



HEALTH & FINANCIAL SERVICES FOR THE Silver Economy



CHALLENGES IN THE SILVER ECONOMY



By 2050, 1 in 4 people living in Europe and North America could be 65 or older



In 2017, US financial institutions reported 63k instances of suspected elder fraud, worth \$1.7 billion



Globally, the population aged 65 and over is growing faster than all other age groups

-United Nations



The EU-28 spends 1.8% of its GDP on long-term elderly care, on average.



2 million pensioners in the UK live in poverty.

50 million

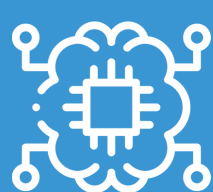
people living with dementia worldwide today



82 million

estimate of people living with dementia worldwide by 2030

MARKET GROWTH AND POTENTIAL



The elder care and assistive devices market could be worth \$1 billion by 2027



The EU's silver economy is expected to be worth €5.7 trillion by 2025



10 healthcare startups focused on elderly care raised €4-20 million in Europe in 2020

KEY AREAS WHERE STARTUPS CAN HELP

Supportive homes & communities

Mobility & transportation

Financial wellness & employment

Autonomy & independence

Cognitive health and dementia

Healthcare & health services

3 INNOVATIVE STARTUPS TO WATCH



Daily cognitive workouts through VR games*

*Rated by Early Metrics



Eye tracking tech to detect and monitor dementia



Custom prepaid visa cards to protect vulnerable people



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