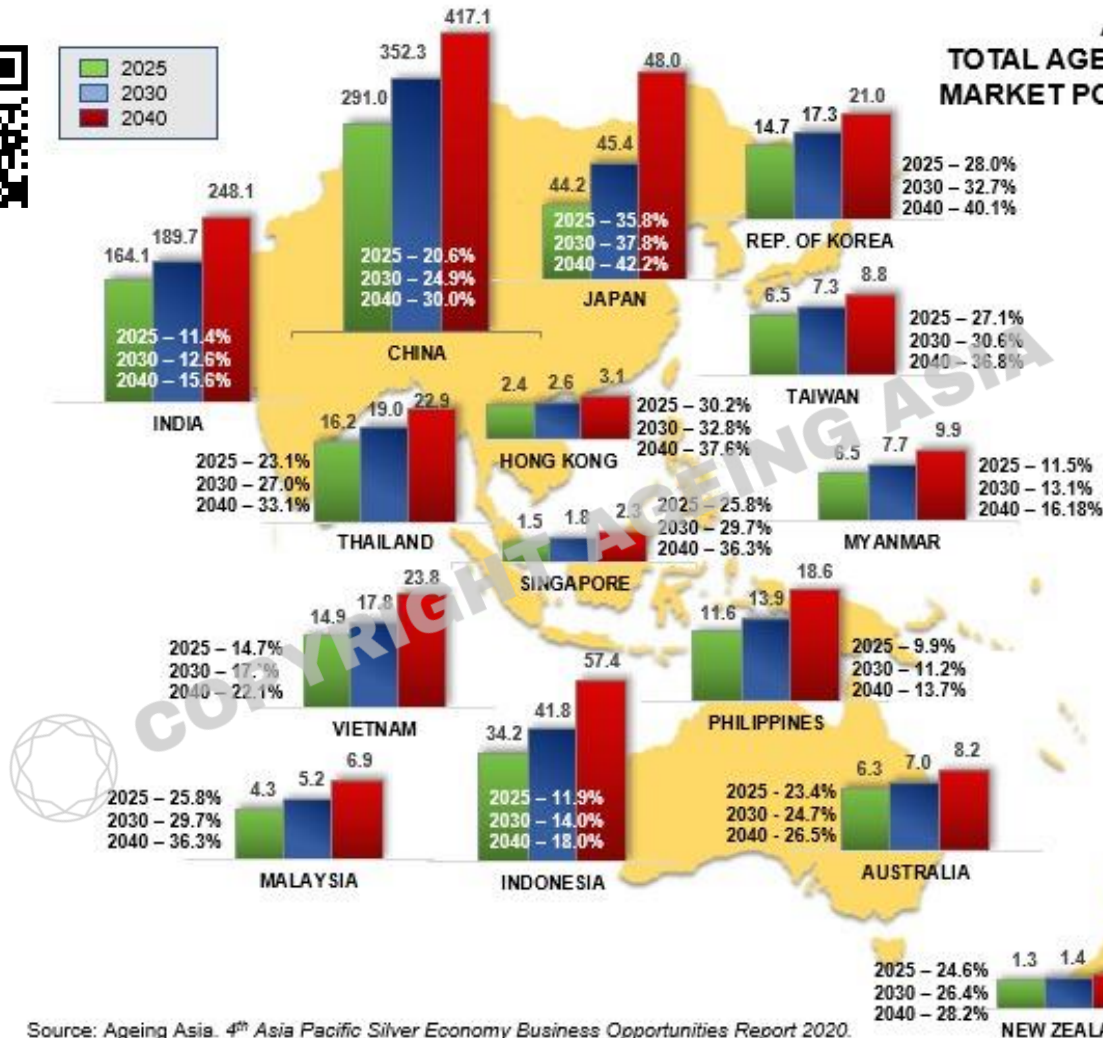
Janice Chia

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Matrices of the Sun

APAC Total Ageing Population and Market Potential 2025



**ASIA PACIFIC 2025
TOTAL AGEING POPULATION (600 MIL) &
MARKET POTENTIAL (US\$ 4.56 TRILLION)**

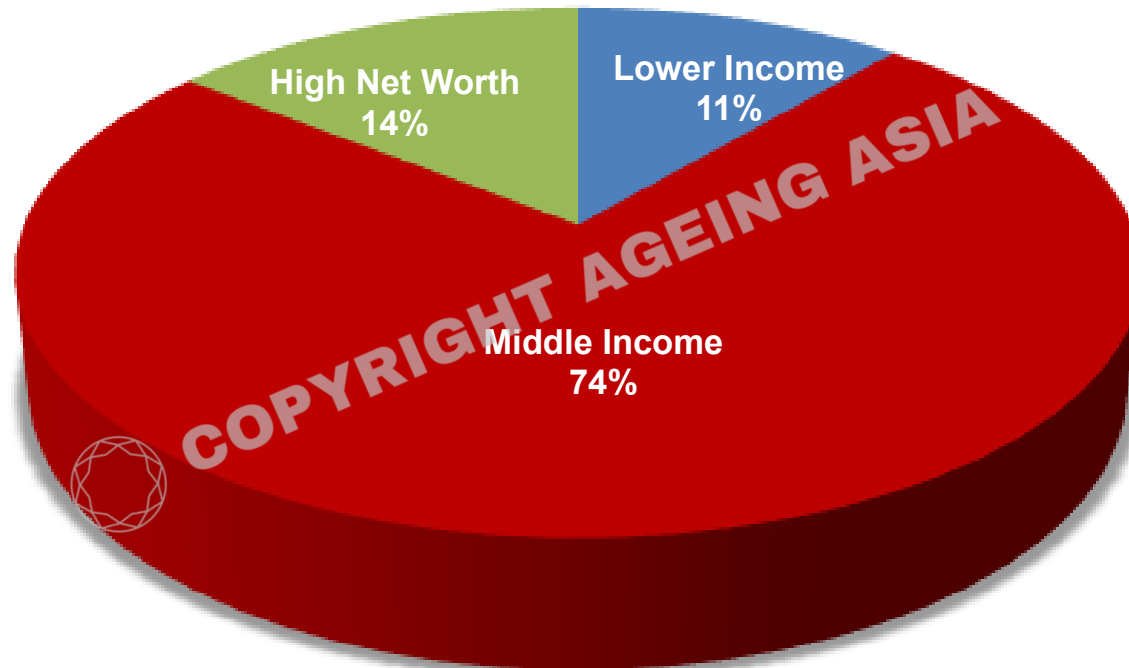
AGEING MARKET POTENTIAL 2025	
APAC Countries	US\$ Bil
China	2,610.9
Japan	884.3
Republic of Korea	289.7
India	180.1
Australia	159.1
Taiwan	93.2
Thailand	77.4
Indonesia	75.5
Singapore	72.4
Hong Kong SAR	40.4
Malaysia	25.5
New Zealand	25.1
Vietnam	18.9
Philippines	10.9
Myanmar	5.1

Source: Ageing Asia. 4th Asia Pacific Silver Economy Business Opportunities Report 2020.



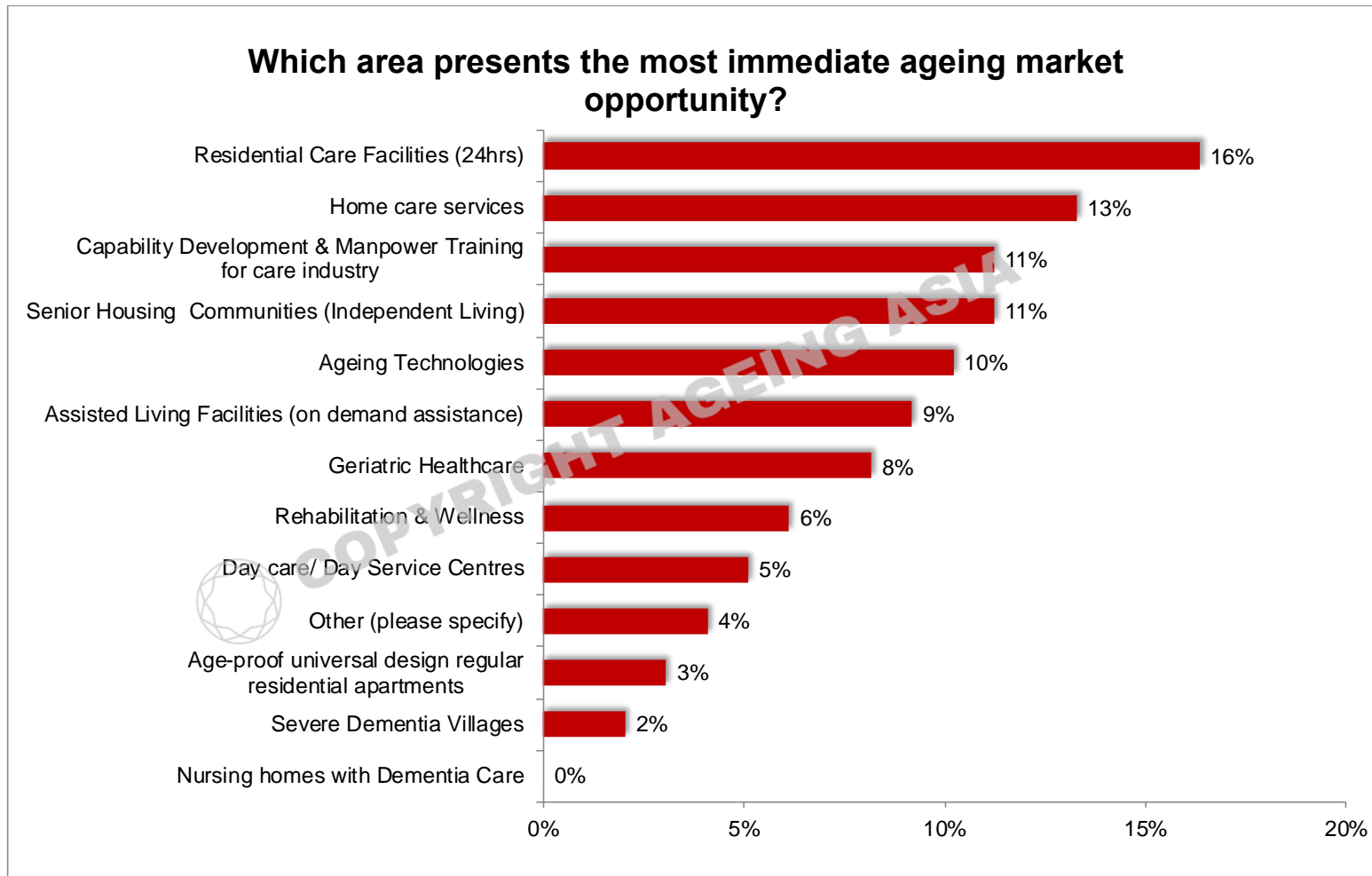
Middle Income – Biggest Economic Opportunity Segment

Which market segment represents the biggest economic opportunity for the ageing business?



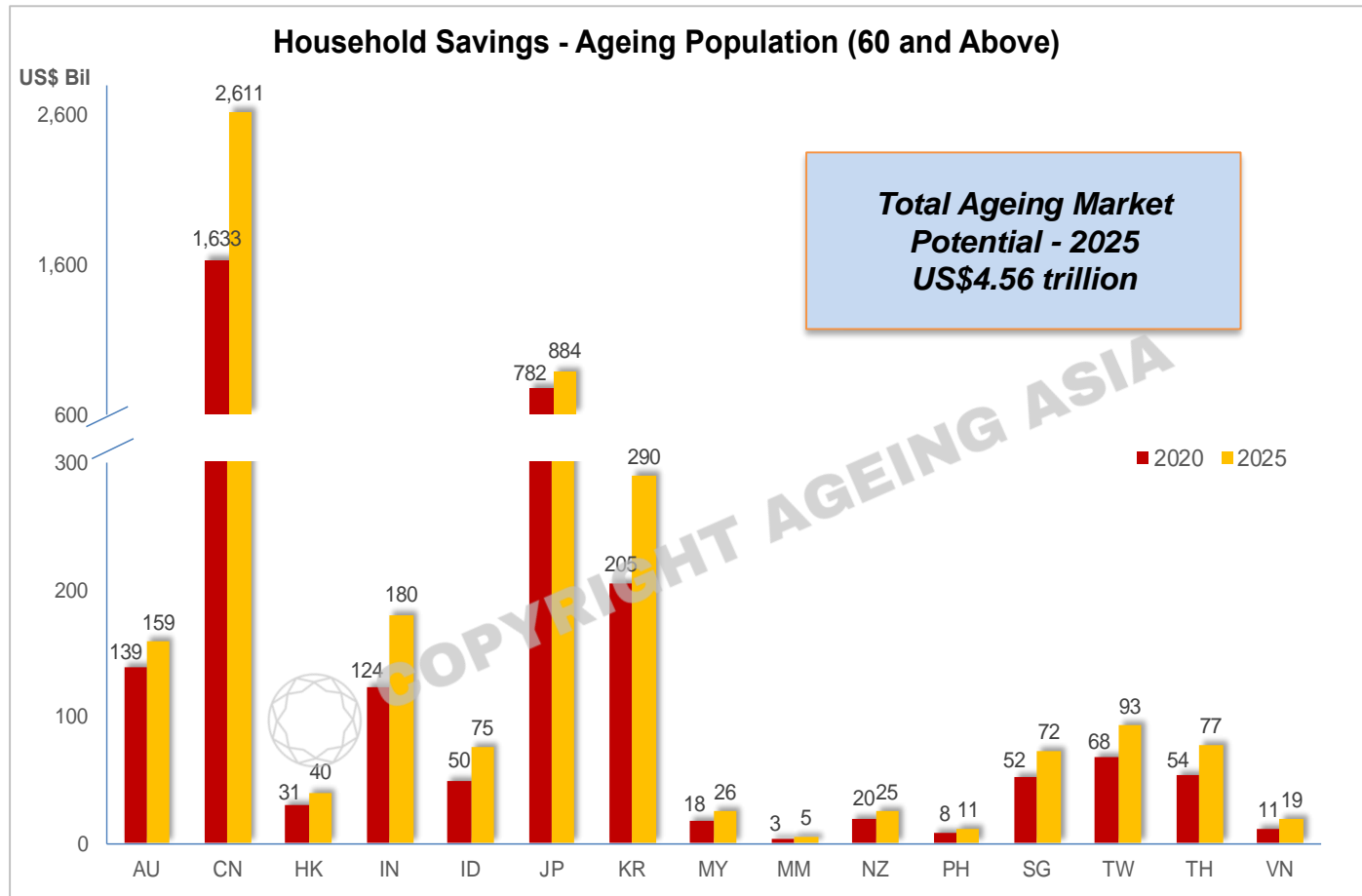
Source: Ageing Asia Industry Survey - Outlook in Asia Pacific Ageing Market 2020-2025

Most Immediate Market Opportunity



Source: Ageing Asia Industry Survey - Outlook in Asia Pacific Ageing Market 2020-2025

Household Savings – Ageing Market Potential



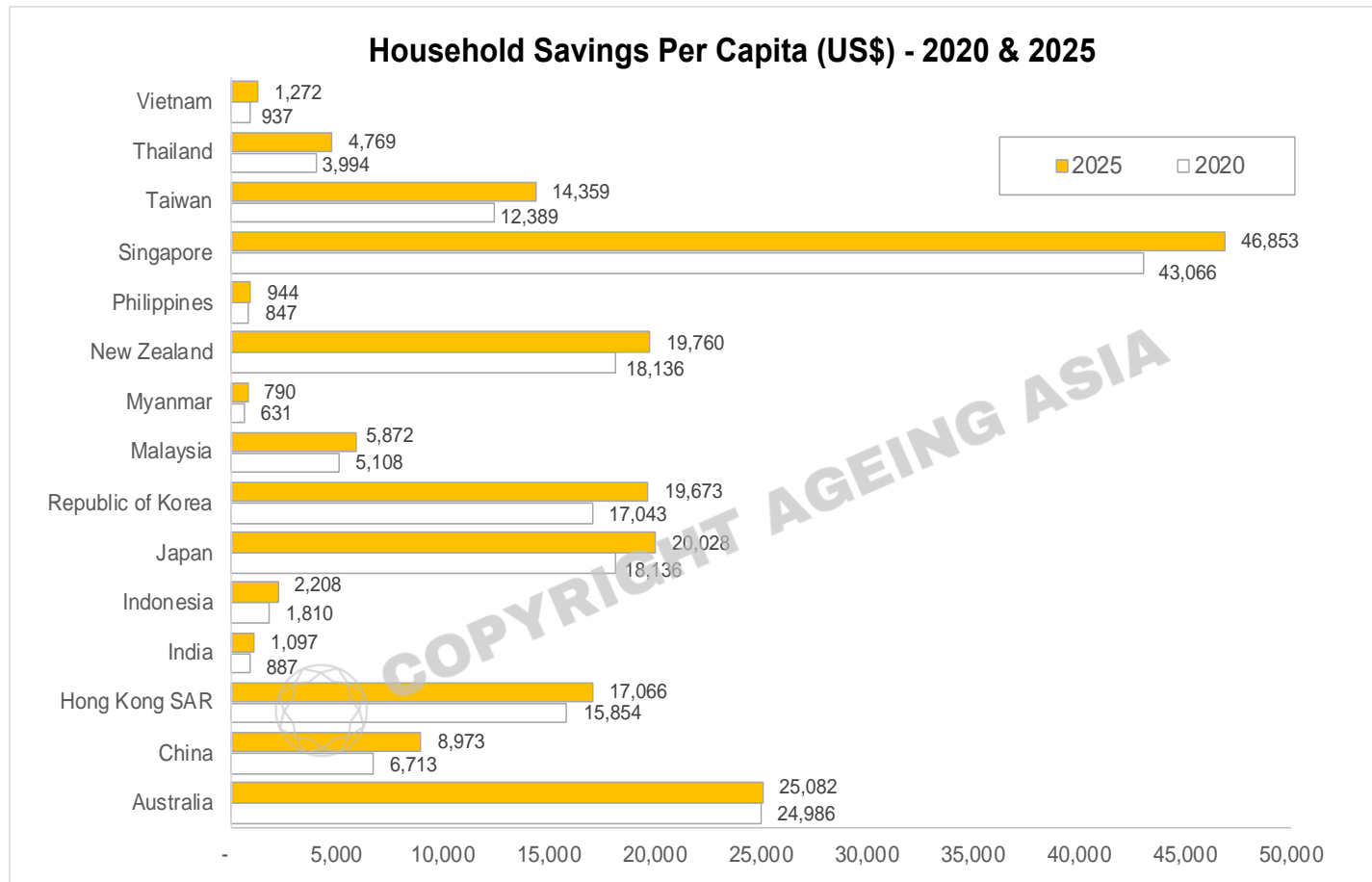
Source: Ageing Asia Computation based on IMF GDP Forecast and World Bank data

Developing countries with strong economy remains as a **target for new businesses and product offerings** due to the wealth of the consumers.

China

- Largest ageing market potential 2025 (US\$2.6 trillion, 57% of APAC ageing market value)
- Largest ageing population 2025 (291 million, 20.6% of total population)
- Housing savings per capita – US\$8,973 (ranked 8th amongst APAC countries)

Household Savings per Capita – Capacity to Purchase



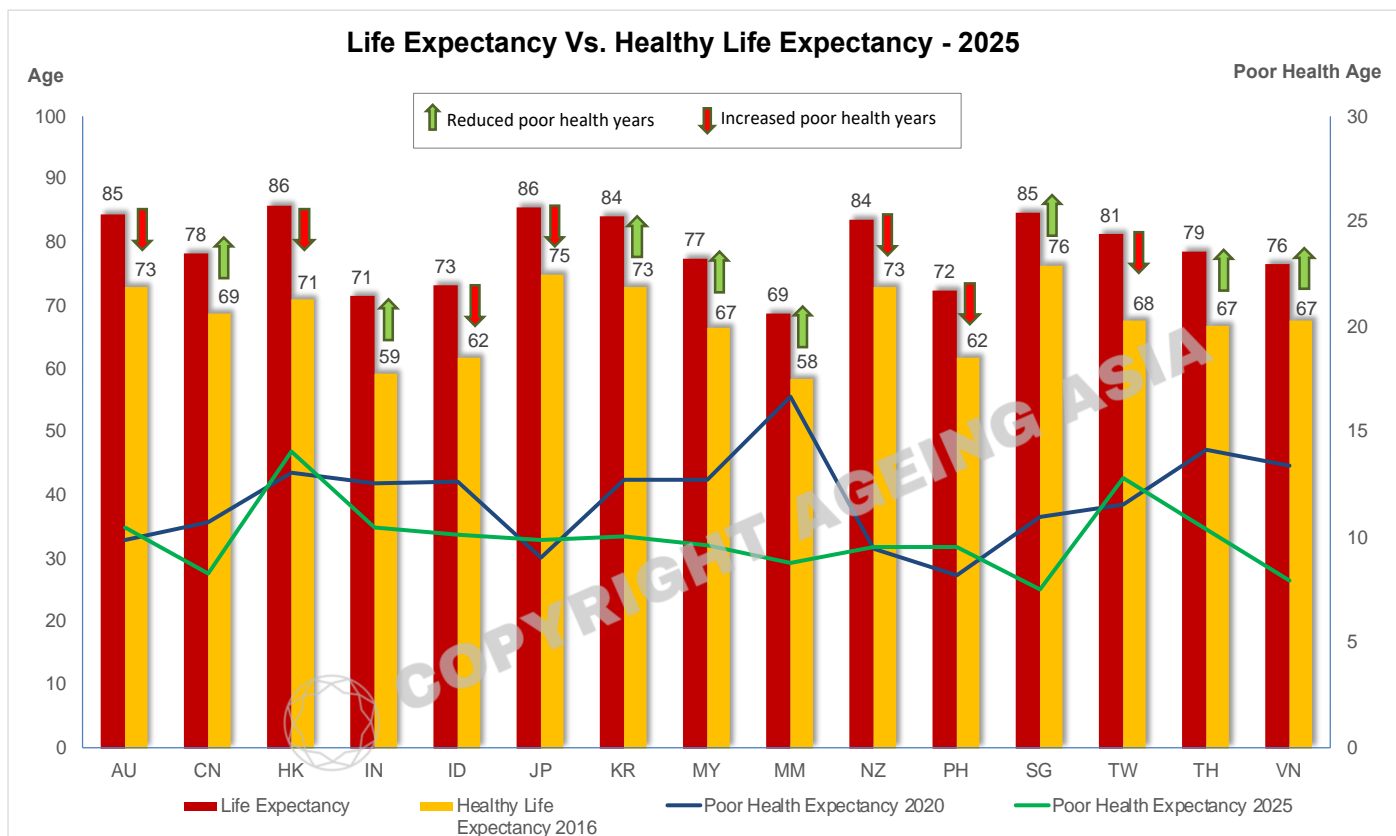
Source: Ageing Asia Computation based on IMF GDP Forecast , World Bank and Asian Development Bank data

Household Savings per Capita across all APAC countries have increased as compared to 2020 and 2015 report.

Singapore remains as the country with the highest household savings per capita, largely due to the smaller size ageing population amongst the APAC countries

Japan has climbed to be 3rd highest household savings per capita in the region as compared to 6th position in 2015 report.

Longer Life Expectancy – Healthy Vs Poor Health



Source:
 1. United Nations Data. Life expectancy at birth for both sexes combined (years) - 2025
 2. World Health Organization. Healthy Life Expectations - 2016
 3. World Bank Data. Population estimates and projections - 2025

Life Expectancy improved by 0.5 – 1 year compared to 2015

Developed countries have

- longer life expectancy, average at 84 years (TW at 81 years)
- Poor health expectancy has increased (except SG & KR) compared to 2015 report

Developing countries poor health expectancy generally reduced compared to 2015 report



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Ageing Asia Future Trend #1 **The Business of Dementia**

Source: 4th Asia Pacific Silver Economy Business Opportunities Report 2020



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Ageing Asia Future Trend #2 The Business of Care Technologies

Source: 4th Asia Pacific Silver Economy Business Opportunities Report 2020



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Ageing Asia Future Trend #3 The Business of Healthy Ageing

Source: 4th Asia Pacific Silver Economy Business Opportunities Report 2020



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Ageing Asia Future Trend #4 The Business of Fun Rehabilitation

Source: 4th Asia Pacific Silver Economy Business Opportunities Report 2020



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Ageing Asia Future Trend #5 The Business of Rehabilitation Tourism

Source: 4th Asia Pacific Silver Economy Business Opportunities Report 2020



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Ageing Asia Future Trend #6 The Business of Longevity Economy

Source: 4th Asia Pacific Silver Economy Business Opportunities Report 2020



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Ageing Asia Future Trend #7 The Business of Senior Living & Care Communities

Source: 4th Asia Pacific Silver Economy Business Opportunities Report 2020



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Ageing Asia Future Trend #8 The Business of Loneliness

Source: 4th Asia Pacific Silver Economy Business Opportunities Report 2020



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Ageing Asia Future Trend #9 The Business of Virtual Care

Source: 4th Asia Pacific Silver Economy Business Opportunities Report 2020



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Ageing Asia Future Trend #10 The Business of Local Economy

Source: 4th Asia Pacific Silver Economy Business Opportunities Report 2020



“My mission for the ageing sector is to bring laughter, joy and fun to older people through the pursuit of the world’s leading social, health and care innovations.”

~ Janice Chia, Founder & Managing Director, Ageing Asia

