

LIVING LONGER LIVING BETTER?

This document's purpose is to offer some perspectives on health issues rising and how they can impact the economy and companies organisation

As lifespan increases, questions are being raised about work-life balance, well-being, healthy environments and healthcare. Over half of today's 5-year-olds in the US will be expected to have a 100-year lifespan by 2050. For longer living to remain appealing, consumers must feel psychologically equipped, emotionally motivated, and inspired to maintain a broad outlook on the ever-changing world.

Business opportunity #1

E-ASSISTANCE

We're currently entering a new digital era, with solutions providing health care or health assistance thanks to new technologies. Is this the future of health and wellness for everyone?

THE AI COMPANION

In the face of increasing loneliness, the AI companion has been designed to reduce loneliness and stress.

EASE ACCESS TO HEALTH

Employer insurance companies incentivise health-minded behaviours with tools like online management, WhatsApp messaging, free trial, coaching, mental health therapy, or wellness platforms. This holistic approach appeals to younger consumers who never had life insurance before.

Casava (Nigerian), A start-up that provides low-cost health insurance that can be purchased and managed online, through an app.

POLLUTION TRACKING

Technologies like Sweden's "Luft Stockholm" app enable residents to track pollutant and allergen levels. This empowers individuals to make informed decisions about outdoor activities, promoting better health and reducing exposure to harmful pollutants.

Business opportunity #2

ENVIRONMENTAL HEALTH

Monitoring air quality is paramount in urban environments where pollution poses a significant health risk.

Business opportunity #3

AN AGING POPULATION AT RISKS

While the climate crisis and pollution represent one major risks for population, mental illnesses are on the rise, essentially in senior communities but also and more recently in adults,

who represent

18%

of suicides in the US.

Only 35% of Britons wish to live to 100, while 70% of Americans hope to reach that milestone.

In detail

Source : NCA, 2023
PLOS, 2022 - One in seven Britons expect to live to be 100 years old, down by a third since 2019

HELPING THE AGING POPULATION

In Japan, where over 65s comprise a record of nearly 30% of the population, **Fureai Kippu**, a time-based service where currency is equal to service hours, encourages intergenerational care work.

PSYCHEDELICS ERA

The use of psychedelics to explore mental health and age-related ailments is changing the biopharma sector, with mind-altering medicines emerging as a distinct branch of longevity healthcare.

Get inspired with our trends report