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**JOB-CREATING FOREIGN
INVESTMENT PROJECTS
IN THE HEALTHCARE
SECTOR IN 2018**

(BUSINESS FRANCE)



**THE SILVER ECONOMY
IS WORTH
€85 BILLION
IN FRANCE**

(XERFI)



**1 IN 5 FRENCH PEOPLE
ARE MORE THAN**

**65
YEARS OLD**

(INSEE)



#1

**OECD COUNTRY
FOR ACCESS
TO HEALTHCARE**

(OECD)



**THE SILVER
ECONOMY**

KEY INFO IN
10
POINTS

HEALTHCARE

MAY 2019

BUSINESS FRANCE

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1 A GROWING MARKET

The silver economy has great growth potential in France: the market was already worth €85 billion in 2017, while revenues are forecast to hit €96 billion by 2022, with average annual growth of more than 2% per year. (Xerfi)

2 THE SILVER ECONOMY

The silver economy, relaunched in October 2018 by the Minister for Solidarity and Health Agnès Buzyn, coordinates innovation around clusters (Silver Valley, Silver Côte d'Azur, Limoges French Tech, Métropole de Toulon, TechSap Ouest, etc.) or trade unions. (Synapse)

3 GREATER POPULATION LONGEVITY

In 2019, there were 13.1 million people in France over 65, or one inhabitant in five, and this number is set to rise to more than 20 million in 2030 and 24 million in 2060 (INSEE). In 2017, France was first in Europe for life expectancy at 65. (Eurostat)

4 ACTIVE AGEING

In 2016, the average standard of living for elderly people in France was higher than the national average, at €26,240 for those aged between 65-74 and €24,180 for the over 75s, compared with an average of €23,580 for the general population (INSEE). Eighty-two percent of 60-69-year olds and 60% of over-70s use the internet, while nearly one in two people in their sixties have made purchases online in the last 12 months. More than one person in three in their sixties was a member of a social network. (Crédoc – Digital Barometer 2018)

5 EXTENDING LIFE AT HOME

In 2015, 95% of men and 93% of women aged 65 and over lived at home. At the end of 2016, France had 74,340 residential homes for elderly dependent people, offering 605,000 places. (INSEE)

6 KEY FRENCH PLAYERS

France has a number of well established companies working in the silver economy, including Audio 2000, Bluelinea, Cottos Médical, Courseur, Domalys, Doro, Europ Assistance, Handicare, Helite, Kinedo, Lissac, Notre Temps, Optic 2000, SeniorAdom, Tadeo, Thomson, VitalBase and Vivago, among others.

7 ACTIVE FRENCH STARTUPS

AlloMarcel, a winner at the Trophées SilverEco 2019, is an online compendium of dependable craftspeople. The Maisons de Marianne designs and leads life in intergenerational villages that promote social diversity, while the cobot WalkCare by Novéup escorts old-age home residents (Best Innovation Prize AgeingFit 2019).

8 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), Cap Digital (healthcare and wellbeing), Nutrition Santé Longévité (food and health) and Eurobiomed (healthcare sector in Provence-Alpes-Côte d'Azur and Occitanie), as well as Medicen Paris Region and Systematic Paris-Region (e-health and telemedicine, in conjunction with Cap Digital).

9 ACCELERATING INNOVATION

An innovation cluster focusing on the silver economy based in Ile de France (Paris region), Silver Valley has nearly 300 members. Since 2013, it has helped innovation projects respond to the needs and habits of seniors.

10 SILVER ECONOMY EVENTS

The 2019 'Salon des seniors' trade show, covering healthcare, food and new technologies, attracted 250 exhibitors and nearly 50,000 visitors to Paris earlier this year. The Silver Economy Expo is a B2B technology services trade show, attracting more than 110 exhibitors, including 47 startups, to Paris in November 2018. European B2B innovation event Ageing Fit (April 2019, Lille) brought together over 600 participants from 20 countries, including businesses, hospitals, health mutual funds, clusters, research institutes and investors.