



For Immediate Release

“APAC 50+ spending power to hit US\$2 trillion in 2015, 50+ is silver lining for 2009.”

-- Kim Walker, CEO of Silver

-- An opportunity for quick incremental business during the recession --

-- Unprecedented global ageing opens large, affluent and enduring 50+ market --

-- Three factors to winning in 50+ market: universal design, ageless marketing, inclusive communications

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Singapore, April 14, 2009 – In the film, *The Curious Case of Benjamin Button*, Hollywood megastar Brad Pitt plays a man who, through bizarre consequences, ages backwards. Button was a baby boy born with the appearance and physical limitations of an 86-year old man who, over the course of the story, begins to grow younger biologically. By the end of the film, Button was chronologically an 85-year-old, but ironically trapped in the form of a baby infant.

Back in the real world however, no one – not you, not me – is going to get younger. In fact, the whole world is ageing dramatically.

A United Nations World Population Report in 2007 declared, “Population ageing is unprecedented, without parallel in the history of humanity.”

Kim Walker, CEO of Silver, a strategic business and marketing consultancy focused on the senior market, says, “In the next ten years, the 50+ population will grow almost five times faster than the total population growth rate across APAC (Asia Pacific). This will grow to represent over 35% of the population in majority of the developed countries here. In APAC, we have some of **the oldest, the largest and the fastest ageing population** countries in the world.” One significant example is China, whose 50+ population alone is already larger than the entire population of USA and will grow by a whopping 36.8% over the coming decade.



On the implications of this phenomenon of our times, Walker explains, "There is substantial, immediate, incremental business waiting for almost any consumer company who strategically reaches out to the 50+ market. It's **rapidly expanding into a large, affluent market that no company can afford to ignore**". There is little doubt about the spending power of these ageing Asian 'baby boomers'. One estimate puts the spending power of the *retired* population in APAC to exceed US\$2 trillion (S\$4.5 trillion) by 2015 - more than double the figure just 10 years before., Walker states "It's a perfect time for marketers to balance their historic obsession with younger consumers with the realities of today's consumer market."

The 50+ men and women have by and large already made their money and now have the time to spend it. Retirees who are drawing fixed monthly income from pensions are in fact benefitting from this recessionary climate as their money can now buy more as retailers slash prices to gain more sales. In 2009, targeting senior consumers or at least expanding efforts against this market is arguably a more efficient strategy than focusing on younger, cash-strapped, time-poor consumers.

Highlighting the marketing opportunity that exists, the Silver research revealed that 47% of China respondents and 66% of India respondents agreed with the statement that "companies are far more interested in designing and selling products to the young rather than their parents"

Succeeding in the 50+ Market - More than Just Needs And Wants

From research conducted in January into the 50+ market segment across APAC, Silver demonstrates that to succeed in the senior market, it is imperative that companies **not only understand the needs and wants of 50+ men and women, but also their mindset and attitudes about themselves and the world around them**. The online survey focusing on the key countries of Australia, China, India, Japan, Hong Kong and Singapore provides insight into the consumer motivation and behaviour of 50+, especially interesting in APAC where there is diversity of East/West culture and of economic and societal maturity.



Psychology of the 50+ in APAC

Old but Not Old, and Not All the Same

Generally true to their generation, these ageing baby boomers who have enjoyed success through the post-war boom, are more demanding, have high self-esteem and a positive attitude towards ageing, particularly among respondents from Australia, China and Japan (...feel 5-10 years younger than their age...). Silver's study also reveals that the majority of respondents feel, the most annoying thing about ageing besides physiological changes beyond their control is "being categorised as an old person".

This, Walker emphatically points out is a key lesson for aspiring marketers, "People don't suddenly change their attitudes and beliefs when they turn 50 but they do have to contend more with the issues of ageing. Therein lies the linchpin to successful selling to the 50+ segment, one needs to understand the psychology of the 50+ person, he/she does not want to be considered 'old' or that the product is positioned for the 'old' market."

East/West: Family versus Self

Multi-national companies looking to expand into the APAC 50+ market will need to take note of yet another insight from Silver's study which shows clearly that there is definitely an East/West divide in attitudes towards obligations to family and self among 50+. Getting this balance right is critical.

Among countries where the culture is predominantly Asian or Confucian, Silver finds that the welfare of the family remains a top priority even after retirement much more than a more 'westernised' outlook such as in Australia and to a degree, Singapore. Walker says, "Asian seniors will certainly indulge themselves but it will be less 'conspicuous' than their Western counterparts."

In general, today's 50+ are more educated, more independent and attracted to more sophisticated products and services than their predecessors. At this stage of their life, most feel that it is time they reward themselves for the years of hard work providing for others. They want to keep working, travel, find new things to do and to stay connected.



Given the current economic situation, most 50+ say that they would be thrifty but would still spend if the expenditure is justified. For instance, they are uniformly determined to continue to travel (something they have both the time and money to do) or place their funds in investments for their children's education or welfare in the case of countries that have a more Asian outlook.

Winning in the 50+ Market: Universal Design, Ageless Marketing and Inclusive Communications

To successfully capture the 50+ market, Walker explains, "There are three key success factors that companies keen on the 50+ market must focus on, namely Universal Design, Ageless Marketing and Inclusive Communications. Universal Design means that products and services are designed to accommodate the practical and emotional needs of young and old without an overt reference to either; Ageless Marketing is about employing strategies such as retail placement and product labelling that make product selection easier; and Inclusive Communications ensure that older consumers are not alienated by messages that are unnecessarily skewed younger or which simply don't reach the 50+ audience through chosen media. For clients, we run an audit across the '13 aspects of ageing' to determine age-friendly businesses."

Silver – the only strategic marketing consultancy on the 50+ segment in Asia

With the release of its first research on the consumer motivation and behaviour of the 50+ market in APAC, Silver is the leading authority to **Inform, Advise and Connect** global marketing companies to translate these insights into the right products and governmental institutions to formulate the right policies for the rapidly growing 50+ populations in APAC. Its founder and CEO, Kim Walker is a respected veteran of the communications industry in APAC, with 30 years of business and marketing leadership experience in Australia, Hong Kong, Tokyo and New York. He has been a business trends and market identifier who had launched three pioneer-status businesses to exploit opportunities unveiled by his observations.

ABOUT SILVER

*Formed in May 2008 by Founder and CEO Kim Walker, SILVER is a strategic business and marketing consultancy helping companies leverage the opportunities presented by the rapidly rising population of ageing consumers throughout Asia Pacific. Silver can **INFORM** with unique research, data and insight reports into the senior market. **ADVISE** to help companies increase understanding through audit of their ageing-readiness, strategic workshops, training and executive briefings. **CONNECT** business to the senior market through refined brand positioning plus relevant and targeted communications strategies. For more information: www.silvergroup.asia*



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CONNECTING YOU TO THE 50+ MARKET

Download the SilverPoll Report Summary here: <http://silvergroup.asia/blog/SilverPoll-reveals-regional-differences.php>

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CONNECTING YOU TO THE 50+ MARKET

Source: MasterCard Asia Pacific. Age 65 and above.

Total Spending Power

US\$ billions in constant dollars

	2005	2015	C.A.G
Japan			
Empty nesters	501.0	922.9	6.3%
Old singles	234.3	317.9	3.1%
Total	735.3	1,240.8	

Total Spending Power

US\$ billions in constant dollars

	2005	2015	C.A.G
Australia			
Empty nesters	40.9	66.6	5.0%
Old singles	2.4	8.0	12.8%
Total	43.3	74.6	5.6%

Total Spending Power

US\$ billions in constant dollars

	2005	2015	C.A.G
Korea			
Empty nesters	23.0	57.0	9.5%
Old singles	26.5	71.9	10.5%
Total	49.5	128.9	10.0%

Total Spending Power

US\$ billions in constant dollars

	2005	2015	C.A.G
Taiwan			
Empty nesters	13.4	27.6	7.5%
Old singles	9.3	19.9	7.9%
Total	22.7	47.5	7.7%



CONNECTING YOU TO THE 50+ MARKET

Total Spending Power

US\$ billions in constant dollars

	2005	2015	C.A.G
Hong Kong			
Empty nesters	9.8	24.3	9.5%
Old singles	4.0	8.5	7.8%
Total	13.8	32.8	9.0%

Total Spending Power

US\$ billions in constant dollars

	2005	2015	C.A.G
Singapore			
Empty nesters	2.3	7.5	12.5%
Old singles	1.3	3.3	9.8%
Total	3.6	10.8	11.6%

Total Spending Power

US\$ billions in constant dollars

	2005	2015	C.A.G
China (urban)			
Empty nesters	40.1	169.0	15.5%
Old singles	38.0	118.5	12.5%
Total	78.1	287.0	13.9%

Total Spending Power

US\$ billions in constant dollars

	2005	2015	C.A.G
Malaysia			
Empty nesters	2.5	6.6	10.2%
Old singles	1.6	3.6	8.5%
Total	4.1	10.2	9.5%



CONNECTING YOU TO THE 50+ MARKET

Total Spending Power

US\$ billions in constant dollars

	2005	2015	C.A.G
Thailand			
Empty nesters	4.7	10.8	8.7%
Old singles	3.2	6.0	6.5%
Total	7.9	16.8	7.8%

Total Spending Power

US\$ billions in constant dollars

	2005	2015	C.A.G
Philippines			
Empty nesters	2.3	3.7	4.8%
Old singles	2.1	3.1	3.9%
Total	4.4	6.8	4.4%

Total Spending Power

US\$ billions in constant dollars

	2005	2015	C.A.G
India			
Empty nesters	13.3	22.7	5.5%
Old singles	9.6	14.9	4.5%
Total	22.9	37.6	5.1%