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The worlds largest 50+ market virtually untapped!

China's has the largest and one of the fastest ageing societies in the world. Here are some quick stats that will amaze:

- Between now and 2018, the 50 plus population will grow almost 37% to reach a staggering 531,748,000 people.
- At the same time, the under 50's will shrink by 117,000,000.
- Greatest declines are 0~14 (-21.3%) and 35~49 (-15.7%)
- Spending power of the 65+ (retirees) estimated to reach US\$287bn. by 2015 - a C.A.G. of 13.9% per year!

and some excerpts from our recent SilverPoll:

Companies are far more interested in designing and selling products to the young rather than their parents.

Agree: China = 47%, Singapore = 30%

How do you think, feel and behave relative to your actual age?

5 years younger or more: China = 59%, India = 44%

In my later years I want to reward myself for the years of hard work providing for others

Agree: China = 53%, Australia = 72%

Even in retirement my first priority will be to ensure the welfare of my family

Agree: China = 73%, Singapore = 34%

Which were/are the best years of your life?

50~70: China 59%, HK (SAR) 28%

What aspects of getting older most annoy you?

Failing eyesight/ability to read product labels: China = 40%, Japan = 10%

[Click here to download the free SilverPoll report](#)

Fact or Fiction?

Most people in Asia Pacific "think, feel and act" their actual age, or older.

Scroll down to find out

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Other top stories from our blog:

- [APAC's 50+ travellers seem recession-proof](#)
- [Even in recession, boomers still seek better work](#)
- [Japan sports brands tap into ageing market](#)
- [Facebook says its fastest-growing demo is 55-plus](#)
- [Baby Boomers Drive Demand For Camping Cars in Japan](#)
- [Huge potential in rapidly ageing China](#)



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SILVER NEWS

Wendy Tso 'stretches' researchers

Wendy, our [SILVER Partner](#) in China, will deliver a keynote address entitled 'Streching Beyond' at the [ESOMAR conference in Beijing](#), April 5 - 7. With over 20 years experience in marketing and management in USA, Singapore, PRC: HKSAR, Taiwan, Shanghai, there are few who can claim such extensive exposure to Greater China.

Kim Walker to deliver keynote at iMedia Brand Summit

His keynote is titled: "The Rise of the Silver Surfers" and features unique analysis on 55+ online users across Asia Pacific. [iMedia Brand Summit](#) will be April 6-8, 2009 in Kota Kinabalu, Malaysia.

- [Luxury brands refocus on their core audience](#)
- [Old age begins at 27 !!??](#)
- [Adding Life To Years - new \(free\) book](#)

Fact or Fiction

False. With the exceptions of Hong Kong and India, the majority of people in Asia Pacific countries we polled said they feel **5 or more years younger than their actual age!** This is a crucial insight when communicating with the 50+ segment.

Australia (81%) China (59%) India (44%) Japan (66%) Singapore (51%) HK (48%)



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