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# SILVERTIPS

Dear Kim,

## Entire Customer Journey Must Be Age-Friendly

[Download research report](#)

To remove barriers between business and older customers requires a review of the entire customer journey. Our research shows the relative importance of each major step as follows:

- Product & service design 39%
- Retail environment 63%
- Website 45%
- Social networks/reviews 72%
- Advertising/PR 82%

The online survey conducted in April '11 covered more than 14,000 respondents in Singapore aged 50+.

## Top stories from our blog:

[Six Global Trends on the Ageing Consumer - Research](#)

Some interesting global trends in ageing from this report titled "Global Consumer Trends - Age Complexity".... [more](#)

[Anti-ageing Products Market to Reach US\\$114 billion by 2015](#)

Whether it's through wrinkle creams, face-lifts or workout regimens there's a huge, new market brewing.... [more](#)  
[Older Customers Dominate Tablet and eReader Market](#) The 55+ group has grown faster than any other group rising from 10% of all users in Q3, 2010 to 19% in Q2 2011.... [more](#)

[Energy Drinks Target Baby Boomers](#)

The hottest market for tiny, caffeine-packed energy shot drinks like 5-Hour Energy is the ageing Baby Boomer.... [more](#)

[Age-friendly retail examples from Japan](#)

I recently witnessed business literally walk out the door of a small pastry shop in England. ... [more](#)

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Grandparents are responsible for 25% of all toy sales in the USA.... [more](#)

[Social Networking Site Usage Soars Among Older Internet Users](#)



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## SILVER NEWS

[Interview on Channel News Asia](#)



Kim Walker and an NUS Professor discuss age-friendliness.

[Article in Singapore's Business Times](#)

"Courting the older customer". Read it here.

[12th World Knowledge Forum calls on SILVER](#)

Seoul, Korea. October '11. Kim Walker will share the stage with a high profile line-up of speakers including Gordon Brown and Sarah Palin. He will open the discussion on ageing.

[Investing in the Ageing Boom Conference -](#)

Download brochure.  
Singapore October 13 & 14.  
Discount available if you mention Silver Group. Kim

New research shows that the frequency of Social Networking Sites (SNS) among older users increased while use among young adults was stable over the last year.... [more](#)

[Adidas To Target Older Consumers](#)

Adidas seems to have realized that its obsession with youth must change... [more](#)

[Gadgets for a Greying Generation](#)

Here's an article that covers a few key areas of growth including electronic medication dispensers ,... [more](#)

[Voice Message Systems Upset 50+ Customers](#)

People 50 and older were more annoyed than others by convoluted voice-messaging systems according to a Consumer Reports National Research survey... [more](#)

Walker and Dick Stroud among esteemed speaker list.

[The Renewed Power of the Silver Dollar article](#)

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