



INDIA



While India's population is growing 2% year on year, the elderly population is growing at 4%. Changing mindsets and an increasing willingness to spend means that the silver market is extremely lucrative.

Products designed specifically for the elderly have become more popular in recent years.

● ● ● ELDEX Asia 2022

- It is estimated that India will have over 150 million citizens over 65 years old in 2035, presenting a huge market for investors and companies. The elderly have become more willing to spend on themselves and invest in products that will help them live comfortably. Therefore, products catered specifically to the elderly have become very popular.
- Old is Gold, for example, is a platform dedicated to products and services designed for the elderly, such as toilet aids, food supplements and mobility products. Seniority is a platform that allows the elderly to find products that can improve their quality of life.
- To differentiate their products in the growing market, companies personalise products and services and innovate to bring greater convenience and satisfaction to their customers.

