



Euromonitor
International

Unlocking the Trillion-Dollar Opportunity: Tailored Strategies for Asia Pacific's Aging Population

April 2025

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

The strategic imperative: Targeting 60+ consumers in Asia Pacific

East Asia, Thailand and Singapore key markets to watch

Breaking stereotypes: A growing cohort that tend to spend more

Inclusivity, empowerment, indulgence: A framework to systematically assess unmet needs

INCLUSIVITY: ENGAGING WITH 60+ CONSUMERS AND THEIR CARE CIRCLES

Recognise 60+ consumers and their diverse lifestyles in Asia Pacific

Rising prevalence of serious conditions and caregiver culture in Asia Pacific

Providing a positive message about ageing is key in targeting 60+ consumers in Asia Pacific

Uniqlo's front open underwear for those with special physical conditions

Kao's odour care detergent to support those who nurse 60+ consumers at home

Mobile supermarket for serving 60+ consumers with mobility issues in isolated environments

Inclusive business for 60+ consumers: Opportunities and challenges

EMPOWERMENT: ACHIEVING DESIRED LIFESTYLE

Capturing financial and tech opportunities to empower 60+ consumers

Education and digital tools required to empower 60+ consumers for financial planning

Health and mobility amongst top spending priorities for 60+ consumers in Asia

Ant Group deployed digital tools and offline education to empower safe investment

Ajinomoto's sports nutrition to empower 60+ consumers to retain body mobility

Samsung empowers 60+ consumers' independence at home through appliance innovation

Ups and downs which require clear communication and technology breakthroughs

INDULGENCE: ENRICHING THE GOLDEN YEARS

Fuelling wellbeing and enriching lives

Changing perspectives create opportunities for more indulgent lifestyles

Addressing desires by reviewing underlying needs through the lens of indulgence

Ctrip's "Old Friends Club" offers elderly-friendly packages and features

Australian holistic natural skin care brand launches new line for mature skin

Squid Brand, in Thailand, offers mild fish sauce "For Silver Ages"

Indulgence for 60+ consumers: Opportunities and Challenges

CONCLUSION

Key findings

Evolution of targeting 60+ consumers in Asia Pacific

CONCLUSION

Questions we are asking

APPENDIX

About: Global consumer types

Empowerment: Achieving desired lifestyle

Consumer expenditure by age of household head in key markets in Asia Pacific

APPENDIX

Euromonitor's consulting capabilities for consumer insights

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

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