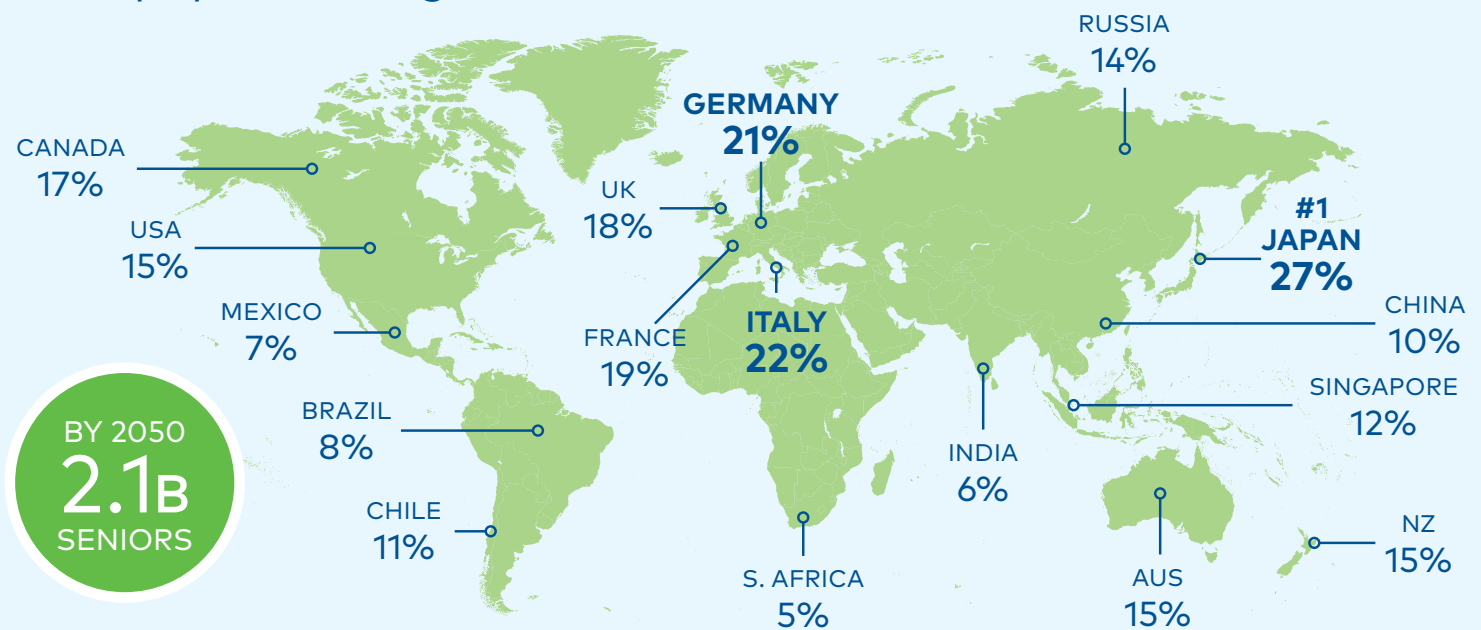


Fast facts Healthy Ageing

Life expectancy is dramatically increasing around the globe, on average of 11 years longer for men and 12 years for women compared to 40 years ago¹. As the world matures, and healthy life expectancy is longer, consumers are looking and feeling younger than ever. Consumers are taking a proactive approach to ageing, paying attention to nutrition and identifying the need to balance their emotional wellbeing with maintaining their body active and mind sharp². Following a healthy diet is key and this brings opportunities for dairy products to leverage the natural nutritional values in milk.

Total population aged 65+ and above in 2016³



Ageing population global overview⁴

60%

of global
seniors
live in **Asia**

13%

or 962m of the
world's population is
over the age of 50

6-8%

of GDP in most
countries will be
spent on ageing
related **healthcare**
costs by 2050

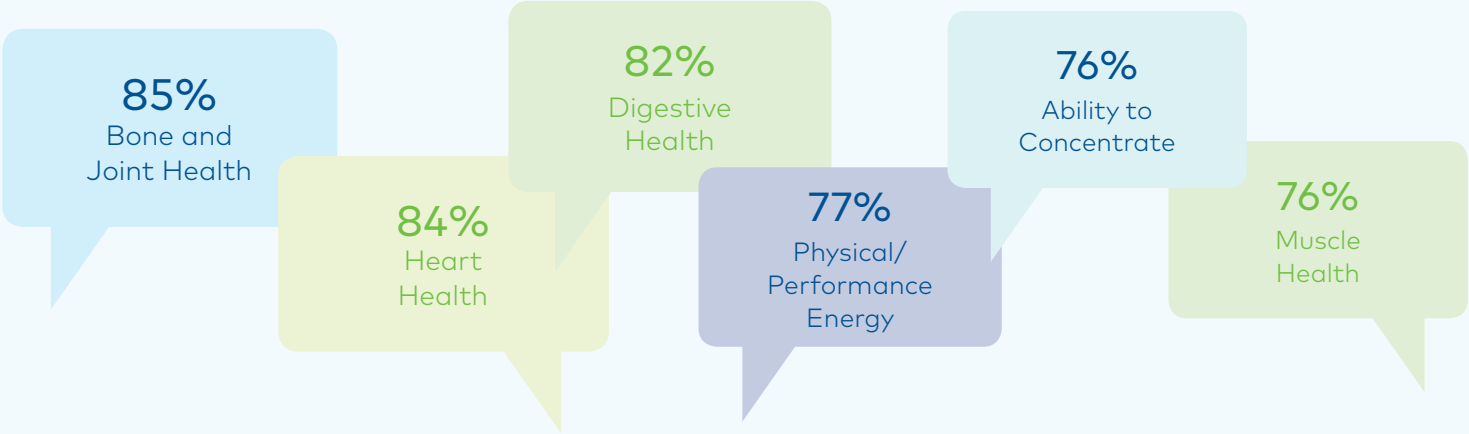
135m

of the world's
hungry population
are seniors

By 2050, seven countries in Asia, 24 in Europe, and five in Latin America and the Caribbean are expected to have potential **support ratios below 2**.*

* Support ratio is defined as the number of workers per retiree.

Consumers aged 55+ are interested in food and drinks targeting these specific health issues⁵



Seniors look for these claims attributes in their food and drinks



Personalising for seniors⁵



55-64:

60%

More likely to purchase products developed for their lifestyles



65+:

52%



55-64:

52%

Find products they have helped create appealing



65+:

42%



55-64:

67%

Find products customised to their individual health needs appealing



65+:

60%

Opportunities

Personalised Offerings



Consider the specific health and nutrition needs of seniors. Offer low fat, low sugar options to appeal to the increasing desire to restrict these in their diet. Beyond product, think about how to execute packaging and labelling on pack to be 'senior' friendly. Be mindful of clustering seniors as one group and be aware of opportunities to segment offerings by lifestyle, gender, and cultural requirements among others as you would in product offerings targeted to the wider population.

Naturally Healthy Positioning



There is opportunity to target the growing movement towards functional foods that naturally contain healthy ingredients instead of those artificially fortified. Dairy is well known as a naturally healthy food. Focus on the natural vitamins and minerals found in dairy and remind consumers of its benefits that support bone, cognitive, and digestive health.

Beyond Physical – Mental Wellness



Maintaining independence is a major concern that goes with ageing. A combination of both physical health and brain health are essential components in maintaining this. How can dairy contribute to the prevention of the impacts not just to physical but also to mental wellness.

Sources:

1. United Nations World Population Ageing Report 2017.
2. Euromonitor | Health & Wellness
3. World Bank Population | Total population by country ages 65 and above (% of total), 2016

4. United Nations Ageing Report 2017 | IMF, 2017
5. Global Data | GlobalData's Q3 global survey, 2016

