

Demographic Change will Upset Your Innovations!

In 2030, almost 30% of the European population will be over 60 and only 20% or so will be under 20. (Source : Eurostat)

We are moving towards a society of “youthful elderly” who are in good health and stay active for a very long time: the trend is towards “un-retirement” and “non-aging”. People readily start a new life at 50 or 60 and even older.

Life is no longer split into three stages (childhood, adulthood, old age) but into many “life stages”, each with its own dynamics, stakes and aspirations. Five to six generations will coexist, and three or four of them will be active.

Further down the road, scientists will even be able to stop or even reverse the aging process, keeping the body at its optimal level (an age between 30 and 40) by means of various cycles of treatment, particularly vaccination.

The dream of immortality may come true about 2050!



intuition

This new demographic deal points to a new source of growth, a new gigantic “bubble”. So everything needs rethinking. Segmentation and targets are now obsolete. Our representations of the various age groups are dated, many products are aimed at everybody and therefore at nobody...

Many new expectations are emerging in services, continuing education, functional foods, active prevention, housing, energy, rejuvenation... It's up to you to innovate!