Prospects and challenges of an ageing society

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Do this terms actually fit together?

Silver

Economy
Paradigm shift in Germany:

In the past...

an ageing society is only a part of the social market segment and a burden for economic growth

Now...

an ageing society can be a driving force for economic growth and employment
Driving forces of the silver economy I

The group of older people is growing fast
Population development in Germany 2005 - 2050

- 2005:
  - 20%: 20
  - 60%: 61
  - 20%: 19

- 2050:
  - 20%: 15
  - 60%: 50
  - 20%: 30

Legend:
- < 20 a
- 20 - 65 a
- 65 a and older
Triple ageing because…

- Increase in the share of elderly in the total population
- Increase in the absolute number of older people
- Increase in the share and number of the high elderly
Driving forces of the silver economy II

The group of older people is growing fast

The income situation of older people has considerably improved in the past few years
Income Situation of older people in Germany
Income of older people in Germany – a different view

60-65 a:
• Nearly 25% have an income lower than 1500 €
• Nearly 25% have an income higher than 3600 €

65-75 a:
• Nearly 30% have an income lower than 1500 €
• 15% have an income higher than 3600 €

75 a and older:
• 11% have an income lower than 900 €
Driving forces of the silver economy III

The group of older people is growing fast.

The income situation of older people has considerably improved in the past few years.

The consumer behaviour has changed.
Expenditure on private consumption (in billion €)

<table>
<thead>
<tr>
<th></th>
<th>1993</th>
<th>2003</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>876</td>
<td>996</td>
<td>+14%</td>
</tr>
<tr>
<td>65 a and older</td>
<td>167</td>
<td>228</td>
<td>+37%!!</td>
</tr>
</tbody>
</table>
Who are „the older people“?

50 ………… 60 ………………… 70 …………… 80 ……… 90 ……… 100+
Silver Economy in practice

- Products for older people
- Products for older people as well
Silver Economy as a cross-section market

...intersections to AAL

- Tele-Care and health control
- Mechanical household and mobility care
- Communication
- Housing adaptation
Two aims of the Silver Economy

- Socio-political aim:
  - Increase of quality of life

- Economic aim:
  - Employment creation
a glimpse into the future ...
Thank you very much!

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