

BUSINESS DRIVER GOLDEN AGE: GROW YOUR BUSINESS IN AN AGING SOCIETY

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Melanie Wiegand





Business Driver Golden Age:
Grow your Business in an Aging Society

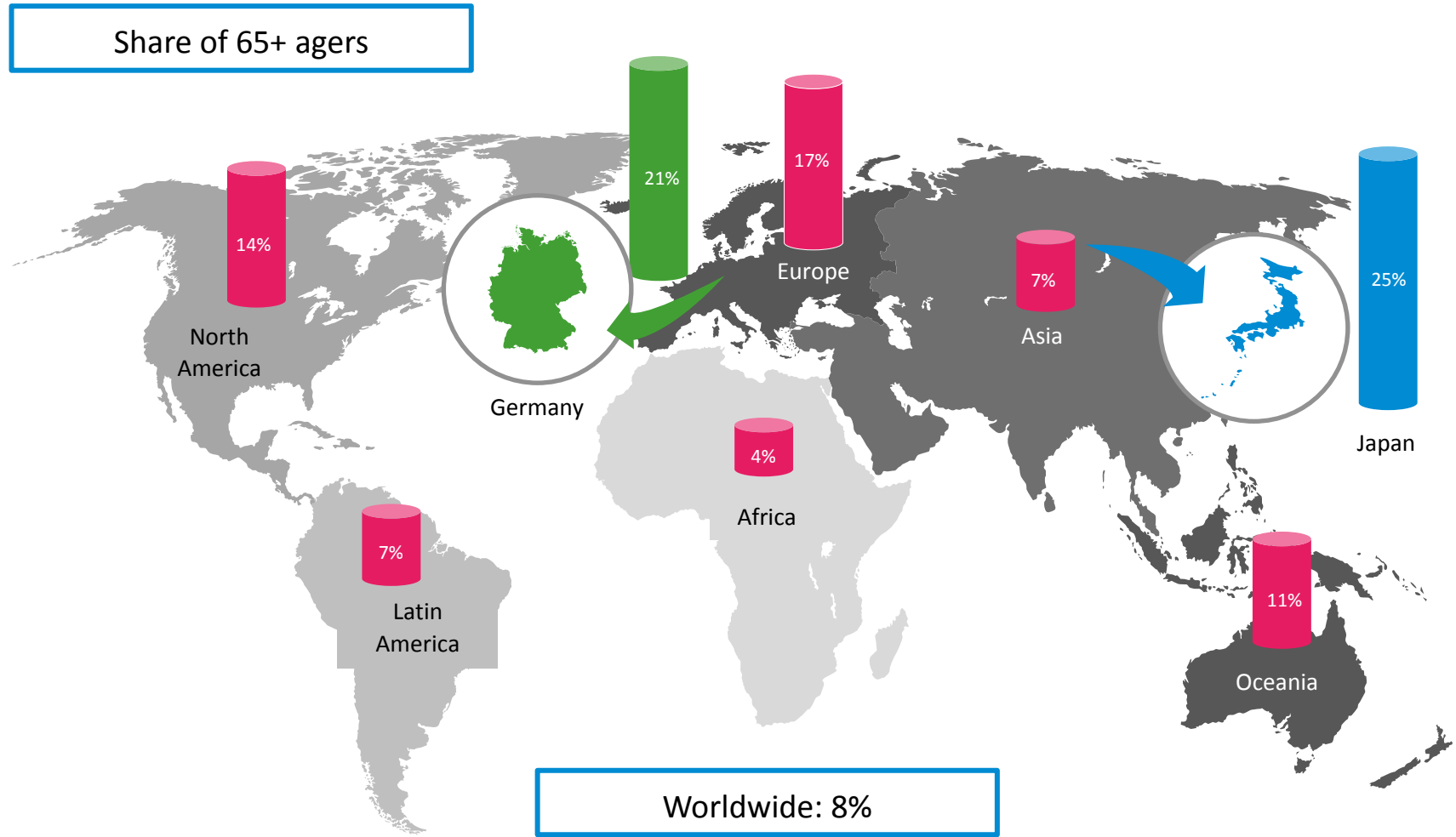
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Agenda

- Demographic change – a worldwide trend
- Demographic change in Germany
- The Generation 50 + - a core target group in Germany
- Market opportunities in the healthcare sector

Demographic Change – a Worldwide Trend

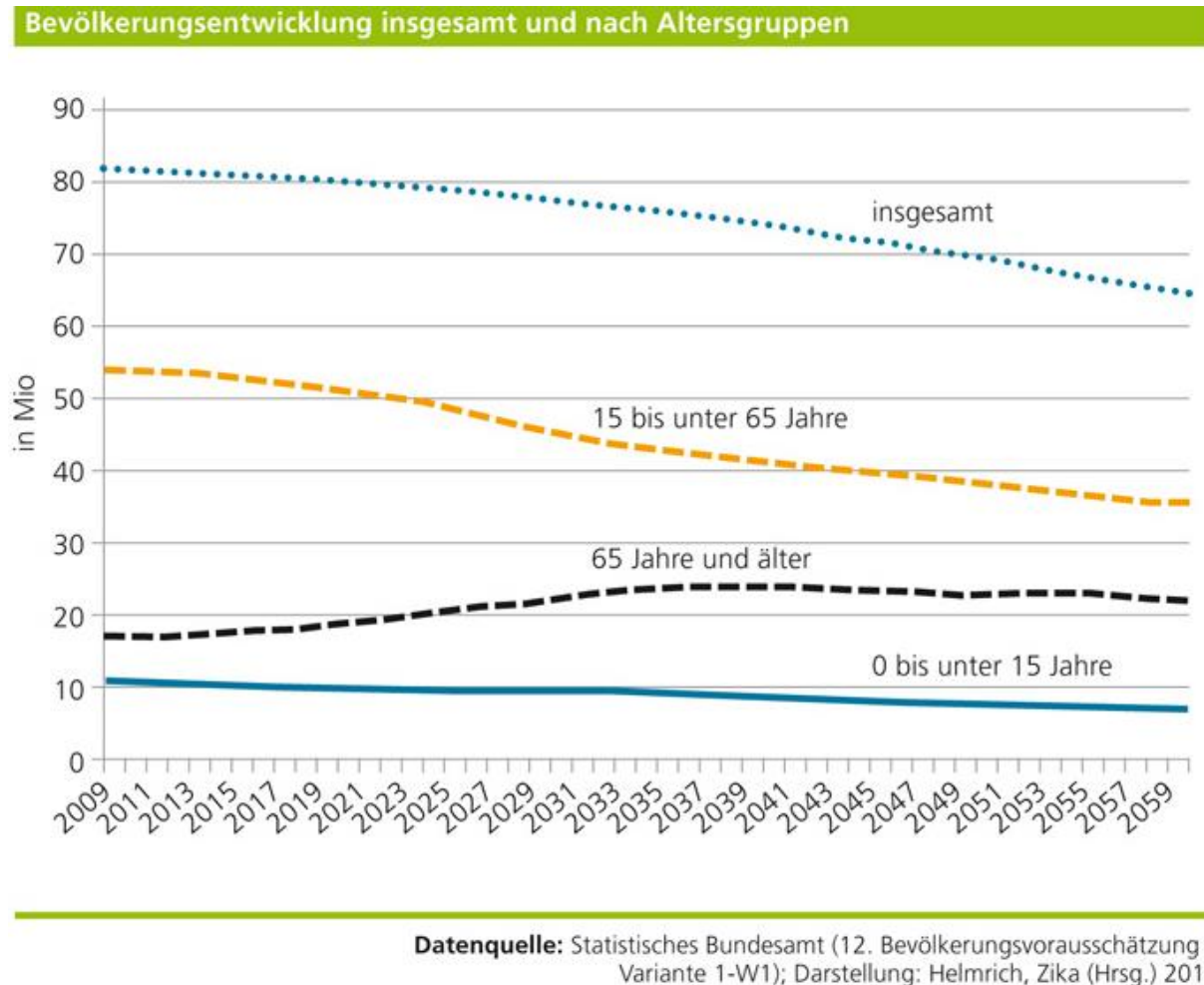
Germany has the oldest population within Europe.



Source: <http://esa.un.org/unpd/popdev/AgingProfiles2013/default.aspx>

Demographic Change in Germany

Germany has an increasing share of 65+ agers.

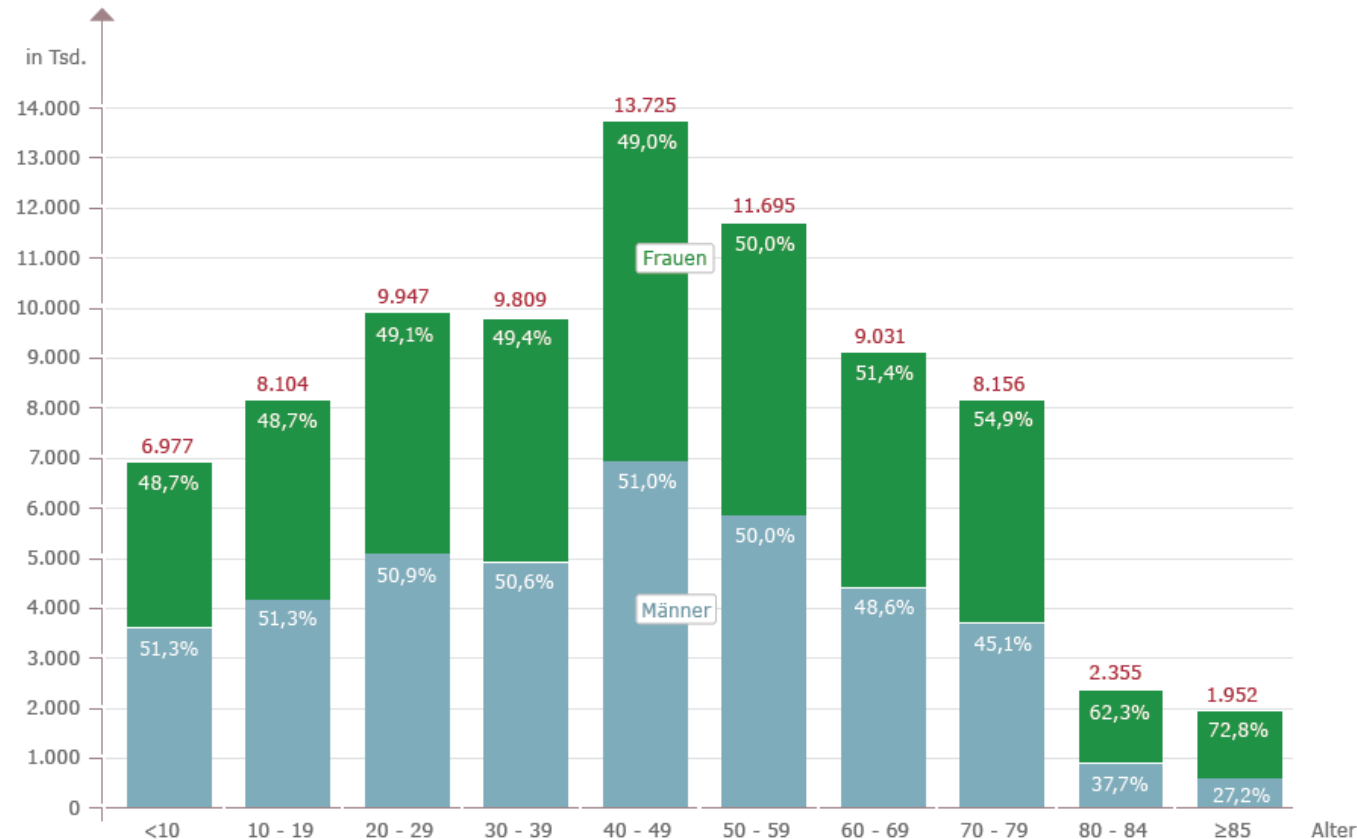


Quelle: <http://www.bibb.de/de/61120.htm>, 2010

The Generation 50 + - a core Target Group

More than 40% of the German population is 50+ years old.

Altersgruppen in absoluten Zahlen, Anteile der Geschlechter in Prozent, 31.12.2010



Quelle: Statistisches Bundesamt: Online-Datenbank: Fortschreibung des Bevölkerungsstandes (Stand: 31.05.2012)

Lizenz: Creative Commons by-nc-nd/3.0/de

Bundeszentrale für politische Bildung, 2012, www.bpb.de



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The Generation 50 + - a core Target Group

The generation 50+ is the target group
of the present **and** the future!

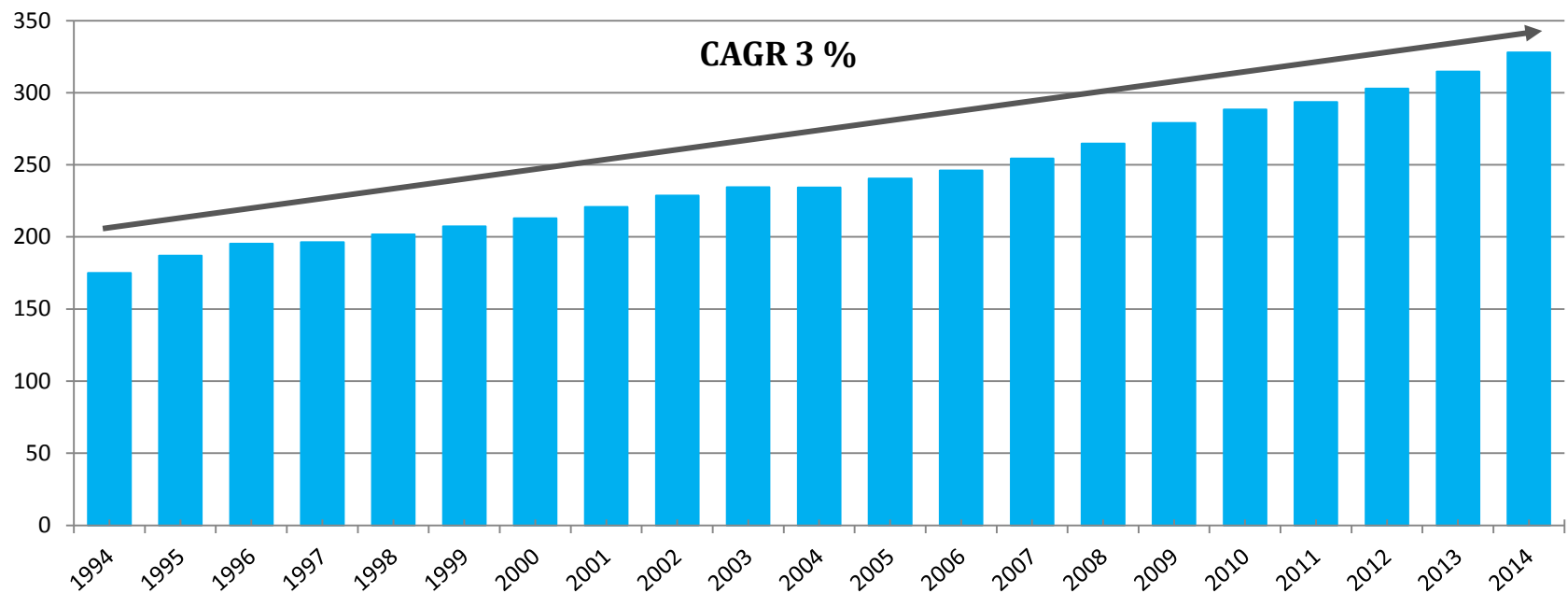
The Generation 50 + - a core Target Group

Healthcare is the only consumer market,
where senior citizens spend more than the average!

Market Opportunities in the Healthcare Sector

Increasing healthcare expenditures in Germany.

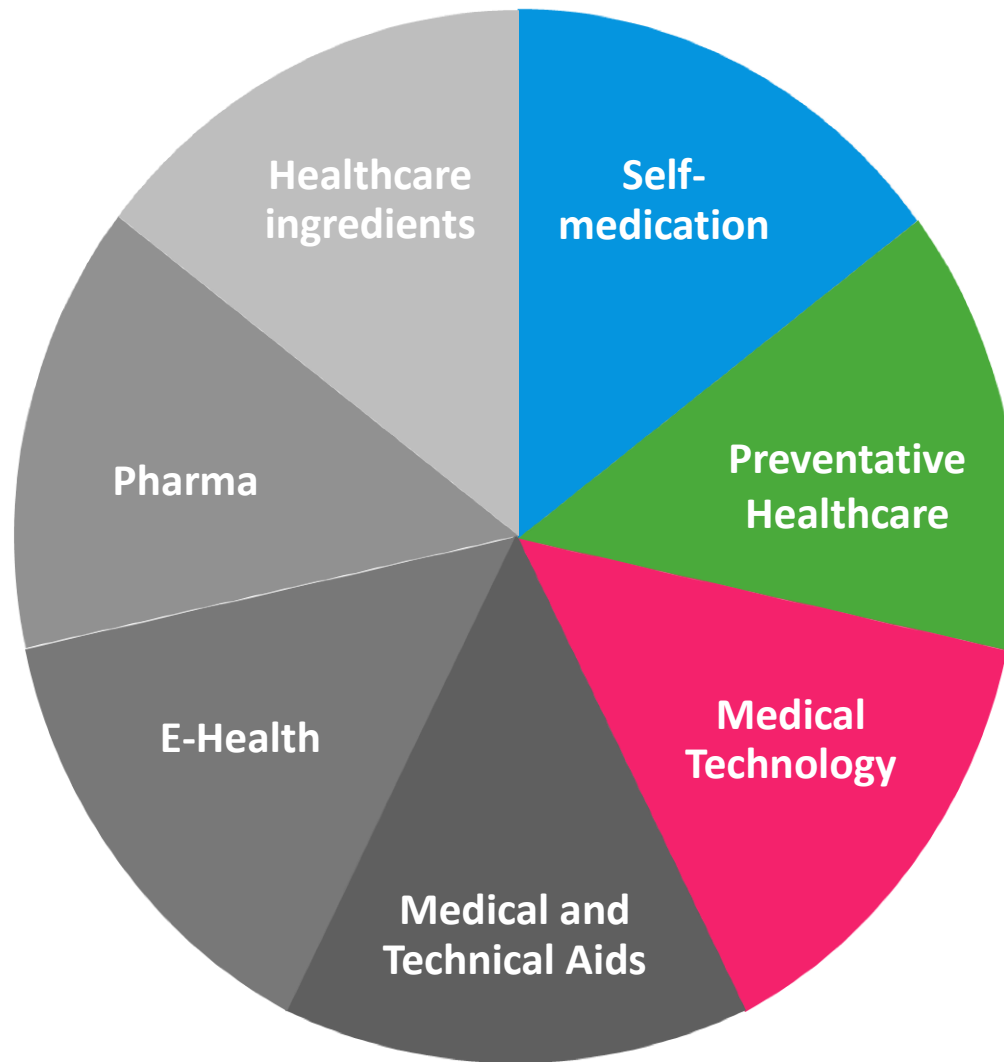
Healthcare Expenditure (in Billion Euro)



- Nearly all Germans (99.8%) have health insurance.
- Healthcare spending in Germany accounts for 11.6% of GDP.

Source: <http://de.statista.com/statistik/daten/studie/5463/umfrage/gesundheitsystem-in-deutschland---ausgaben-seit-1992/>

Market Opportunities in the Healthcare Sector



Source: Statistisches Bundesamt, Statista, 2013

markets Germany

GOLDEN OLDIES

Young-at-heart seniors are opening up a vast new market with great investment potential in Germany. How can you get involved?

On a Health Trip

Medical and health tourism in Germany is booming **p10**

Digital Ad-Ventures

Pop-ups become passé as online marketing goes exponential **p14**

High in Fiber, Low in Weight

Carbon fiber: It's in cars, it's in planes, it's the plastics superman! **p16**



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