

The 'silver' economy

Athena Peppes

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1. What is the 'silver' economy?
2. What is its potential?
3. What are the success factors?

Population ageing: Unavoidable problem or untapped opportunity?

“Ageing population will cause economic burden for Europe”

“State pension bills to double as baby boomers retire”

“Ageing population is a ticking time bomb!”

“Europe’s impending demographic doom”

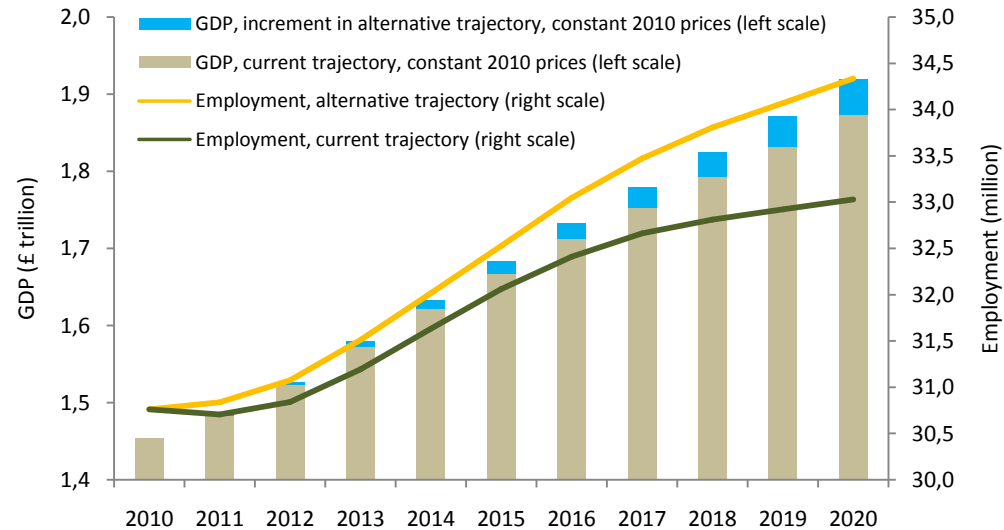
“Ageing population will drive food innovation”

“The rise of older women as ‘encore’ entrepreneurs”

“An ageing population means new jobs”

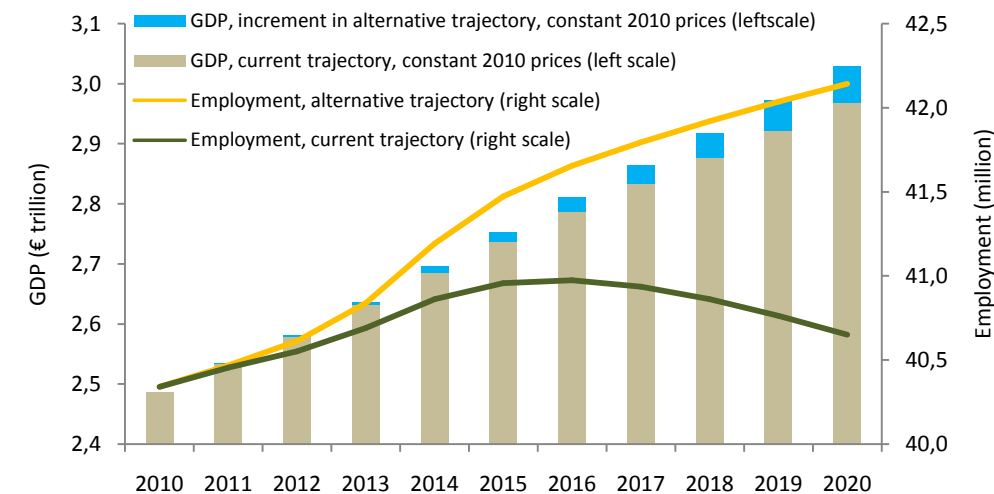
“Older consumers have vast purchasing power”

The 'silver' economy: A major untapped growth opportunity for governments...



For the UK, the silver economy holds the potential to

- Boost GDP by £46 billion, an increase of 2.5 percent above the current trajectory.
- Lift employment levels by 1.3 million by 2020.



For Germany, the silver economy holds the potential to

- Boost GDP by €61 billion, an increase of 2.1 percent above the current trajectory.
- Lift employment levels by 1.5 million by 2020.

...and for businesses that respond to the surge in age-related demand



NB: List is non-exhaustive

The keys to success: Enabling the 'silver' economy



Connect and
collaborate



Use the power of
technology



Re-imagine
what is possible

Thank you for your attention

For further information:

Athena Peppes

athena.peppes@accenture.com

Accenture Institute for High Performance

<http://www.accenture.com/us-en/research/institute-high-performance/Pages/index.aspx>

Additional reference materials:

- “The Seven Myths of Population Aging: How Companies and Governments can Turn the ‘Silver’ Economy into an Advantage”

<http://www.accenture.com/us-en/Pages/insight-seven-myths-aging-companies-governments-turn-silver-summary.aspx>

- “New Waves of Growth: Unlocking Opportunity in a Multipolar World”

www.accenture.com/mpw