

# Technology Habits of Over-55s - China - 2022

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- Over-55s' ownership of technology products
- Over-55s' activities on different technology devices
- Digital activities that over-55s can complete independently on smartphones
- Over-55s' attitudes towards technology products and services
- Major barriers that over-55s have when using technology products and services
- How over-55s perceive themselves and their generation

Technology products and services have great potential among over-55s, supported by the senior population's positive attitudes towards digital lives. Meanwhile, relevant policies have been issued to motivate brands and retailers to invest in product innovations and developments catering to the senior population.

Although major online platforms and digital service providers have started elderly-oriented transformations, complicated interfaces and functions are still difficult for seniors to use. Meanwhile, a considerable portion of the senior population still struggle when learning to use technology products and are concerned about personal data security.

Therefore, visual changes focusing on font sizes and interfaces are only the first step. Simplified operating procedures, better protection for personal data and improved user experience are necessary for future developments. Moreover, brands and retailers can start with aspects most important for seniors, such as health management solutions, customised entertainment content and go-to platforms that provide constant help.



"Technology players have great developing potential in the "silver hair economy" with an increasingly ageing population. Besides visual changes, further elderly-oriented transformations in operating procedures, personal data security and user experience improvement can resonate more with seniors."

– **Jane Chai, Research Analyst**

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

## Table of Contents

### OVERVIEW

- Key issues covered in this Report
- Definitions

### EXECUTIVE SUMMARY

- The market
- Increasing ageing population brings new demand
- Policies issued to drive development of technology products/services catering to the elderly
- Companies and brands
- Elder-friendly apps to facilitate seniors' usage
- Smart products/services catering to seniors
- Innovative functions enabling better care for the elderly
- Go-to platforms for seniors
- Tools better equipping older people to navigate the internet
- Online interest-based community to enrich elderly lives
- The consumer
- Smartphone ownership is near universal among over-55s  
Figure 1: Technology ownership, 2022
- Watching videos tops seniors' online activity list  
Figure 2: Activities on technology devices, 2022
- Over-55s actively adapting to post-COVID-19 era  
Figure 3: Mastery of digital activities, 2022
- Technology brings both benefits and concerns for the elderly  
Figure 4: Impact of technology products, 2022
- A clearer view and simplified steps are elder-friendly  
Figure 5: Barriers to using technology products/services, 2022
- Over-55s are a down-to-earth generation  
Figure 6: Description of themselves and their generation, 2022
- What we think

### ISSUES AND INSIGHTS

- Elderly-oriented technology products/services are in demand
- Health management is an opportunity for development

### MARKET FACTORS

- Increasing ageing population brings new demand

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 7: Population aged 60 and above and the share of the total population, China, 2015-21

- **Policies issued to drive development of technology products/services catering to the elderly**

## NEW PRODUCT TRENDS

- **Elder-friendly apps to facilitate seniors' usage**  
Figure 8: WeChat and Alipay elder-friendly mode, 2022  
Figure 9: Baidu and Ctrip apps senior mode, 2022
- **Smart products/services catering to seniors**  
Figure 10: The family doctor smart speaker by JD Health, 2021  
Figure 11: Xiaodu smart speaker catering to the elderly, 2022
- **Innovative functions enabling better care for the elderly**  
Figure 12: MIUI's new functions targeting the elderly, 2021  
Figure 13: Remote guardian function in OPPO's Reno5 smartphone, 2021
- **Go-to platforms for seniors**  
Figure 14: Papa app, US, 2017
- **Tools better equipping older people to navigate the internet**  
Figure 15: The Elderly Guardian Assistant WeChat mini-program, 2022
- **Online interest-based community to enrich elderly lives**  
Figure 16: Interest-based communities apps targeting the elderly, 2021

## TECHNOLOGY OWNERSHIP

- **Smartphone ownership is near universal**  
Figure 17: Technology ownership, 2022
- **Smart speakers and wearable devices see potential among older consumers**  
Figure 18: Ownership of selected technology products, 55-65 vs 18-49, 2022  
Figure 19: Apple Watch's elder-friendly functions, 2021
- **Older women can be drawn in by usability**  
Figure 20: Technology ownership, by gender, 2022

## ACTIVITIES ON TECHNOLOGY DEVICES

- **Watching videos tops seniors' online activity list**  
Figure 21: Activities on technology devices, 2022  
Figure 22: Douyin's Care Plan for the Elderly, 2022
- **Bigger screens for reading**
- **Laptops/desktops used for online shopping and financial investment; tablets can develop more usage occasions**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Senior males socially active while females keen on documenting lives with video**

Figure 23: Selected activities on technology devices, by gender, 2022

## MASTERY OF DIGITAL ACTIVITIES

- **Over-55s actively adapting to post-COVID-19 era**  
Figure 24: Mastery of digital activities, 2022
- **Older consumers shifting towards online shopping channels**  
Figure 25: ele.me (left) vs ele.me care version (right), China, 2021
- **Independent travel is a real headache**
- **Affluent seniors are more skilled at online ordering and health consultation services**

Figure 26: Mastery of digital activities, by monthly household income, 2022

## IMPACT OF TECHNOLOGY PRODUCTS

- **Technology is the secret to staying young**  
Figure 27: Impact of technology products, 2022
- **Personal data security is a major concern**  
Figure 28: Anti-fraud reminders in care version of Tencent Mobile Manager, 2021  
Figure 29: Impact of technology products – ‘Make me more worried about security of personal data’, by monthly household income, 2022

## BARRIERS TO USING TECHNOLOGY PRODUCTS/SERVICES

- **A clearer view is the first step**  
Figure 30: Barriers to using technology products/services, 2022
- **Simplified steps can make the learning process happier**  
Figure 31: Barriers to using technology products/services, by selected attitude towards technology products, 2022  
Figure 32: Baidu map normal version (left) vs Baidu map care version (right), 2021

## DESCRIPTION OF THEMSELVES AND THEIR GENERATION

- **The most profound quality is down to earth**  
Figure 33: Description of themselves and their generation, 2022  
Figure 34: Current state, by gender and age, 2022
- **‘I’m more fashionable than my contemporaries’**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

## Technology Habits of Over-55s - China - 2022



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 35: Description of themselves and their generation – 'Fashionable', by gender and age, 2022

Figure 36: Technology ownership, total vs those describing themselves as 'fashionable', 2022

### APPENDIX –METHODOLOGY AND ABBREVIATIONS

- **Consumer research methodology**
- **Abbreviations**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.