

THE SILVER ECONOMY

KEY INFO IN

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POINTS

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▶ A GROWING MARKET

The silver economy, representing the sum of all economic and industrial activity serving the needs of the elderly, has great growth potential in France: the market was already worth €92 billion in 2013, while revenues are forecast to hit €130 billion by 2020, with average annual growth of more than 5% per year. (Xerfi)

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▶ GREATER POPULATION LONGEVITY

At the end of 2017, there were 17.2 million people in France over the age of 60, and this number is set to rise to more than 20 million in 2030 (INSEE). France is third in the world after Japan and Hong Kong for life expectancy at 60 (25.9 years) and fourth for life expectancy at 80 (10.3 years). (UN/DESA)

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▶ ACTIVE AGEING

In 2015, the average standard of living for elderly people in France was higher than the national average at €26,190 for those aged between 65-74 and €23,920 for the over 75s, compared with an average of €23,440 for the general population (INSEE). Sixty-five percent of 60-69-year olds and 53% of over 70s use the internet on a daily basis, and 48% and 24% respectively have made purchases online in the last 12 months. (Credoc - Digital Barometer 2017)

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▶ EXTENDING LIFE AT HOME

In 2014, 96% of men and 93% of women aged 65 and over lived at home (INSEE). Elderly people use various services: 82.8% have help with housework, 54.9% with small DIY jobs, and 42.5% have shopping delivered (Cetelem Observatory consumer research, 2016). In 2015, the average age of entry into residential care was 85 years and 2 months. (INSEE)

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▶ KEY FRENCH PLAYERS IN THE SILVER ECONOMY

France has a number of well established companies working in the silver economy, including Legrand, Hager, Essilor, Doro, Bluelinea, Everstyl, LPG Systems, Vigilio, CNP Assurances, Orpéa, Malakoff Médéric, Aviva Vie, Réunica, Korian, AG2R La Mondiale, Géria Contract, and Etna France, among others.

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▶ BUSY FRENCH STARTUPS

E-Vone, winner of the Innovation Award for the Silver Economy in 2017, has created a smart shoe that sets off an alarm in the case of a fall or immobility; while Sidonie makes adapted connected devices to make it easier for elderly people to continue living at home. Yumii has designed a networking platform between elderly people at home and their family, helpers and doctors; while Cleanis designs and manufactures a range of innovative hygiene products.

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▶ AN R&D-FRIENDLY ECOSYSTEM

Innovation in the silver economy is being driven by a number of France's innovation clusters, including Vitagora (food industry) and Cap Digital (healthcare and wellbeing), as well as Medicen Paris Region and Systematic Paris-Region (e-health, telemedicine, in conjunction with Cap Digital).

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▶ 'SILVER REGIONS'

Various 'silver regions' have been formed since 2014, such as the TECH Sap Ouest and Pôle TES clusters (Normandie region); the Aquitaine Développement Innovation agency; the Silver Valley (Grand Est region); and the Silver Économie Pôle Corsica cluster. A number of regions have financed independent key players. These include: Autonom'Lab (Nouvelle Aquitaine region), Gérontopôle (Pays de la Loire region), Silver Valley (Ile de France / Paris region), and Eurasanté and the Health Clubster (Hauts de France region).

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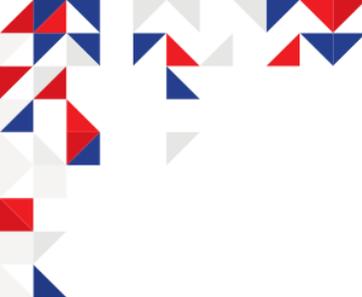
▶ AN ATTRACTIVE MARKET

Founded in 2009, the American company iHealth, which specializes in the manufacture of connected healthcare products, opened a subsidiary in France in 2013. The Swedish company Doro is the world leader in simplified telephones for seniors and its French subsidiary, based in Ile de France (Paris region), generated sales worth nearly €6.3 million in 2016. (Societe.com)

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▶ SILVER ECONOMY EVENTS

The 2018 'Salon des seniors' trade show, covering healthcare, food and new technologies, attracted 250 exhibitors and nearly 50,000 visitors in Paris earlier this year. The Silver Economy Expo is a B2B technology and services trade show that has been running for five years, and attracted more than 80 exhibitors in Paris in November 2017.



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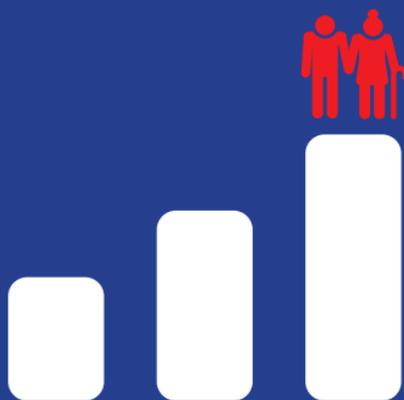
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**OECD COUNTRY FOR
ACCESS TO HEALTHCARE**

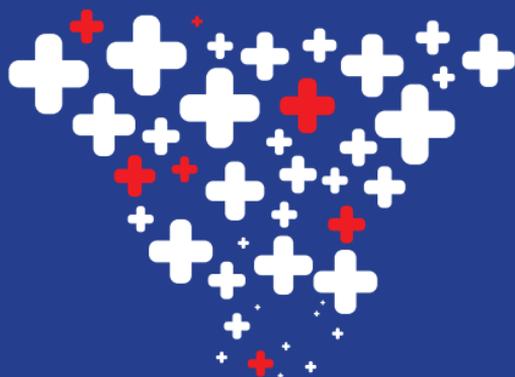
(OECD, 2017)



+5%

**AVERAGE ANNUAL GROWTH
IN THE FAST-GROWING
FRENCH SILVER ECONOMY**

(XERFI)



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**JOB-CREATING FOREIGN
INVESTMENT PROJECTS IN THE
FRENCH HEALTHCARE SECTOR
IN 2017**

(BUSINESS FRANCE)

**MORE THAN 20 MILLION
PEOPLE OVER 60**



IN 2030

(INSEE)