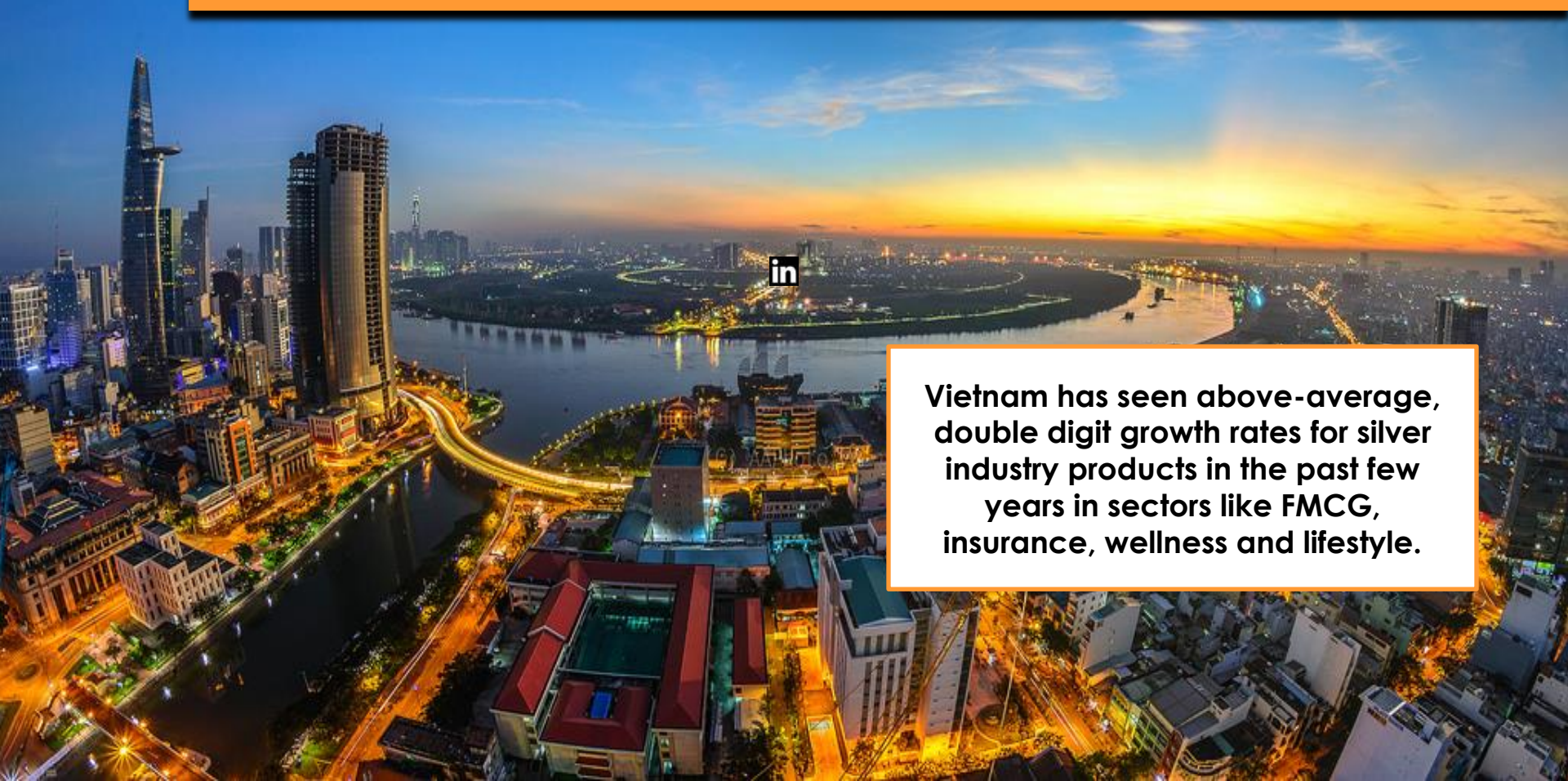




12% of Vietnam's population was aged over 60 in 2018; this is forecast to rise to 41% in 2040.



Vietnam has seen above-average, double digit growth rates for silver industry products in the past few years in sectors like FMCG, insurance, wellness and lifestyle.



- A recent study showed that Vietnam had 12% of population aged 60 and above in 2018. This figure is expected to reach 21% in 2040.
- According to studies, in 2018, the growth rate of products for consumers over 50 years old was considered relatively good. Most of the sectors reached double digits and higher than the average growth of the whole consumer goods market.
- In the FMCG sector, canned food and nutritious drinks has an increase of about 12-13% in recent years compared to the market average of only about 6-7%. Particularly, powdered milk increased by 19%; sugar-free liquid milk increased by over 15%; instant porridge rise 25%; adult diapers have an increase of up to 70%.
- Furthermore, with increasing income, better health awareness and more time to take care of themselves after retirement, many senior citizens want information connections through internet, smart phones and other advanced-technology platforms.
- Additionally, the demand for wellness and lifestyle products to support physical activities, beauty care products (aging prevention) and home entertainment products will also rise because Vietnam's elderly have enough leisure time to practice exercise, self-care or enjoy leisure activities.
- Life insurance is another potential sector in the silver industry. Currently there are 18 insurance companies in Vietnam. Most young insurance customers choose insurance packages for retirement purposes.