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

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

Melanie Wiegand
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.

Demographic Change in Germany
Germany has an increasing share of 65+agers.

Datenquelle: Statistisches Bundesamt (12. Bevölkerungsvorausschätzung – Variante 1-W1); Darstellung: Helmrich, Zika (Hrsg.) 2010

Quelle: http://www.bibb.de/de/6120.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)
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The generation 50+ is the target group of the present **and** the future!
Healthcare is the only consumer market, where senior citizens spend more than the average!

The Generation 50 + - a core Target Group
Market Opportunities

Healthcare

Living

Leisure

Source: Wiegand 2014
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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.

Market Opportunities in the Healthcare Sector

Source: Statistisches Bundesamt, Statista, 2013
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  p16

Digital Ad-Ventures
Pop-ups become passe as online marketing goes exponential  p14

High in Fibre, Low in Weight
Carbon fiber: it’s in cars, it’s in planes, it’s the plastics superman! p16
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