

## **MEDIA SYNOPSIS**

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The Active Age

# **Emerging trends, product categories and problems for the Silver industry in Southeast Asia**

*Leon Perera, Chief Executive Officer of Spire Research and Consulting, shared his insights on the opportunities and challenges in the Southeast Asia's Silver industry with The Active Age.*

Across Southeast Asia, the population aged 65 years and above is predicted to double from 2019 to 2035 for some countries. With such a rapidly growing number of seniors, SEA has become a major source of revenues for elder-friendly products and services.

Spire's research has identified Nursing Homes and Healthcare as the top two categories with the highest potential for new technologies, innovations and business models.

However, despite the growing Silver industry demand, some barriers hinder the diffusion of technology and innovation in these sectors. Spire discussed some of the serious barriers and also shared case studies of Singapore and Thailand to shed light on the trends in the Silver industry in SEA.

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**About Spire Research and Consulting**

Spire Research and Consulting is the leading research consultancy in global emerging markets. Spire's competitive advantage lies in its ability to deliver actionable intelligence on the external business environment in support of its clients' strategic decision-making in marketing and business development. Spire's clients include 50 Global Fortune 1000 companies and government agencies in 15 countries. For more information, please visit [www.spireresearch.com](http://www.spireresearch.com).

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