

A high-angle, daytime photograph of the Singapore skyline. The image shows a dense cluster of modern skyscrapers with glass facades, some under construction with visible cranes. In the foreground, there's a mix of older buildings, greenery, and a body of water with a bridge. The sky is clear and blue.

SINGAPORE



Singapore was ranked as the country with the biggest silver economy in the Asia Pacific region, which is projected to be worth US\$ 4.6 trillion by 2025.

As seniors look for ways to increase their quality of life, opportunities arise for products and services catering specifically to the elderly.

● ● ● ELDEX Asia 2022

- The COVID-19 pandemic has pushed Singapore towards the adoption of digital services among the elderly, opening the ageing market for digital and tech products.
- Telemedicine, for example, has become increasingly popular in Singapore. Alliance Healthcare provides home-based-on-demand mobile care, which supports teleconsulting, remote care, health screening and chronic disease management.
- High-tech healthcare products like wearable devices and mobile apps are also increasingly popular. Tetsuyu Healthcare made CARES4WOUNDS, an app that uses AI to do wound assessments.
- Other innovative elder-centric products and services are also gaining attention. For example, GentleFoods by SilverConnect offers foods that taste and look more appetizing for those with dysphagia.

