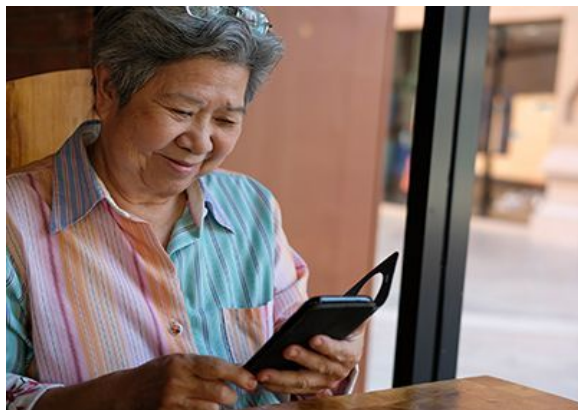


Marketing to Over-55s - China - March 2019

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“Seniors enjoy socialising with others and will not hesitate to make new friends. They are prudent as well as assertive consumers and place a great emphasis on utility and value for money. Offline events are a good way to promote brands to older people, as is harnessing the influence of senior KOLs.”

– **Scarlett Zhao, Associate Research Analyst**

This report looks at the following areas:

- **Don't underestimate seniors' enthusiasm**
- **Potential for health and fitness wearables**
- **Senior travel market on the rise**

The number of older people in China is increasing rapidly, exacerbating population ageing in the country. According to China's National Bureau of Statistics (NBS), there were 249.5 million people aged 60 and over in China as of the end of 2018, accounting for 17.9% of the population. It is predicted that number will reach 487 million or 34.9% of the country's population by 2050. As life expectancy increases, how people spend their twilight years may gradually change and seniors will demand more quality time, products and activities. This is a huge under-developed market for businesses to dig into and holds great consumption potential.

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Population in China continues to age
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Increasing disposable incomes for seniors

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Increasing senior population in China
Life expectancy gets increasingly longer
Income of seniors growing steadily

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The Consumer – What You Need to Know

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