



THE SILVER ECONOMY – THE USERS' PERSPECTIVES



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Ignorance about 50+ markets

Chronological age less useful than

- cultural perspectives (country, class, urban/rural)
- life experiences and life biographies (events, migration dictatorships, education)
- socioeconomic status (resources, choices)
- level of health and functional ability.
- personalities



Invisibility and prejudice

Left handed (10%) products
Women in political recruitment/car
sales/bars
Girls- computer games

WHY?

- a lack of imagination
- preservation of power
- poor data
- poor marketing
- prejudice



Images of ageing

- older consumers/users - conservative/rigid,
- poor, sick, feeble, wrinkled, incapable.



- difficult consumers

Media reports overwhelmingly negative help create an all-pervading fear of older age, associated with pain and indignity.

- BUT Older ages disproportionately happy!

Key variables

- disposable income – social/economic resources;
- Living costs e.g. real costs of health/care systems
- health and wellness - healthy life expectancy varies, age/genetic, social class, education - impact on ofLife
- Government (national, local) policies – social participation, physical environments, universal design



Essential Advice

Obtain up to date information - income levels,
who buys what on line, break down by ages

Understand your potential users/consumers and
their motivations



Older people- most diverse of all age groups -



Do not patronise

Ensure accessibility - physical and virtual



Good products may be for all ages

Special needs/markets- travel/health goods

AGE recommendations: towards an age-friendly EU by 2020

- **Do not practice age discrimination e.g in access to healthcare, including preventive services, or goods.**
- **Promote more transparency of the financial services market**
- **Raise awareness of consumers' rights**
- **Ensure accessibility**





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