

SENIORS IN CHINA: THE "HIDDEN TREASURE"

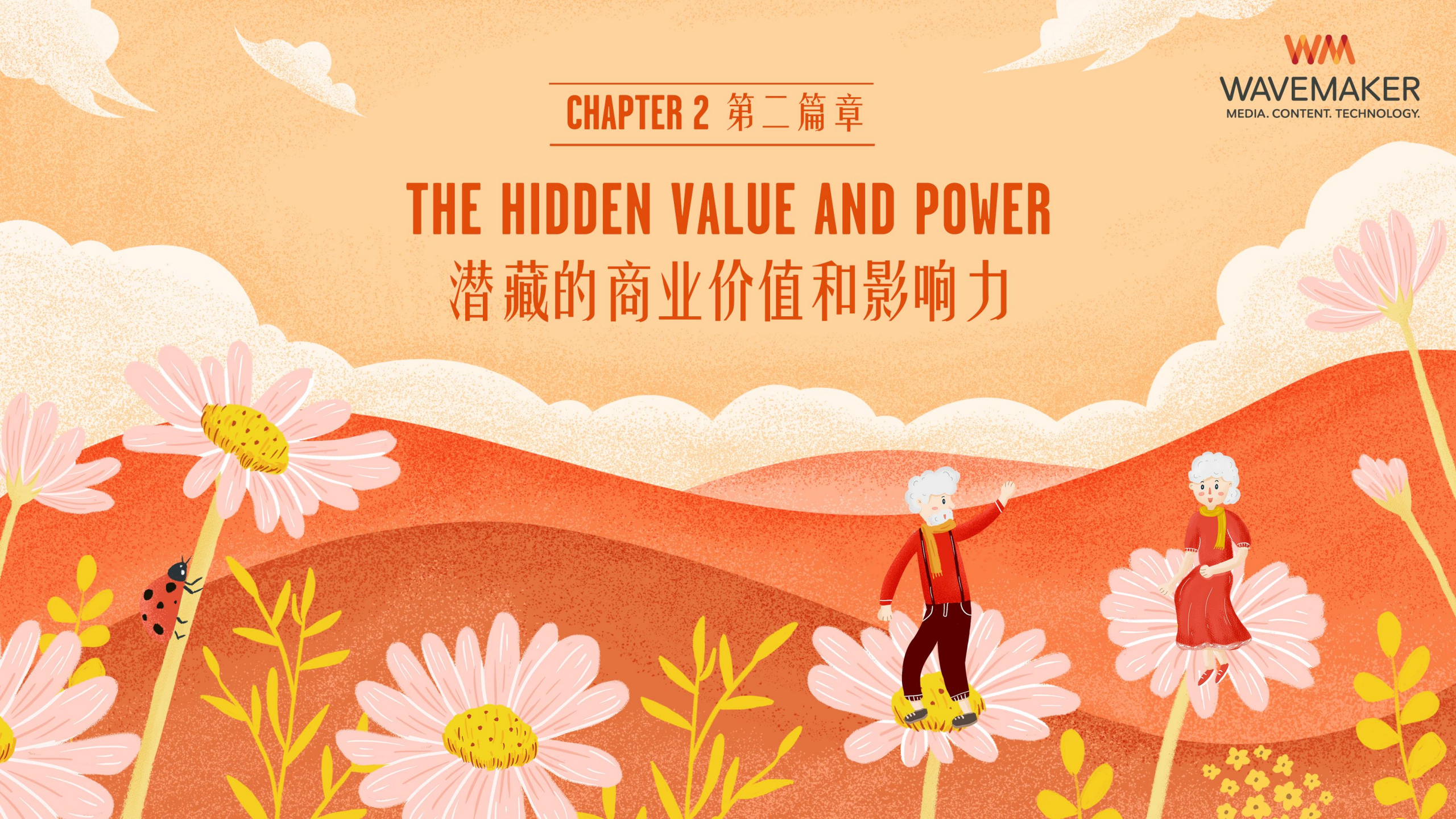
中国老龄化社会的潜藏价值

REPORT SERIES 系列报告



CHAPTER 2 第二篇章

THE HIDDEN VALUE AND POWER
潜藏的商业价值和影响力



WAVEMAKER IS DEDICATED TO TRANSFORMING OPPORTUNITIES INTO GROWTH IN THE SENIOR MARKET

蔚迈致力于化机会为价值，解锁中国老龄化市场的增长之道

WAVEMAKER'S AGEING MARKET SOLUTIONS 蔚迈老龄化市场解决方案

STRATEGY 策略

- Business compass
- Needs map & consumer segmentation of seniors
- Product positioning and portfolio management
- Market entry strategy for new brands

- 老龄化市场潜力罗盘
- 中老年群体需求图谱及细分模型
- 产品定位及组合策略
- 新品牌进入市场策略

DATA 数据

- Wavemaker senior generation tracking database
- Wavemaker customized senior consumers data packet

- 蔚迈老龄化人群连续研究数据库
- 蔚迈中老年人群定制数据包

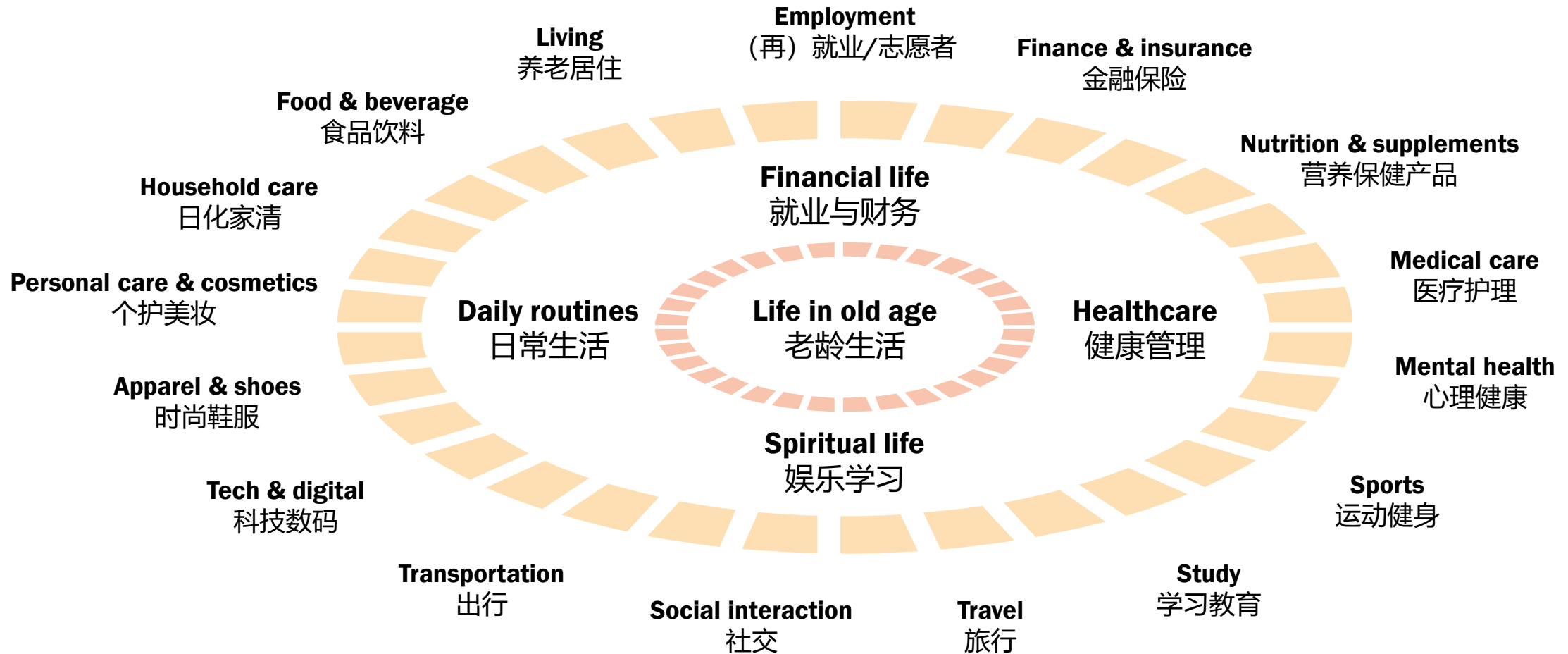
COMMUNICATION 传播

- Media strategy, media buy and precision marketing for senior target audience
- Content marketing
- Ecommerce marketing

- 老龄化受众的媒介策略和精准营销
- 内容营销
- 电商营销

WE INTEND TO EXPLORE THE ENORMOUS POTENTIAL OF THE SENIOR MARKET IN DIFFERENT INDUSTRIES

我们旨在助力各行各业，探索老龄化市场的庞大潜力



TO TACKLE CURRENT BUSINESS CHALLENGES TO UNLOCK THIS TRILLION-DOLLAR MARKET

解决目前商业遇到的挑战，推动万亿级消费力的兑现

THE ESTIMATED ANNUAL SPENDING POWER OF SENIORS IN TIER 1 TO 3 CITIES IN CHINA

中国一到三线城市
老龄化群体年消费力预估为

6.64

TRILLION
万亿

Based on spending data and projected population numbers from research
按照调研消费数据及推及人口计算得出

BUT
然而

NOT ENOUGH SUPPLY:

Huge supply-demand gap
给得不够：
供需严重失衡

- Product offerings fail to meet rapidly growing needs
- Most brands focus on young consumers and rarely invest in senior groups

- 产品和服务的供给难以匹配消费需求的快速扩容
- 品牌营销高度集中于年轻人，极少投资老龄化群体

NOT DESIRED SUPPLY:

Biased needs understanding
给得不对：
偏颇的需求认知

- Seniors are all considered the same without differentiation for gender, age, region, experience and value, etc.
- Brands only see seniors as “old people” and have outdated perceptions of their needs. Seniors’ current and future needs as general consumers, in areas such as diet, fashion, digital products, are very often overlooked.

- 将老龄化人群视为一个“整体”，没有认识到性别、年龄、地域、经历、价值观等可能带来的差异化需求
- 仅关注“老年”需求，且带有刻板认识，往往忽视了他们作为普通消费者的普世和新兴需求，诸如：饮食、时尚、智能产品等

UNBALANCED SUPPLY:

Polarised group coverage
给得不均衡：
两极化的人群覆盖

- Commercial resources mainly target rich seniors and public resources mainly serve the disadvantaged. The large “intermediate group” only receives limited attention.

- 商业资源向高端老龄化人群倾斜，社会及公共资源向需要补助的人群倾斜，而数量庞大的中间人群得到的关注有限

ALSO TO FOLLOW POLICY TRENDS TO PROMOTE “ACTIVE AGEING”

并顺应政策趋势，帮助推进中国的积极老龄化

Active ageing:

Extending “healthy living” to “quality living”

“Active ageing” is the upgrade of “healthy ageing”. It’s about optimising opportunities for health, participation and security in order to enhance the quality of life as people age.

积极老龄化:

从“健康生活”延伸到“品质生活”

“积极老龄化”作为“健康老龄化”的升级版，其基本含义是：提高老年人的生活质量，创造健康、社会参与和保障的最佳机遇。

Ageing related policies released in recent years 近年出台的部分养老相关政策

- **2012** 国家首次明确了“养老服务设施用地”的概念，且要求保证其在供地计划中优先推进
- **2013** 国务院《关于加快发展养老服务业的若干意见》
- **2015** 民政部、发改委《关于规范养老机构服务收费管理促进养老服务业健康发展的指导意见》
国务院《基本养老保险基金投资管理办法》
卫计委等部门《关于推进医疗卫生与养老服务相结合的指导意见》
“探索建立长期护理保险制度，开展长期护理保险试点”被写入“十三五”规划中
- **2016** 《“健康中国2030”规划纲要》
国务院《关于加快发展康复辅助器具产业的若干意见》
国务院《关于全面放开养老服务市场提升养老服务质量的若干意见》
- **2017** 国务院《“十三五”国家老龄事业发展和养老体系建设规划》
食药监局《关于加快推进养老服务业放管服改革的通知》
国务院《关于制定和实施老年人照顾服务项目的意见》
国务院《关于加快发展商业养老保险的若干意见》
财政部《关于运用政府和社会资本合作模式支持养老服务业发展的实施意见》
- **2018** 证监会《养老目标证券投资基金指引（试行）》
银监会、保监会《个人税收递延型商业养老保险资金运用管理暂行办法》
中国老年学、老年医学学会《新时代积极应对人口老龄化发展报告（2018）》
- **2019** 国务院《关于推进养老服务发展的意见》
《国家卫生健康委关于建立完善老年健康服务体系的指导意见》
《养老护理员国家职业技能标准》
中共中央、国务院《国家积极应对人口老龄化中长期规划》



DISCOVERING THE “HIDDEN TREASURE” IN THE SENIOR MARKET 我们发掘中国老龄化社会的潜藏价值

The Seniors in China: The “Hidden Treasure” Report Series is produced by Wavemaker, containing 4 chapters and 1 epilogue. The chapters will be released over 8 months one by one, giving a holistic view of what urban seniors in China are like, why they are important and valuable, and what works in this market. This is Chapter 2 of the report series.

蔚迈发布的《中国老龄化社会的潜藏价值》系列报告，共分为四个篇章和一篇后记，将历时8个月逐一发布，以全面详尽地分享我们对于中国城市老龄化群体的解析和主张。此为系列报告的第二篇章。



CHAPTER 1 第一篇章	REVISITING SENIORS IN CHINA 重新“遇见”中国的老龄化群体	Oct. 2019
CHAPTER 2 第二篇章	THE HIDDEN VALUE AND POWER 潜藏的商业价值和影响力	Jan. 2020
CHAPTER 3 第三篇章	WHO THEY WERE, AND WHO THEY ARE 他们的时代，和时代的他们	Mar. 2020
CHAPTER 4 第四篇章	REACHING THEIR HEARTS, CO-CREATING EXPERIENCES 触及心灵，共创体验	May. 2020
EPILOGUE 后记	SENIORS IN OTHERS’ EYES, AND LIFE IN THEIR EYES 人们眼中的他们，和他们眼中的人生	Jul. 2020

IN CHAPTER 1, RELEASED IN OCT. 2019

第一篇章于2019年10月发布，前情提要



SENIORS ARE REDEFINING MIDDLE AND OLD AGE. THEIR PERCEIVED LENGTH OF YOUTH AND MID-LIFE ARE BOTH LARGELY EXPANDED
他们在重新定义“中年”和“老年”，其主观认知的青年及中年期都大幅度延长

“
When do you consider as the starting point of...
你认为多少岁算步入.....”

Traditional definition 传统定义	According to seniors 重新自定义	
Middle age 中年	40 y/o	49 y/o
Old age 老年	60 y/o	66 y/o

This is to say,
50 y/o below are “youth”,
66 y/o below are “middle age”

换言之,
50岁以下都是“青年”
66岁以下仍是“中年”

WM WAVEMAKER

We called for more attention to be paid to the ageing society and redefined “old age”

我们呼吁重视老龄化社会，并重新定义何为“老”

THEIR VASTLY DIFFERENT UPBRINGING HAS SHAPED THE DIFFERENT MINDSETS AND BEHAVIOURS OF THE THREE GENERATIONS
不同的社会时代背景，塑造了截然不同的三代人

	① WITNESS OF REVOLUTION 革命见证者	② TOUGHENED NEW-CHINA 1 ST GENERATION 百炼成金建国一代	③ THE OPENING UP NEWBORNS 改革开放新生儿
	“A cog in the machine” 一颗创造集体价值的螺丝钉	Missed opportunities but now restarting life 错失芳华但重启人生	Benefiting from economic and cultural opening 经济文化开放的受益人
Birth years 出生年份	1934 - 1950	1951 - 1963	1964 - 1977
Formative years 个性形成期	1949 - 1965 Hardship & poverty 艰苦历程	1966 - 1978 Twists & turns 波折动荡	1979 - 1992 Openness & prosperity 开放繁荣
Age now 目前年龄	69 - 85 y/o Report focuses on 本报告聚焦 69 - 76 y/o	56 - 68 y/o	42 - 55 y/o Report focuses on 本报告聚焦 49 - 55 y/o

WM WAVEMAKER

We divided seniors in China into three different generations

首次定义和划分了三代不同的中国老龄化群体

UNCOVERING THE TRUE DEPICTION OF SENIORS IN CHINA

这些才是中国老龄化群体的真实风采

- Redefining “young” & “old”, living a dynamic life and exploring the world
重新定义年轻和年老，精力充沛探索世界
- Conscious about and active for health, rarely feeling lonely
主动守护健康，甚少孤独
- Staying ahead, and contribute to family and society
与时俱进，发光发热
- New growth force for internet economy
互联网经济新红利
- Embracing digital & tech development
紧随数字科技发展
- Sufficient spending power and desire, with strong financial IQ
消费力蓬勃，财商UP

WM WAVEMAKER

We revealed their reality and their objections to being characterized as “old” people

揭示了他们的真实风采，和他们不愿做传统定义“老人”的“倔强”

WHAT'S NEW IN CHAPTER 2

此为第二篇章，核心内容包括

SENIORS' SPENDING POWER AND FOUR CORE NEEDS THAT NOURISH THE SILVER ECONOMY

老龄化群体的消费力以及
催生老龄化经济的四大需求

Despite the widely acknowledged potential of the senior market, in-depth understanding of this group and ways to reach them remain unclear.

Wavemaker sees seniors as an ever-increasing “growth driver” to the market and aims to become a pioneering contributor to the ageing society in China.

老龄化市场的潜力已广为人知，但对于市场的深度认识和深耕之道，却少有人知。

蔚迈将老龄化群体视为不断增强的“增长驱动力”，并志在成为中国老龄化社会建设的先锋参与者。



STRONG PURCHASING POWER ACROSS ALL THREE SENIOR GENERATIONS

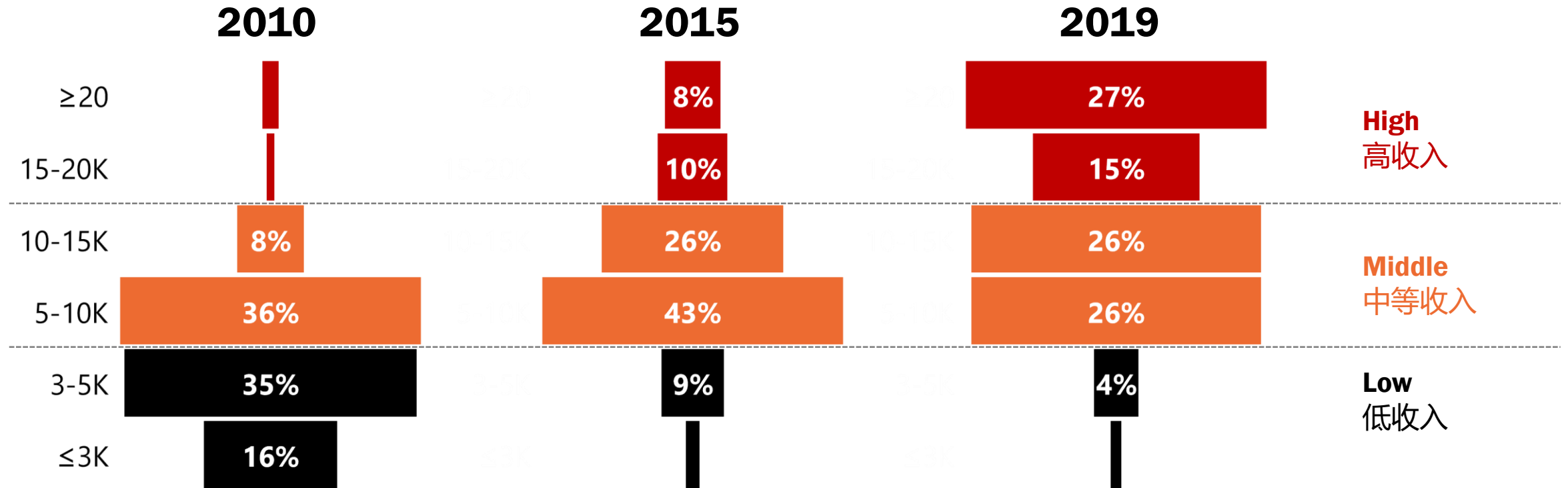
三代老龄化群体并驾齐驱的
蓬勃消费力



WITH THE CONTINUOUS EXPANSION OF MIDDLE- AND UPPER-INCOME FAMILIES, IN CHINA, ECONOMIC FOCUS WILL CONTINUE TO SHIFT UPWARD

在中国，随着中等及以上收入家庭的扩大，经济重心将继续向上偏移

Urban residents' monthly household income structure
中国城市居民家庭月收入结构



URBAN SENIORS ALSO SHOW AN “OLIVE-SHAPED” INCOME STRUCTURE. MORE THAN 70% HAVE MIDDLE- OR HIGH-INCOME. THEY ARE THE BACKBONE OF THE ECONOMY.

城市老龄化群体的收入结构也呈橄榄型，逾七成处于中高收入水平，是不可忽视的消费中坚力量

Urban seniors’
avg. monthly household income

城市老龄化群体
平均家庭月收入

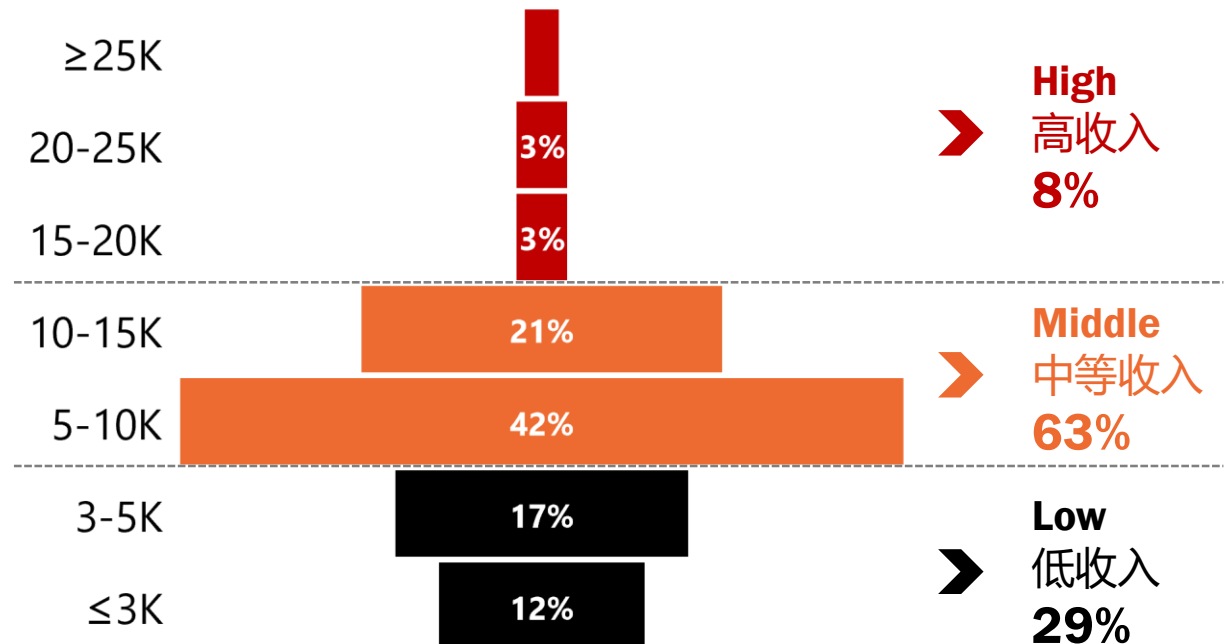
¥ 8291

Note: only cover urban seniors from Tier 1 to Tier 3 cities, excluding lower tiers and villages

注：仅针对一到三线城市老龄化群体，不包括更低级别的城市及农村

Seniors’ monthly household income structure

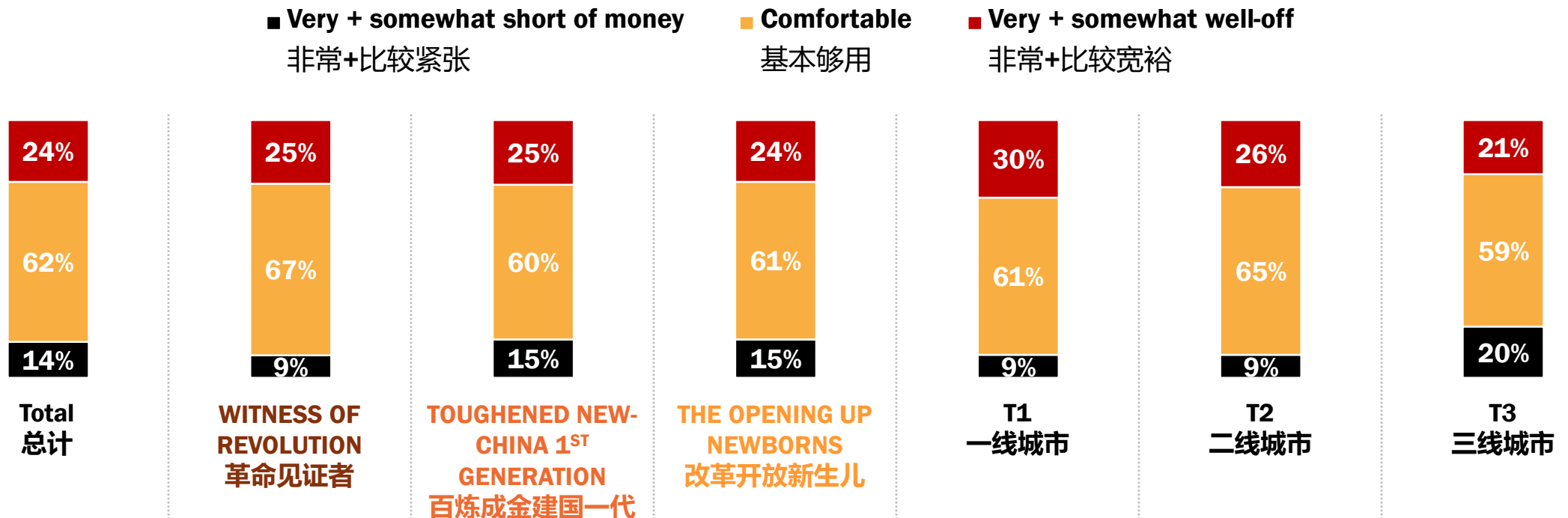
老龄化群体家庭月收入结构



THEY FEEL FINANCIALLY SECURE, ESPECIALLY YOUNGER ONES AND HIGH TIER CITY DWELLERS

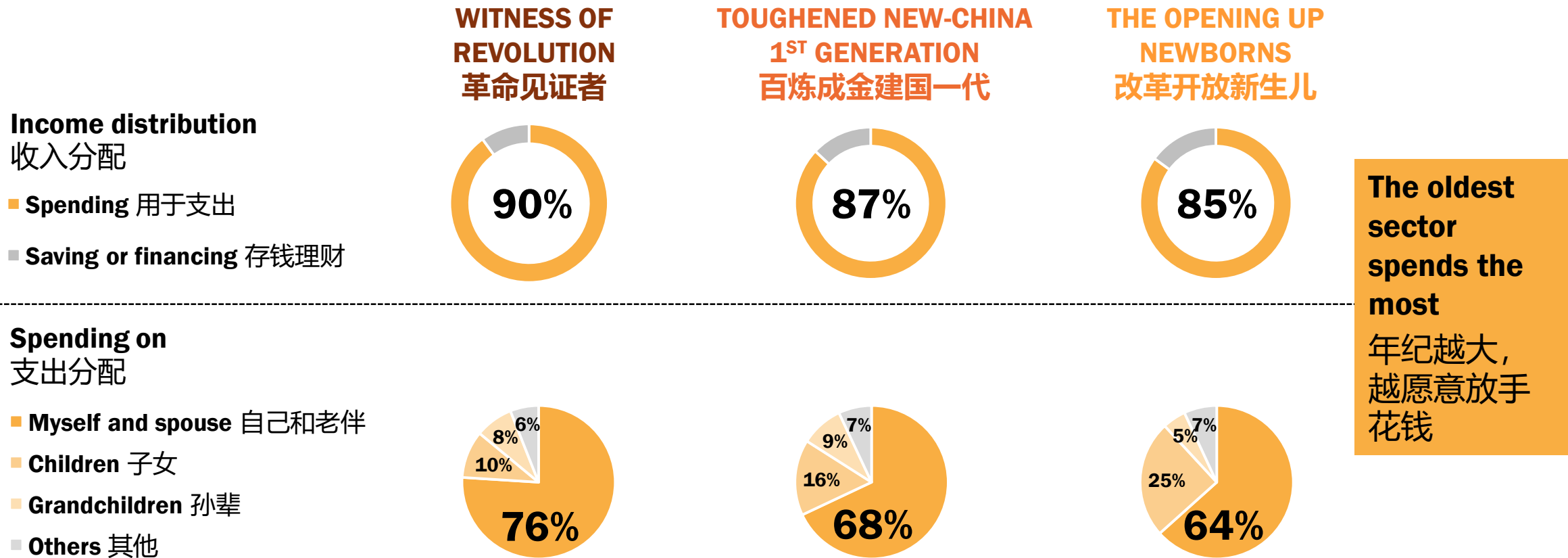
他们感到财务安全，尤其是年轻和高线城市的老齡化群体

Evaluation of their own financial status 对自己经济状况的感受



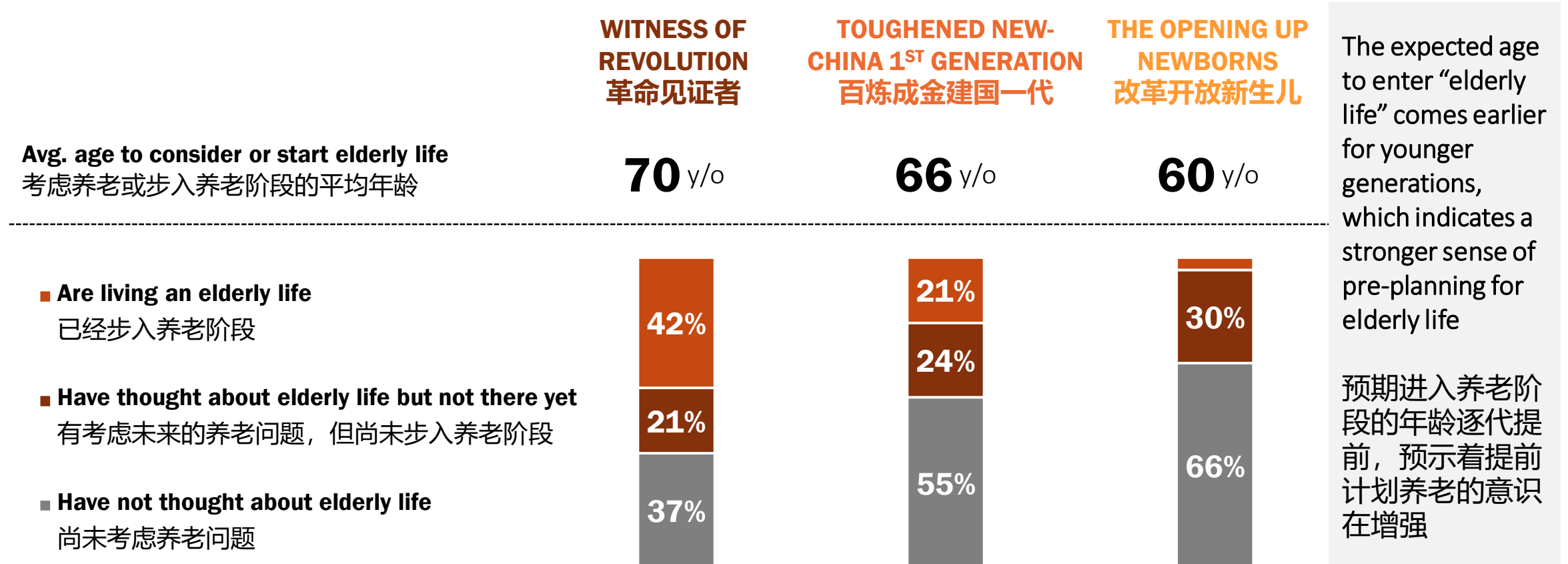
CONSUMERISM PENETRATES ALL THREE GENERATIONS. THEY CLAIM TO SPEND OVER 80% OF THEIR INCOME, AND MOSTLY ON THEMSELVES.

三代老龄化群体皆展现出“消费解放”的态度，表示会用掉超八成的收入，且大多用于自己



THE NEED FOR PLANNING FOR “ELDERLY LIFE” GROWS STRONGER GENERATION BY GENERATION, WHICH MAY DRIVE THE DEVELOPMENT OF AGEING INDUSTRIES

养老的计划意识在逐代加强，这将催生多方面的市场发展



FOUR CORE NEEDS THAT NOURISH CHINA'S SILVER ECONOMY

催生中国老龄化经济的 四大需求





1

**NEW IDENTITY &
SOCIAL
RECOGNITION**
新身份与新认同

2

**RE-BUILDING A
SENSE OF SELF**
重建自我

3

**A RESPECTABLE
“SECOND LIFE”**
体面的第二人生

4

**INVESTING IN
HEALTH**
健康投资

1

**NEW IDENTITY &
SOCIAL
RECOGNITION**
新身份与新认同

NEW ROLES & SOCIAL CIRCLES

新角色与新集体

GRADUALLY INCREASING SOCIAL NEEDS

社交需求逐代提升

JOINING CIRCLES VOLUNTARILY

圈层行动当仁不让

TRANSITION INTO ELDERLY LIFE OFTEN BRINGS NEW ROLES AND SOCIAL NETWORKS

老年这一新的生活阶段，往往会开启“新的”角色和人际网络





“

My husband and I came to Shanghai after retirement, to stay close to our daughter, so when she marries and has kids, we can help each other. We met lots of people like us here, and we also made friends with locals. I joined a professional dancing team, with very professional team leader and teachers. Team management is quite strict. We have people dedicated to costume making, make-ups and photography. We dance every day and sometimes we have shows or competitions to attend. I'm also the librarian of our community, taking care of the reading room and activity room. I also work as a resident assistant to help with the neighbourhood committee.

Aunt Zhang, 67 y/o, from Shaanxi to Shanghai

我和老公是退休后为了和女儿近一些来的上海，以后她结婚生孩子，相互都有个照应。到上海以后，认识了很多和我们一样的人，还有上海本地的，退休了以后都会一起活动。我加入了社区的一个比较专业的舞蹈队，队长和老师都是专业级的。管理也很严格，有专门负责服装和装备的，化妆的，还有拍照的。几乎每天都要排练，还会经常组织出去比赛和演出。我还是小区图书馆的管理员，负责管理阅览室和活动室。我还是我住的这栋楼的楼长，负责居委会和物业的一些事情。

张阿姨，67岁，从陕西到上海

”

ALL THREE SENIOR GENERATIONS HAVE A STRONG SENSE OF COLLECTIVISM

三代老龄化群体本身就拥有强烈的集体属性

Grown up in times where collectivism was valued, they seek a sense of belonging and identity in the groups

成长于集体为先的环境，他们寻求集体的归属感、融入感和被认同感

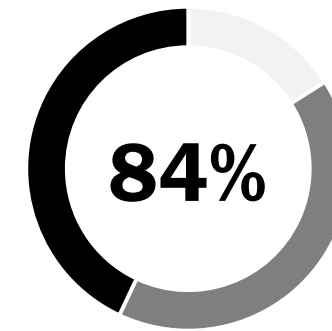
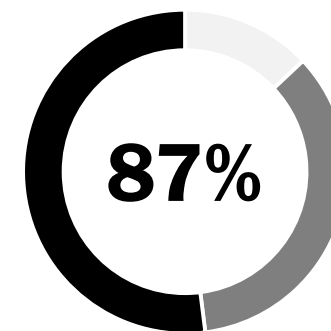
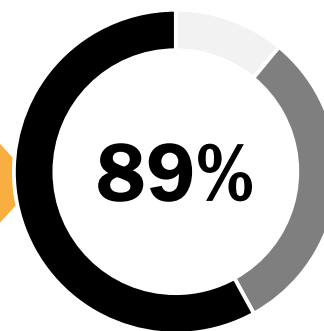
Agree that individual needs should be put behind group needs when there's a conflict of interest

认同“当集体和个人利益有冲突时，个人需要服从集体”

WITNESS OF REVOLUTION
革命见证者

TOUGHENED NEW-CHINA 1ST GENERATION
百炼成金建国一代

THE OPENING UP NEWBORNS
改革开放新生儿



Strongly agree
非常认同

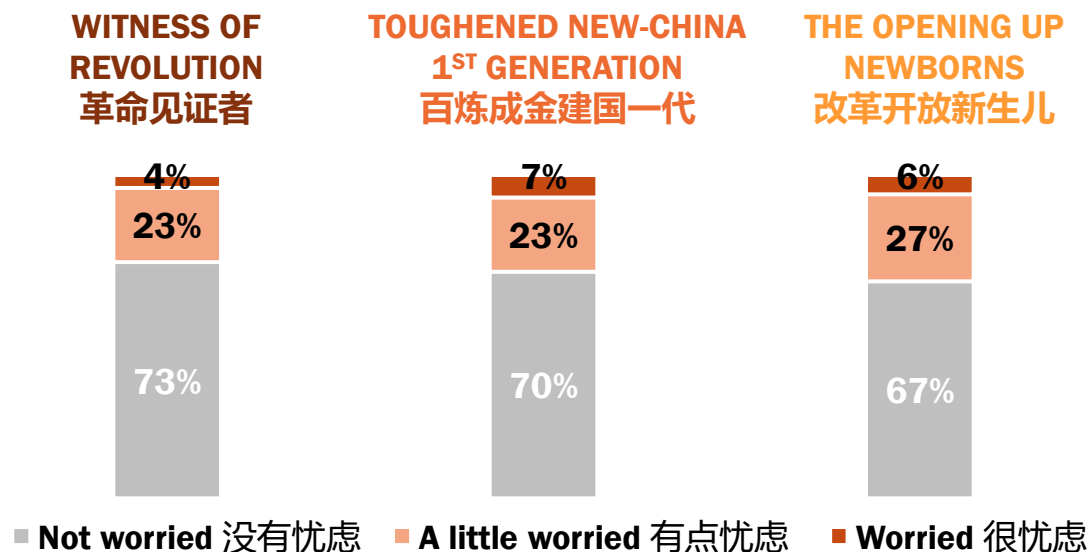
Somewhat agree
比较认同

THOUGH MOST CLAIM TO BE LESS TROUBLED BY NEGATIVE EMOTIONS NOW, THE YOUNGER GENERATION SHOWS MORE CONCERN, SUGGESTING THAT SENIORS IN THE FUTURE WILL HAVE GREATER SOCIAL NEEDS

虽然大多表示目前较少受负面情绪的困扰，但相较而言，年轻老人表现出更多的关注，这预示着老龄化群体对社交联结的需求将在未来逐步增强

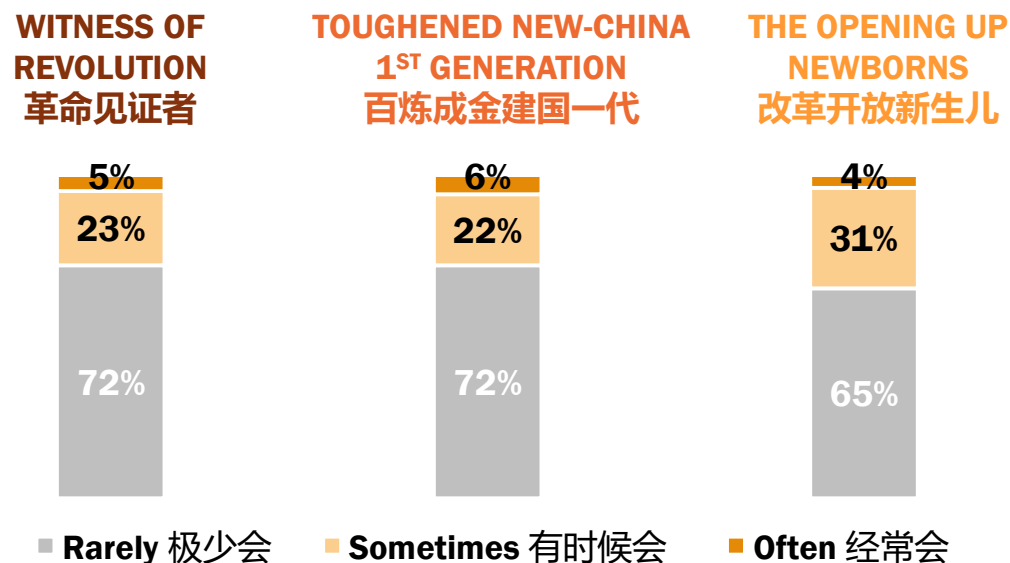
Concern on negative emotions (e.g. loneliness, frustration)

对个人情绪（如孤独，失落）感到忧虑或困扰



Feel lonely in daily life

日常生活中是否会感觉到孤独或孤单



RETIREMENT ALLOWS THEM TO HAVE MORE TIME AND ENERGY FOR FAMILY AND FRIENDS, TO BLEND INTO NEW CIRCLES AND LIFESTYLES

退休意味着拥有更多的时间和精力去回归家庭和集体，融入新的圈层和生活方式

Feelings or expectations about retirement

对于退休的感受或期待

Freedom & more choices

更多自由和可能性

57%

觉得更自由了，可自由支配的时间多了
More freedom and free time

48%

终于可以做想做的事情了
Chances to do what I want

42%

觉得生活可以更丰富了，可以尝试不同的事
More possibilities to enrich life and try different things

28%

觉得生活的选择更多了（如移居其他地方）
More choices in ways of living (e.g. move to other places)

More time with families, friends and groups

更多家庭和社交时间

56%

觉得可以有更多时间陪伴家人
More time for family

45%

觉得可以有更多时间和朋友或团体一起活动了
More time for friends or group activities

Less pressure

更少压力

53%

可以不用那么忙了，更悠闲了
Less busy

47%

觉得没有压力了或减少了
Less pressure

THEY ARE ACTIVE IN MANY WECHAT GROUPS, ESPECIALLY THE YOUNGER GENERATION AND THE SOLITARY SENIORS

他们活跃于不同的微信群，尤其是年轻一代和独居老人

AVG. ACTIVE WECHAT GROUPS

平均活跃微信群数量

7.4

AVG. WECHAT CONTACTS

平均微信好友数量

131

WITNESS OF
REVOLUTION
革命见证者

TOUGHENED NEW-
CHINA 1ST GENERATION
百炼成金建国一代

THE OPENING UP
NEWBORNS
改革开放新生儿

NON-SOLITARY
ELDERLY
非独居老人

SOLITARY
ELDERLY
独居老人

6.9

7.3

7.6

7.2

10.2

The younger generation has larger
online social circles
年轻一代线上社交圈更大

Solitary elderly people have
greater online social needs
独居老人线上社交需求更强

84

94

168

130

153

THEY LIKE DOING THINGS IN GROUPS FOR DIFFERENT REASONS

抱团的获益良多，故而他们乐于集体行动

Why are group activities popular?

为何喜爱集体行动

- **It is easy to join new groups**
融入新集体的方式
- **Groups create a sense of belonging and identity**
拥有集体归属感和认同感
- **People share thoughts and feelings**
获得想法和情感上的共鸣
- **Current topics are discussed**
不落后于人
- **Groups help people to make informed and safe choices**
不易出错的高效选择

“

I usually read the WeChat official accounts forwarded by my friends to keep up and not be an outsider.

朋友转给我的公众号，我也会去关注和看看，有共同的话题可以聊，不会人家说什么我都不知道。

I buy a lot of things together with my friends. If a lot of other people choose the same thing, it is usually a good choice, right?

朋友买的很多东西，我也会跟着买。大家都买，说明东西肯定也不错，是不是？

”

To effectively market to seniors, it is critical to thoroughly understand their different circles and to leverage the main influencers within the circles

“圈层营销”是赢得老龄化群体的一大关键，需要深入了解他们的不同圈层，并找到具有影响力的用户，从而有效触达并触动他们

2

**RE-BUILDING A
SENSE OF SELF**
重建自我

EXPANDING LIFE, EXPLORING THE WORLD

扩展生活半径，探索世界

LIFELONG LEARNING, RECREATING VALUE

终身学习，价值重建

INDEPENDENT DECISION-MAKING & BUYING

自主决策，消费独立

HAVING BEEN THROUGH HARD TIMES WITH LIMITED RESOURCES & OPPORTUNITIES, SENIORS ARE NOW ABLE TO RE-INVENT THEMSELVES AND LIVE LIFE TO THE FULLEST

历经峥嵘与资源匮乏时代，在人生的新阶段，他们渴望寻回自我，尽兴而活

**BEING WHO I AM
WITHOUT CONSTRAINTS**

**不再受限
自我释放**

**RESTORING DREAMS
WITH NO REGRETS**

**不留遗憾
重拾梦想**

**SEIZING THE DAY
WITHOUT HESITATION**

**再不错过
把握当下**

PURSuing A DESIRABLE LIFE, THEY PERSIST IN PRACTISING THE “WORK HARD AND ALWAYS DO YOUR BEST” ETHOS DEVELOPED DURING THEIR UPBRINGING

而在尽兴而活的旅程中，他们坚信并践行“吃苦耐劳、做到最好”的时代信仰

DIFFERENT ATTITUDES TOWARDS AMBITIONS & GOALS 对于理想和目标的不同态度

Seniors: “No pain, no gain”
老龄化群体：付出才有回报，吃苦不走捷径

VS.

GEN Z: “I’ll try my best, but leverage helps”
Z世代：尽力即可，善用资源

95% A person can only become stronger by overcoming hardship without taking shortcuts
吃得苦中苦，方为人上人，不要想着走捷径

“

To succeed, you must have a goal, outrun and outperform others, and avoid haggling over every ounce.

一定要有目标，什么事要干在前面，什么都不计较，要比别人做的好，这样就一定会成功。

Aunt Wang, 66 y/o, Shanghai
王阿姨，66岁，上海

”

All-in
竭尽全力

I will try my hardest and never stop until I reach my goals

22%

我会付出很多努力，不达目的誓不罢休

I will try hard and hope for the best
我会付出很多努力，但尽力就好

55%

Try hard yet not give all
努力过就好

I will make some effort and accept what happens

22%

我会付出一定的努力，但顺其自然就好

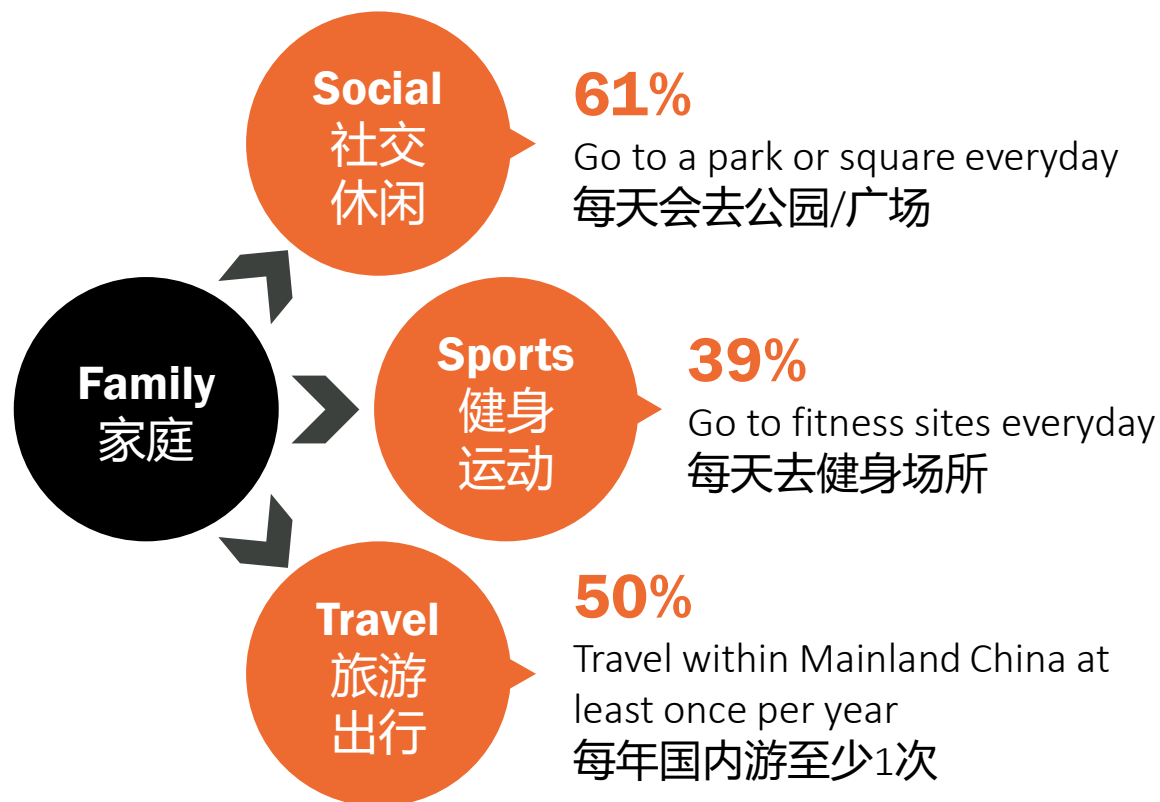
It’s better to use resources from my parents or family to achieve my goals

1%

最好能借助父母家人的资源来帮我实现目标

THEY ARE STEPPING OUT INTO A MORE ACTIVE WORLD

不断拓展自己的生活场景，由家庭延伸到更宽广的世界



New occasions trigger new needs 场景的延展也激发了新的消费需求

- In Taobao, the monthly sales value of 3 types of Square Dance products, i.e. sound equipment, audio players and dancing clothes, is close to 25 million RMB
- Offline sales are estimated to be at least 10 times higher than online sales
- 音响、唱戏机、服装三项广场舞产品，在淘宝上的月销售额接近2500万元
- 线下销售额保守估计是线上销售额的10倍

Source: 大福广场舞《中国广场舞行业研究报告》2017

- 35% of seniors have purchased products for sport and exercise, e.g. swords, dancing fans, fitness balls, fishing products, etc.
- 35%有购买休闲锻炼类产品，如练功剑类，跳舞及扇类，健身球，钓鱼用品等

- From Oct 1 to 3 in 2019, the sales volume of instant foods, instant hotpots and instant rice purchased by 50+ y/o consumers in Taobao grew by 101.9%, 128.3% and 122.2% respectively
- 2019年国庆1-3日，50岁以上消费者购买方便速食、即食火锅、方便米饭的销量增长分别高达101.9%、128.3%、122.2%

Source: 《阿里巴巴2019“十一”黄金周消费数据报告》

TRAVEL IS AT THE TOP OF THEIR BUCKET LIST IN EXPLORING THE WORLD

积极探索和发现，三分之二有过国内游，近四分之一有过出境游

Inbound travel
境内游



Avg. frequency per year
平均每年次数

2.8

Outbound travel
境外游



Avg. frequency per year
平均每年次数

1.0

High tier city dwellers and younger seniors travel more
高线城市及年轻老龄群体旅游更多

	T1 一线	T2 二线	T3 三线	WITNESS OF REVOLUTION 革命见证者	TOUGHENED NEW- CHINA 1 ST GENERATION 百炼成金建国一代	THE OPENING UP NEWBORNS 改革开放新生儿
Inbound travel penetration 境内游渗透率	80%	73%	59%	61%	66%	71%
Avg. frequency per year 平均每年次数	3.7	3.0	2.2	2.5	2.8	2.9
Outbound travel penetration 境外游渗透率	47%	24%	16%	24%	23%	24%
Avg. frequency per year 平均每年次数	1.7	0.6	0.7	0.6	0.8	1.3

TRAVEL IS BECOMING MORE DIVERSIFIED, IN BOTH SCOPE AND DEPTH 旅行方式和需求更加多样化，有广度也有深度

- The needs of seniors in travelling vary, and it is not always “price first” in consideration. In fact, travelling plays different roles in different circumstances. For instance, rural tourism is more about being social, while outbound travel is more about discovering the world.
- Compared to young consumers, seniors may have more specific needs during travel, e.g. Chinese style or light diets (suitable for those with diabetes), more comfortable vehicle environments and customized itineraries, etc.
- To win a share of this growing market, these specific needs need to be studied by brands in this field.
- 老龄旅游市场的需求并不单一，也并非始终价格为先。作为新生活“自我重建”的重要部分，旅行在不同时刻扮演着不同的角色，如农家乐更多在于社交，出境游更多在于看世界。
- 与此同时，和年轻人相比，老龄化群体在旅游中可能存在特定需求，如更中式和清淡口味的餐食（如适于糖尿病）、更舒适的车厢环境和路线安排等。
- 老龄旅游市场这些细分和差异化的需求，需要被关注和精耕细作。

Different travel approaches 多样的旅行形式需求

Not only

Short trips

Historic, e.g. red tourism

Classic routes

Package tours

Value for money

But also

Long trips

New & exotic

Themed travel, e.g. photography

Personalised planning

Quality & experiential travel

既有

短途近郊游

历史回溯，如红色之旅

传统经典路线

便捷跟团

性价比为重

还有

长途出境游

异域新奇

主题游，如摄影团

个性定制

品质体验为先



A snapshot of a travel lover, 75 y/o Uncle Wang

- Had 5 passports already
- Visited 88 countries
- Has been posting on Weibo for 11 years
- Uses multiple picture filter Apps

旅游达人：75岁的汪叔叔

- 用掉5本护照
- 打卡88国
- 微博分享11年
- N种美图软件的好手



A STRONG DESIRE FOR LIFELONG LEARNING IS UNIVERSAL ACROSS ALL SENIOR GENERATIONS

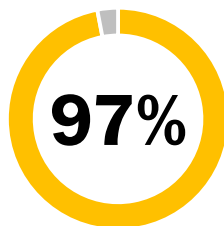
终身学习和提升自我的强烈意愿得见于每一代老龄化群体

WITNESS OF
REVOLUTION
革命见证者

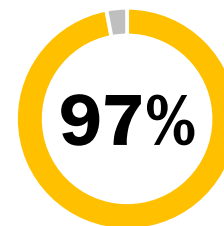
TOUGHENED NEW-CHINA
1ST GENERATION
百炼成金建国一代

THE OPENING UP
NEWBORNS
改革开放新生儿

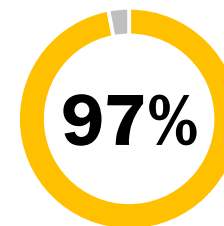
Never too old to learn
人就是要活到老, 学到老



97%

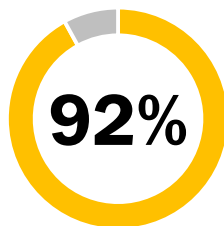


97%

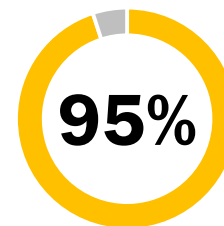


97%

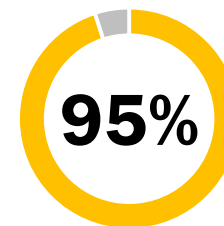
It is vital to keep learning new things
to avoid alienation from society
人不能和社会脱节, 要不断了解和学习新事物”



92%



95%



95%

HOWEVER, THESE ATTITUDES ARE NOT WIDELY UNDERSTOOD NOR WELL CATERED FOR NOW. EDUCATION SERVICES FOR SENIORS COULD ENORMOUSLY GROW.

但高涨的学习热情并未被正视和满足，老年教育产业的发展空间巨大

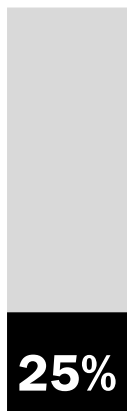
WITNESS OF REVOLUTION
革命见证者

TOUGHENED NEW-CHINA 1ST GENERATION
百炼成金建国一代

THE OPENING UP NEWBORNS
改革开放新生儿

Been to activity center or University for the Elderly in the past month

过去1个月内去过老年活动中心/室/老年大学



25%



26%



18%



中国老年大学协会

China Association of the Universities For The Aged

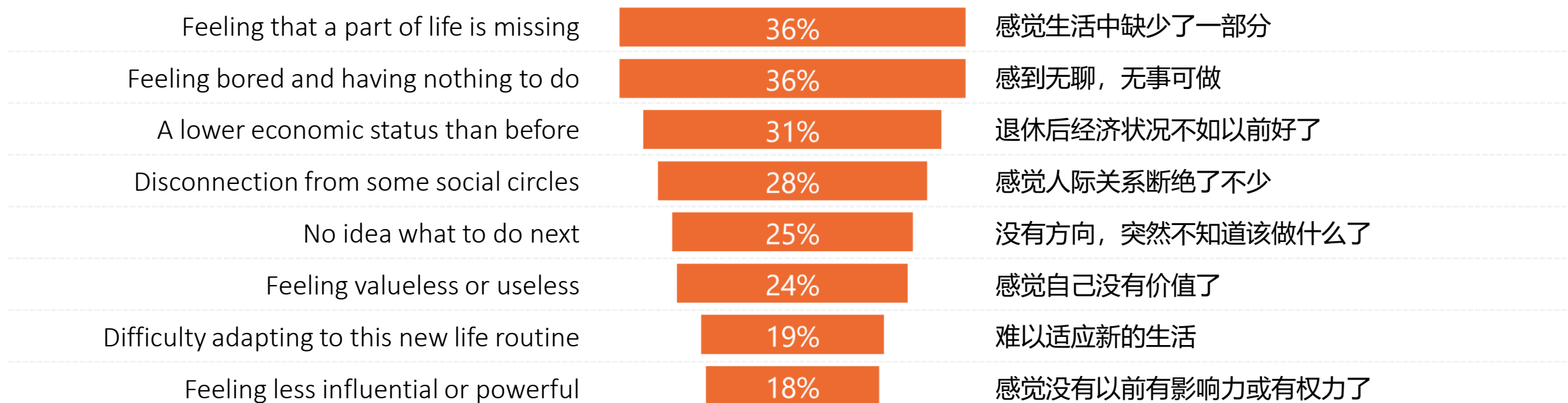
There are over 76000 universities for aged students in China, and a total of over 13 million elder students, including those using distance learning. However, this only covers about 5% of the 60+ y/o population, which indicates a huge demand-supply gap in the senior education market.

国内现有7.6万余所老年学校，包括参与远程教育在内的老龄学员共1300余万人，但这仅占60岁及以上老年人口的5%左右，供需矛盾可见一斑。

CREATING VALUE IS ANOTHER UNIVERSAL PURSUIT. AFTER RETIREMENT, LACKING A SENSE OF PURPOSE AND VALUE BECOMES ONE OF THEIR TOP FRUSTRATIONS.
创造价值也是普适需求，因而退休之后，方向感和价值感的缺失成了主要的困扰

Frustrations about retirement

关于退休沮丧的原因

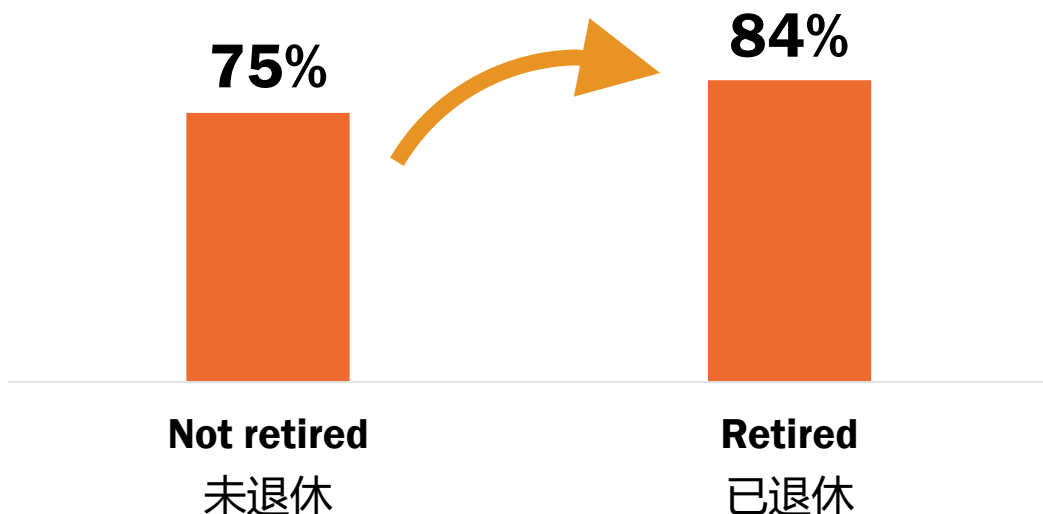


RETIREES ARE MORE RELUCTANT TO BECOME A BURDEN ON FAMILY OR SOCIETY, AND ARE VERY KEEN TO SEEK VALUE FOR THEMSELVES

退休后的他们也更不愿意成为家庭和社会的负担，而是积极探寻自我的价值

Seniors should not be a burden on family or society

老年人不该成为家庭和社会的负担



“

Well, for elderly life, I don't want to be a trouble for my child, or for others. Though they say ordinary life is the real life, I still want to do something different, you know, maybe for my child, for my family, or for myself, to learn something and leave something behind, to be a bit more valuable to society.

养老的话，既不要给子女添麻烦，也不要给别人添麻烦。生活的话，虽说平淡是真，但实际都不想那么平淡，都想有点意思。是为孩子也好，为家庭也好，为自己也好，学点什么或者发表点什么，就是老有所为，对社会有点价值。

Uncle Tian, 52 y/o, Qiqihar

田叔叔，52岁，齐齐哈尔

”

GENDER DIFFERENCES ARE IDENTIFIED IN WAYS OF CREATING VALUES

在价值创造的方式上，男女存在明显的差异

Women are more into family and group activities, while men are more into personal hobbies

女性更能从家庭和集体活动中获得满足，而男性更愿意做兴趣投资来发展个人爱好

		Male 叔叔们	Female 阿姨们
Definition of an ideal life 何为美满或圆满的人生	Have talents and achievements 有才干和成就	39%	34%
	My children are living a happy life 子女过得好	33%	40%
Frustrations about retirement 关于退休沮丧的原因	Feeling less influential or powerful 感觉没有以前有影响力或有权力了	21%	15%
	Dancing, e.g. square dancing, aerobics, tai chi, yoga, etc. 舞蹈健身类（广场舞、健美操、太极、瑜伽等）	19%	39%
Leisure activities 日常参加的活动	Personal hobbies, e.g. playing instruments, photography, fishing, collecting 个人爱好类（乐器、摄影、钓鱼、收藏）	17%	6%

HOWEVER, LIKE IT OR NOT, SUPPORTING THEIR CHILDREN STILL OCCUPIES A LOT OF THEIR TIME AND ENERGIES NOW. EXPLORING DESIRABLE AND ACCESSIBLE WAYS FOR SENIORS TO RECREATE VALUE IS CRITICAL.

然而，无论乐意与否，他们的很多精力仍在照顾子女上。如何帮助他们找到青睐且可行的价值重建方式，值得关注和探索。

Key contributor in childcare after retirement
退休人士是照看孙辈的一大主力

	Not retired 未退休	Retired 退休后
Helping or supporting children 帮子女做事	69%	65%
Family chores 做家务	43%	40%
Looking after grandchildren 带孩子	22%	40%↑
Financial support 经济上补贴子女家用	32%	24%↓

I don't want to look after the grandchildren if I have the choice
可以的话，我并不想帮子女带孩子



Seniors need more and better choices to achieve value, especially during the transitional, just-after-retirement period
需要有更多更好的方式，帮助他们在退休后重新建造自我价值，尤其是在退休后的关键过渡期

AS CONSUMERS, SENIORS' DECISION-MAKING POWER IS NOTEWORTHY. ACROSS ALL CATEGORIES, OVER HALF OF THE DECISIONS ARE MADE BY THEMSELVES.
作为消费者，老龄化群体的决策力不容小觑。平均各品类，自主决策的占比超50%。



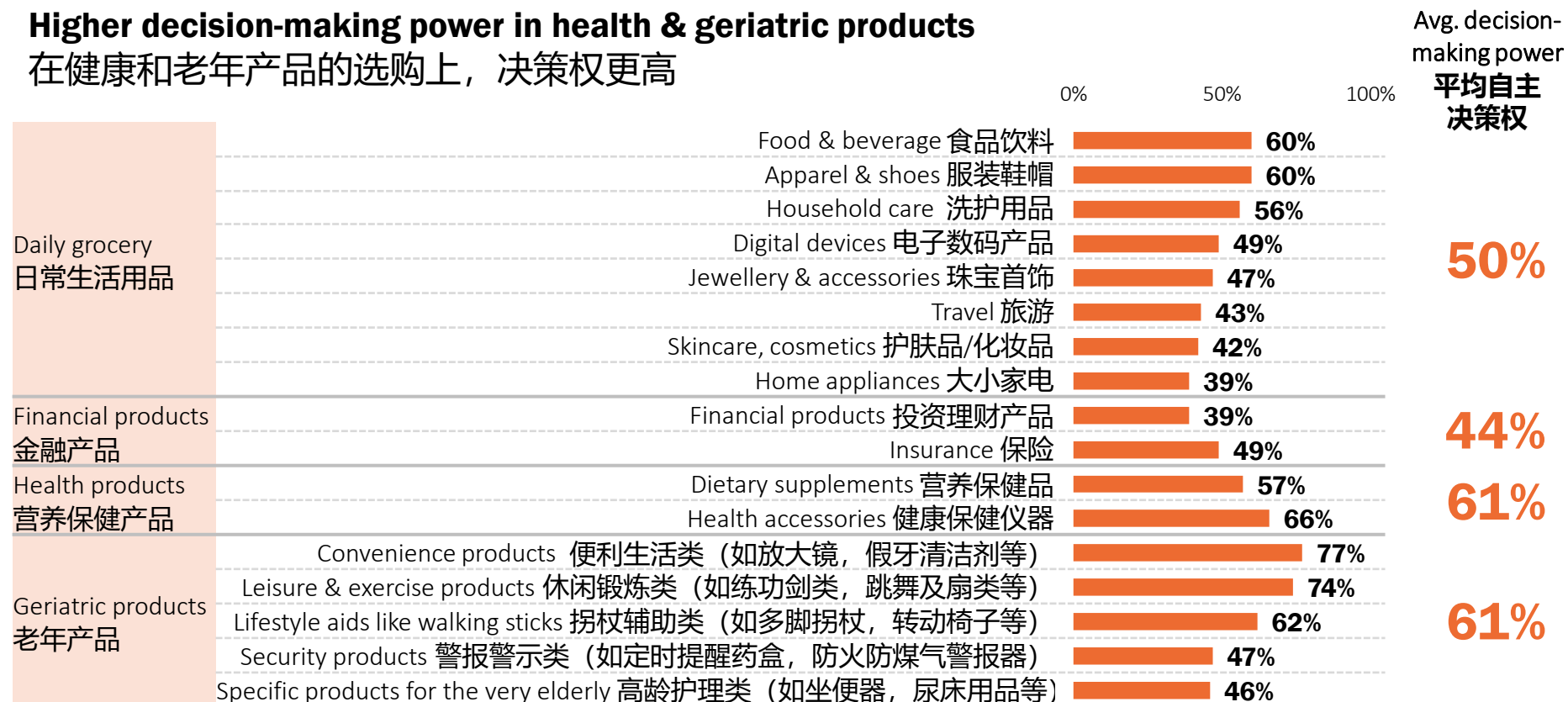
Avg. decision-making power across different categories

综合各品类，
平均自主决策权

53%

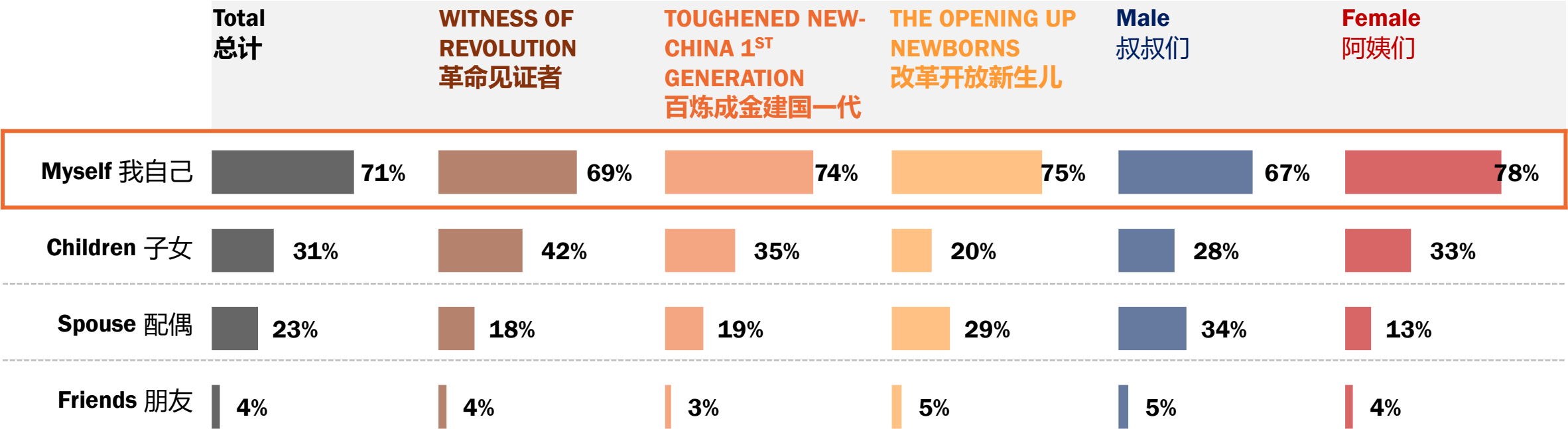
Higher decision-making power in health & geriatric products

在健康和老年产品的选购上，决策权更高



FOR DIETARY SUPPLEMENTS, MORE THAN 70% OF USERS BUY THE PRODUCTS THEMSELVES, ESPECIALLY WOMEN
逾70%自行购买保健品, 女性是其中的主导

Purchaser of the dietary supplements consumed
服用的保健品由谁购买



SIMILARLY, TRAVEL IS MOSTLY BOOKED BY THEMSELVES RATHER THAN BY OTHERS

同样的，旅行预订更多由自己完成，“他人帮忙订购”的占比低

Channels usually used for travel booking

通常预订旅行产品的渠道

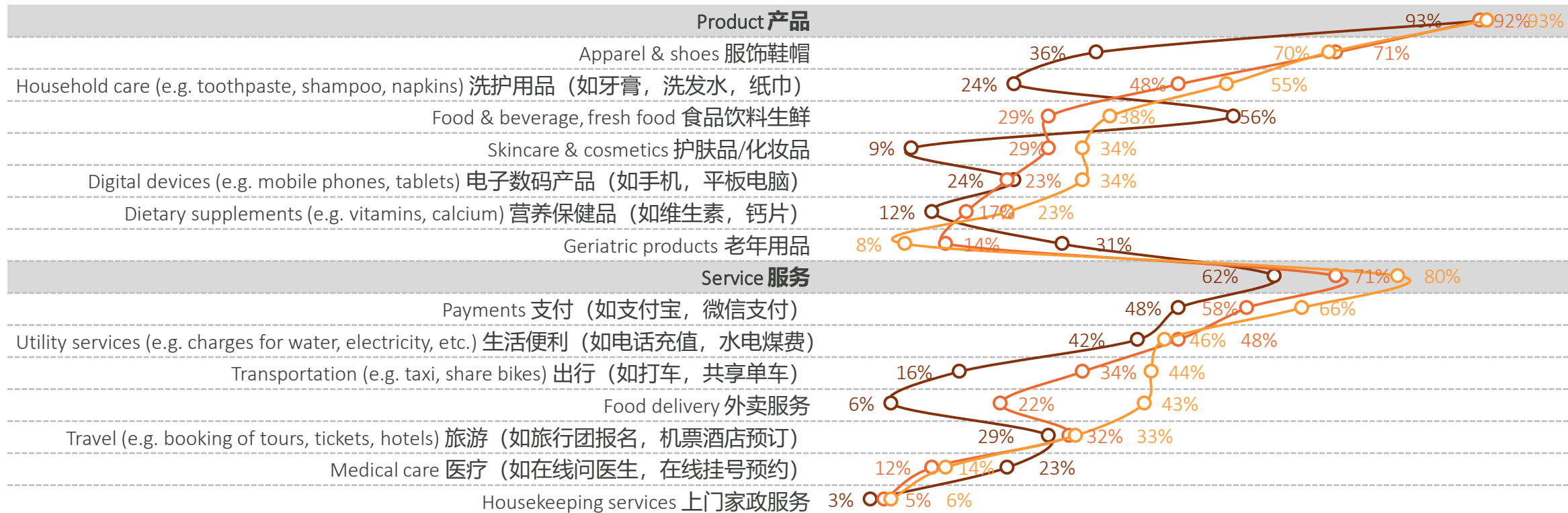
	Total 总计	WITNESS OF REVOLUTION 革命见证者	TOUGHENED NEW-CHINA 1 ST GENERATION 百炼成金建国一代	THE OPENING UP NEWBORNS 改革开放新生儿
Offline 线下	60%	58%	59%	61%
Travel agents 旅行社实体店	48%	48%	50%	46%
Train or flight ticketing agents 车票/机票代售点	15%	12%	14%	17%
Online 线上	24%	8%	20%	34%
Online booking platforms, e.g. Ctrip, Qunar 在线预订网站/APP (如携程, 去哪儿)	17%	6%	12%	25%
WeChat contacts 微信朋友圈预订 (联系已加好友的领队或顾问)	7%	2%	6%	9%
Official websites of railways, airlines, hotels & cruises 火车/航空公司/酒店/邮轮官网	5%	3%	4%	8%
Booked by others 别人帮忙订购	33%	43%	37%	25%

MOREOVER, SENIORS BUY DIFFERENT GOODS AND SERVICES ONLINE BY THEMSELVES, ESPECIALLY THE YOUNGER ONES

此外, 他们开始自主在网上购买多种产品和服务, 尤其是更年轻的群体

Online purchase category

网购过的产品或服务



FOR ELDERLY LIFE, SENIORS ALSO SHOW A HIGH LEVEL OF INDEPENDENCE AND SOME ARE STARTING TO CONSIDER NEW LIFESTYLES

对于如何养老, 他们也表现出独立性, 并开始考虑新型的养老方式

Rely less on children
不再“养儿防老”

16%

Live with children for elderly life
表示会和下一辈一起居住养老

Prefer living at home
居家养老是主流偏好

70%

Live at home for elderly life
表示会住在自己家里养老

Open to new ways of elderly life
新型养老方式在兴起

27%

Choose new ways of elderly life, e.g. rural life, nursing homes, aged community, seasonal migrations, etc.)
表示会选择新养老方式 (回归田园、养老院、养老社区、随季节迁居等)

Especially high tier city dwellers and younger seniors 尤其是高线及年轻老人

	T1 一线	T2 二线	T3 三线	WITNESS OF REVOLUTION 革命见证者	TOUGHENED NEW-CHINA 1 ST GENERATION 百炼成金建国一代	THE OPENING UP NEWBORNS 改革开放新生儿
不再“养儿防老”	11%	15%	18%	19%	17%	12%
居家养老是主流偏好	67%	70%	73%	76%	70%	67%
新型养老方式在兴起	38%	28%	23%	21%	28%	32%

3

**A RESPECTABLE
“SECOND LIFE”
体面的第二人生**

HAVING QUALITY PRODUCTS AND MORE FUN

多面升级，享乐心理

STAYING YOUNG AND TRENDY

年轻化与时尚化

BUYING PREMIUM AND GLOBAL

高端化与品质化

REFUSING TO BE CONSTRAINED BY THE TRADITIONAL VIEW OF OLD AGE, SENIORS ARE KEEN TO ENJOY AN ELDERLY LIFE WITH FUN, QUALITY AND FRESHNESS

他们不认老、不服老，志在享受退休后有乐趣、有品质和新鲜感的“第二人生”

Elders seek a respectable life admired by both themselves and others
过体面的生活，寻求自我和他人的“赞许”

Sense of social status

Sense of achievement

Sense of recognition

Staying relevant

身份感

成就感

认同感

时代参与感

Being seen

Being respected

Being admired

Being appreciated

为人所见

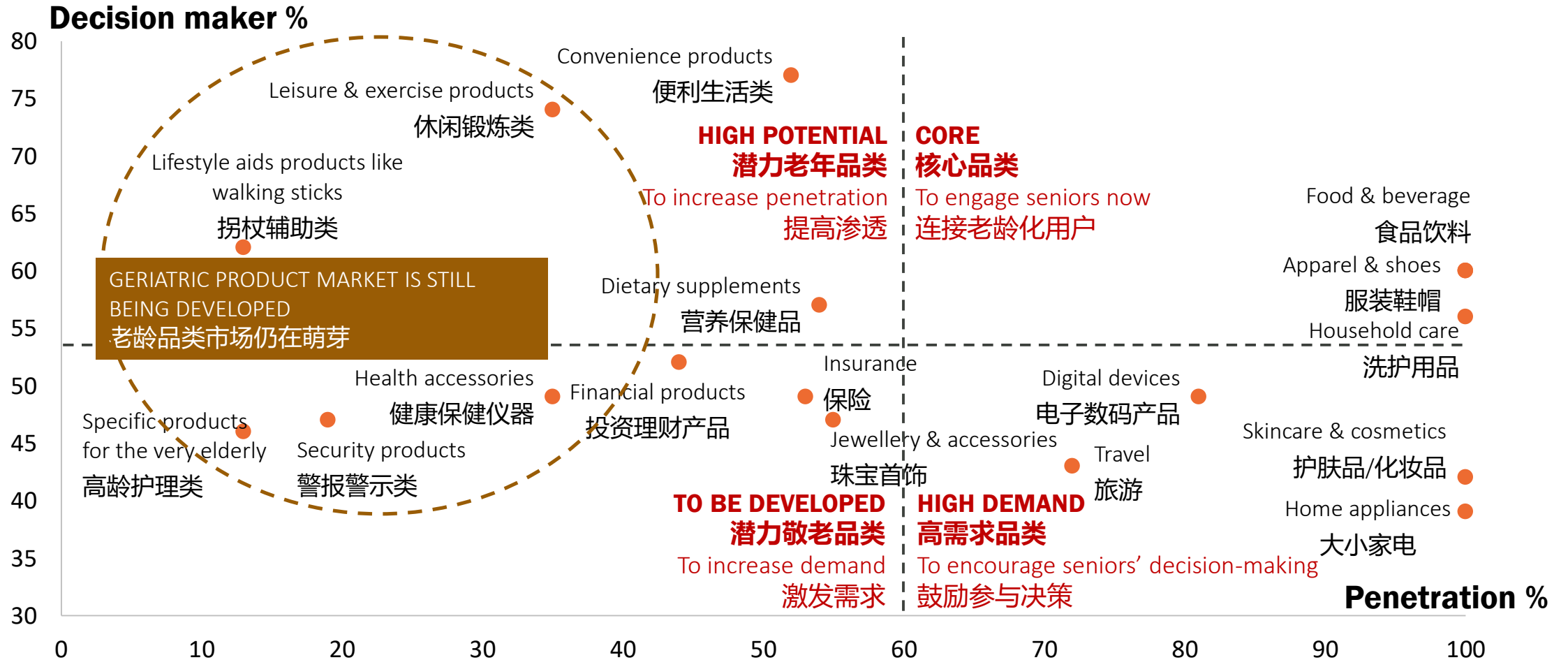
受人尊重

为人羡慕

被人欣赏

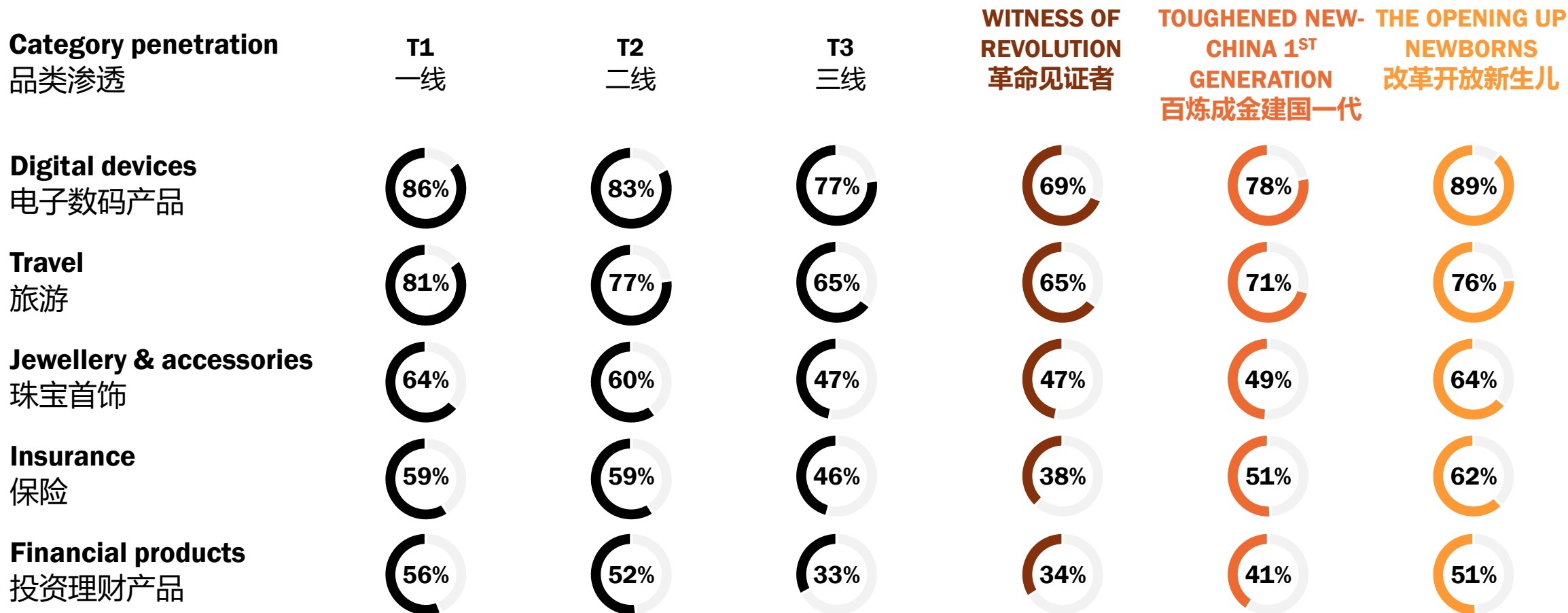
THE PURSUIT OF BETTER LIVING BOOSTS DEVELOPMENT IN MULTIPLE CATEGORIES

他们追求生活品质的多面升级，促使不同品类都展现出蓬勃的发展潜力



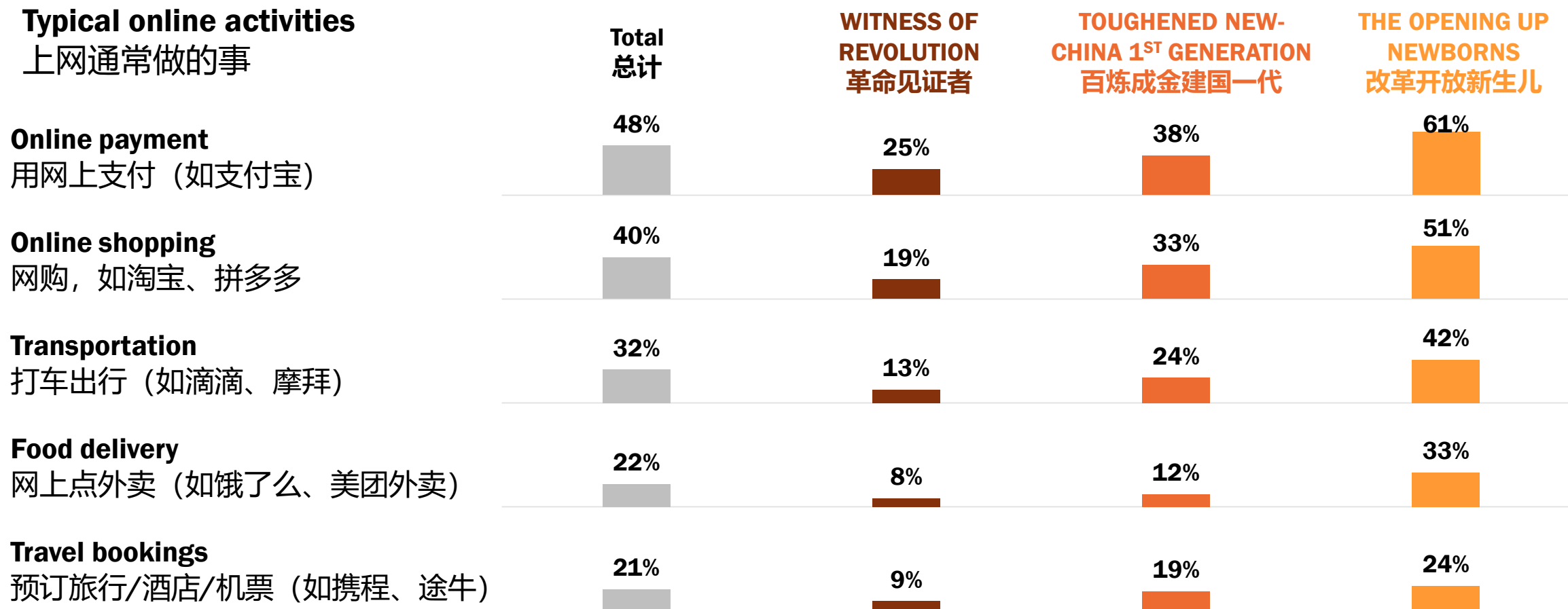
INCREASING CONSUMPTION OF NON-NECESSITIES AMONG YOUNGER AND HIGH TIER GROUPS INDICATES THEIR LEADING ROLES IN IMPROVING QUALITY OF LIFE

高线城市及年轻老人有更多的非必需品消费，是品质升级的先头部队



MEANWHILE, ONLINE SHOPPING HAS BECOME MORE POPULAR AND GRADUALLY PERMEATES ALL ASPECTS OF LIFE

与此同时，线上消费也在不断普及，且渗透于生活的方方面面



LIKE YOUNGER PEOPLE, SENIORS ARE ALSO SMART SHOPPERS, HAVING BOTH FRUGALITY AND AN APPRECIATION OF LUXURY IN SPENDING. THEY ARE GOOD AT RATIONALISING THEIR CHOICES.

和年轻人一样，他们也是精明的购物者，追求享乐但也不乱花钱，善于合理化自己的购买选择

Hedonism
享乐精神

84%

Enjoying life is the top priority,
especially now

享受生活是第一位，尤其是现在更要享受生活

Material pursuits
物质追求

81%

Money is important as it can bring a
better life

金钱很重要，可以带来更好的生活

Frugality
节俭

67%

I save as much as possible, and pick
products with low prices

钱能省就省，要买价格低的

No waste
不浪费

83%

There is no need to change products
when they can still be used

只要东西还能用，就没必要换新的

&

“

We always say you should save as much as you can, but at the same time, you should spend money on things worth buying, to really enjoy life.

虽然说能省就省，但不该省的地方不能省，该享受的就得去享受。

Uncle Zhang, 68 y/o, Yinchuan

张叔叔，68岁，银川

”

ALL ARE LONGING TO RE-DEFINE "OLD AGE". THE OLDER THEY ARE, THE MORE DETERMINED THEY ARE TO STAY YOUNG.

他们都渴望重新定义“老”，对于“变老拖延症”，年纪越大，“拖延”越严重

	Traditional definition 传统定义	Total 总计	According to seniors 重新自定义		
			WITNESS OF REVOLUTION 革命见证者	TOUGHENED NEW-CHINA 1 ST GENERATION 百炼成金建国一代	THE OPENING UP NEWBORNS 改革开放新生儿
Definition of middle age 中年定义	40 y/o	49 y/o	50 y/o	49 y/o	47 y/o
Definition of old age 老年定义	60 y/o	66 y/o	68 y/o	67 y/o	65 y/o

MORE BECOME WILLING TO TRY NEW AND TRENDY THINGS, ESPECIALLY TIER 1 CITY DWELLERS AND YOUNGER SENIORS

有更多人开始乐于尝试，关注流行，尤其是一线和年轻的老龄化群体

42%

I like trying different brands

我喜欢尝试不同的品牌

T1
一线

51%

T2
二线

43%

T3
三线

39%

WITNESS OF
REVOLUTION
革命见证者

35%

TOUGHENED NEW-
CHINA 1ST
GENERATION
百炼成金建国一代

38%

THE OPENING UP
NEWBORNS
改革开放新生儿

50%

38%

I pay close attention to what's new and trendy

我非常关注新的产品或流行什么

50%

38%

35%

28%

37%

44%

THEIR "YOUNG" ATTITUDE IS ALSO REFLECTED IN PURCHASE BEHAVIOUR

并且，“年轻”不止于态度，同时也体现在实际的消费行为

60+ y/o seniors' consumption data by Alibaba, 2018

阿里巴巴《银发族消费升级数据》2018



Spending on new clothes in previous 12 months

过去一年在购置新衣上花了

RMB 1500

Popular search words

搜索热门词汇

New arrivals 新款

Trendy 洋气

Easy to match 百搭

AJ (Air Jordan)

Little white shoes 小白鞋



Percentage of females buying cosmetics

女性银发族购买化妆品习惯占比

60%

Avg. annual purchase frequency

年均购买化妆品

6 times



Compared to last year, cosmetic procedure spending increased by

银发族医学美容支出是去年的

4.4 times

Popular services

热门项目

Anti-ageing 抗衰老

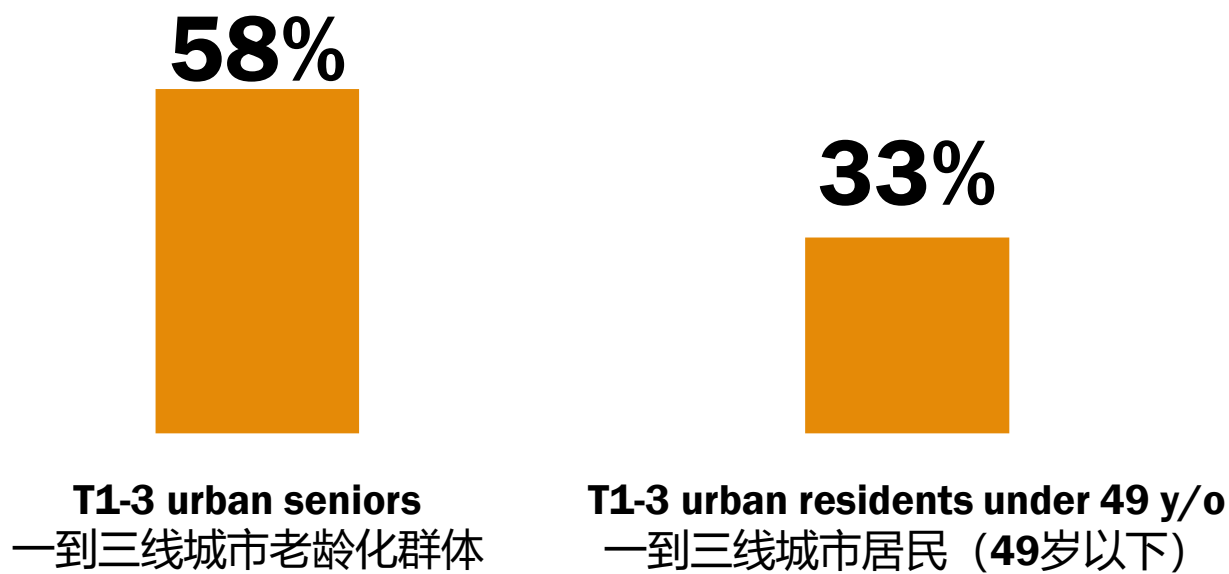
Water needle procedures 水光针

Anti wrinkle treatments 除皱产品

COMPARED TO YOUNG PEOPLE, THEY SHOW MORE TRUST IN WELL-KNOWN BRANDS, AS BRAND REPUTATION IS AN INDICATOR OF QUALITY

和年轻人相比，体现出对知名品牌更大的信赖，以作为品质的一大保障

I trust well-known brands more
我更相信知名品牌



Source: CNRS 2018.07-2019.06

“

I consider brand and quality when buying things. I prefer those famous brands, as it means credibility, as well as professionalism, like in product development. Those old brands, I think they are just more professional.

买东西还是看品牌，质量。选一些知名的品牌，一来是一种信誉，另外，牌子也代表了它的实力，比如产品开发的能力，老牌子稍微上一定档次的，它的实力就是强一些。

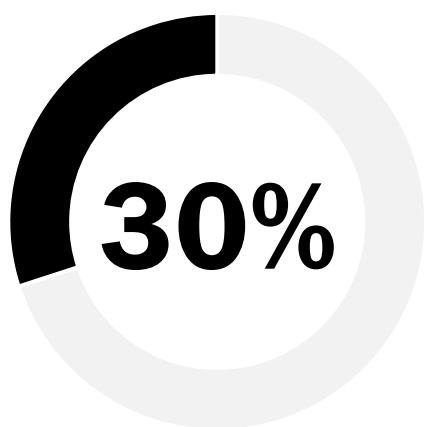
Uncle Yang, 55 y/o, Qujing

杨叔叔，55岁，曲靖

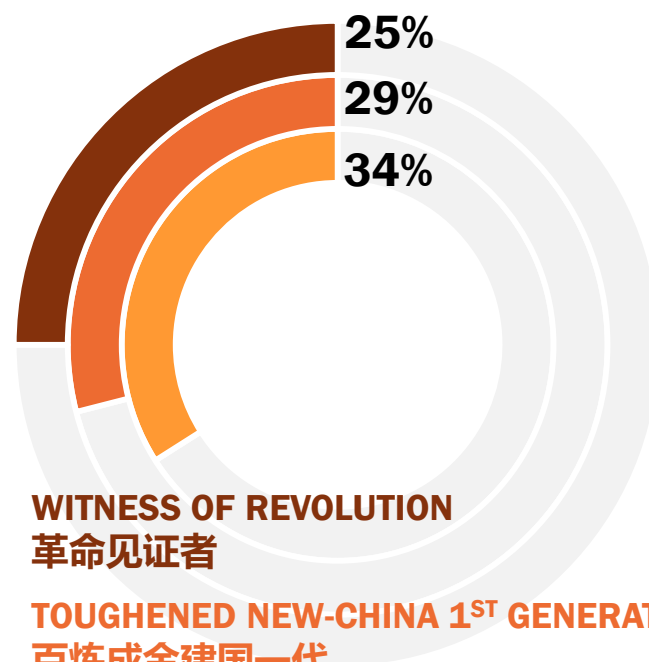
”

THEIR WILLINGNESS TO BUY PREMIUM IS GRADUALLY GROWING, ESPECIALLY AMONG YOUNGER AND TIER 1 CITY SENIORS

消费高端产品的意愿渐涨，年轻一代和一线城市是其中的先锋



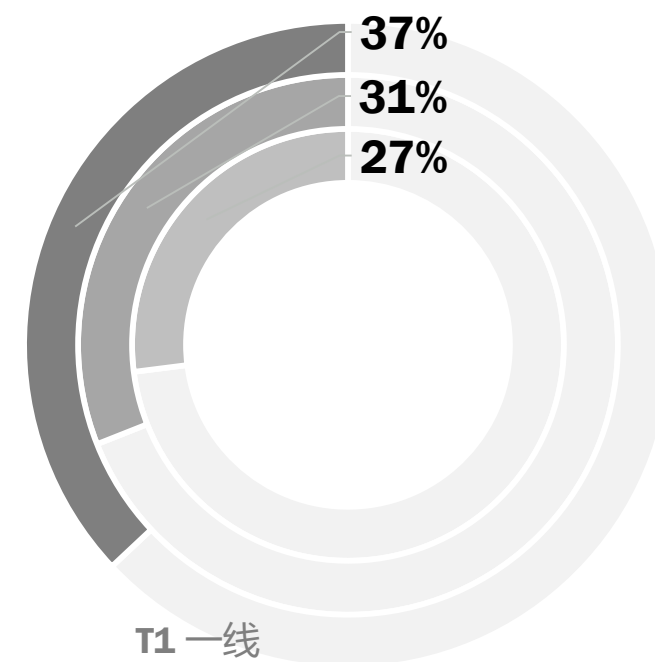
I think premium and luxury goods are worth buying
我觉得高端产品或奢侈品是值得考虑买的



WITNESS OF REVOLUTION
革命见证者

TOUGHENED NEW-CHINA 1ST GENERATION
百炼成金建国一代

THE OPENING UP NEWBORNS
改革开放新生儿



T1 一线

T2 二线

T3 三线

INTEREST IN BUYING OVERSEAS PRODUCTS IS ALSO RISING

此外，跨境购买的意愿也在逐步显现



On "Double 11" in 2019, the number of 60+ y/o users on Tmall Global increased by
2019年双11天猫国际“银发族”用户数量同比增速

30%



4

INVESTING IN HEALTH 健康投资

THE MULTI-LAYER DEFINITION OF HEALTH
健康的多元定义

**INCREASING AWARENESS OF PREVENTATIVE
HEALTHCARE**
预防意识逐渐加强

MULTIPLE APPROACHES FOR HEALTH
多方入手，投资健康

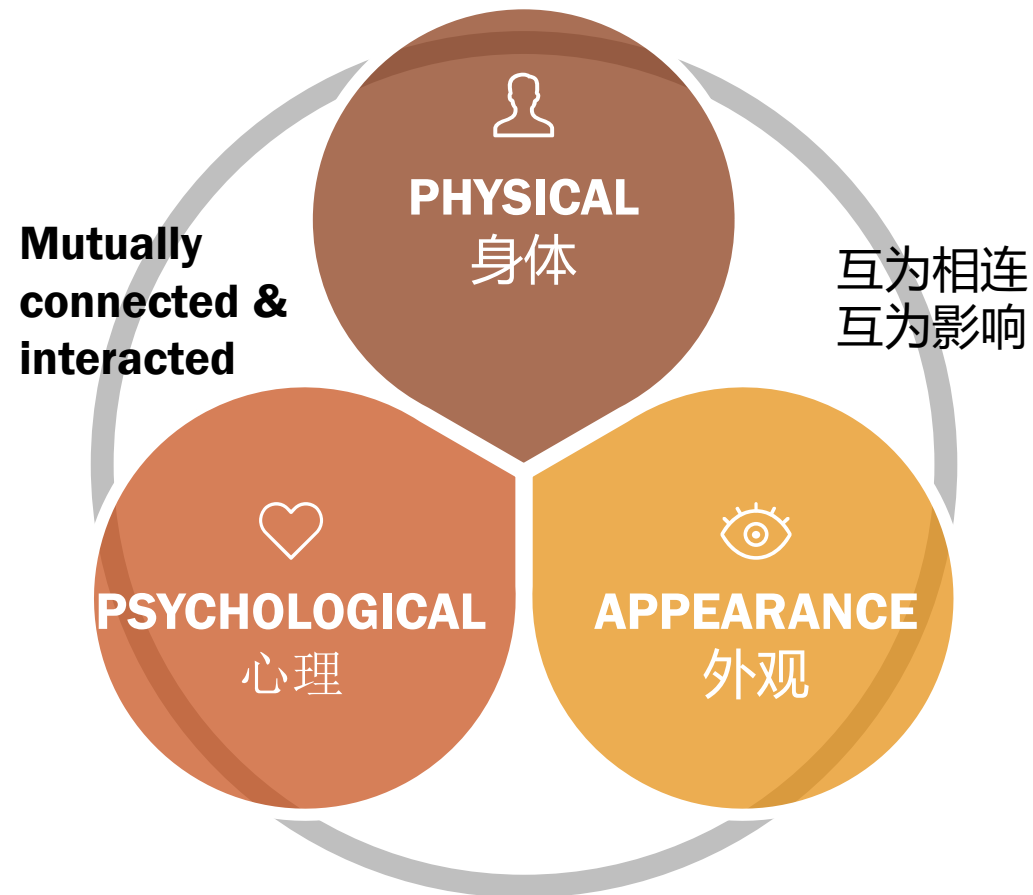
IN CHINA, HEALTH HAS A MORE DIVERSE DEFINITION, INCLUDING INDIVIDUAL HEALTH, FAMILY HEALTH AND SOCIAL RELATIONSHIP HEALTH

在中国，健康有着多元的定义，包括个体健康、家庭关系以及社群关系的健康



UNDERSTANDING OF INDIVIDUAL HEALTH IS ROOTED IN TCM THEORY, WHICH IS DEFINED BY THREE INTERSECTING DIMENSIONS

依据中医理论，个体健康包括身体、心理、外观三个方面，且三者互为相连



DEFINITIONS OF THREE INTERSECTING DIMENSIONS

这三方面的定义分别是



PHYSICAL

身体

The body as a holistic system

身体是由相互作用的各部分所组成的一个整体

Organs and systems are mutually connected and interact. Balance makes a human healthy

身体脏器相生相克。健康是为“中和”，即“阴阳调和”

Yin-yang & five element (阴阳五行)

Meridians & collaterals (经络)

Qi-blood (气血)



PSYCHOLOGICAL

心理

Emotion can affect specific parts of the body

情绪不仅影响整体状态，还与脏腑相关联

Strong emotions bring negative impact to organs and the physical condition

七情内伤致病

Rage impairing liver (怒伤肝)

Overjoy impairing heart (喜伤心)

Grief impairing lung (忧伤肺)

Fear impairing kidney (恐伤肾)



APPEARANCE

外观

Health condition & problem visually detectable

观察可知健康状况及病变

Four diagnostic methods

中医四诊法

Looking (望)

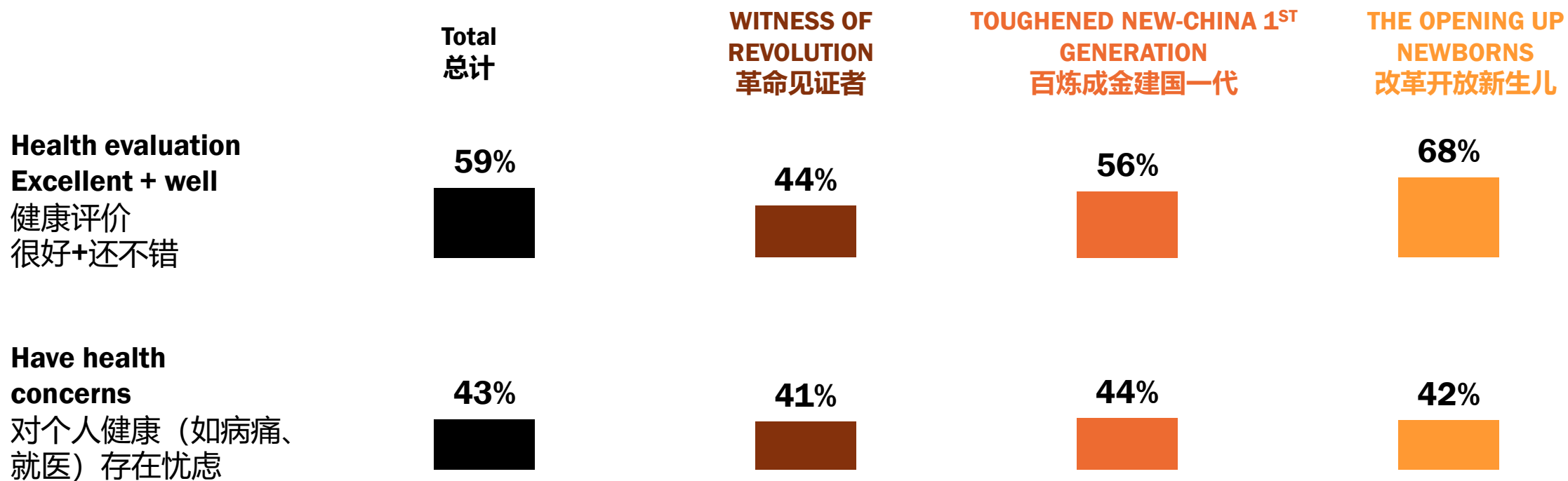
Listening (闻)

Asking (问)

Feeling the pulse (切)

GROWING AWARENESS ABOUT PREVENTATIVE PRACTICES IS SEEN BY THE FACT THAT YOUNGER SENIORS ARE EQUALLY CONCERNED ABOUT HEALTH DESPITE MOST STILL BEING IN GOOD SHAPE

对于健康，预防意识在逐代增强。即便是身体状况最好的年轻一代，也对健康表现出同等程度的在意和担忧。



YOUNGER SENIORS TAKE AS MANY DIETARY SUPPLEMENTS AS OLDER SENIORS

在服用保健品的数量上，三代人不相上下

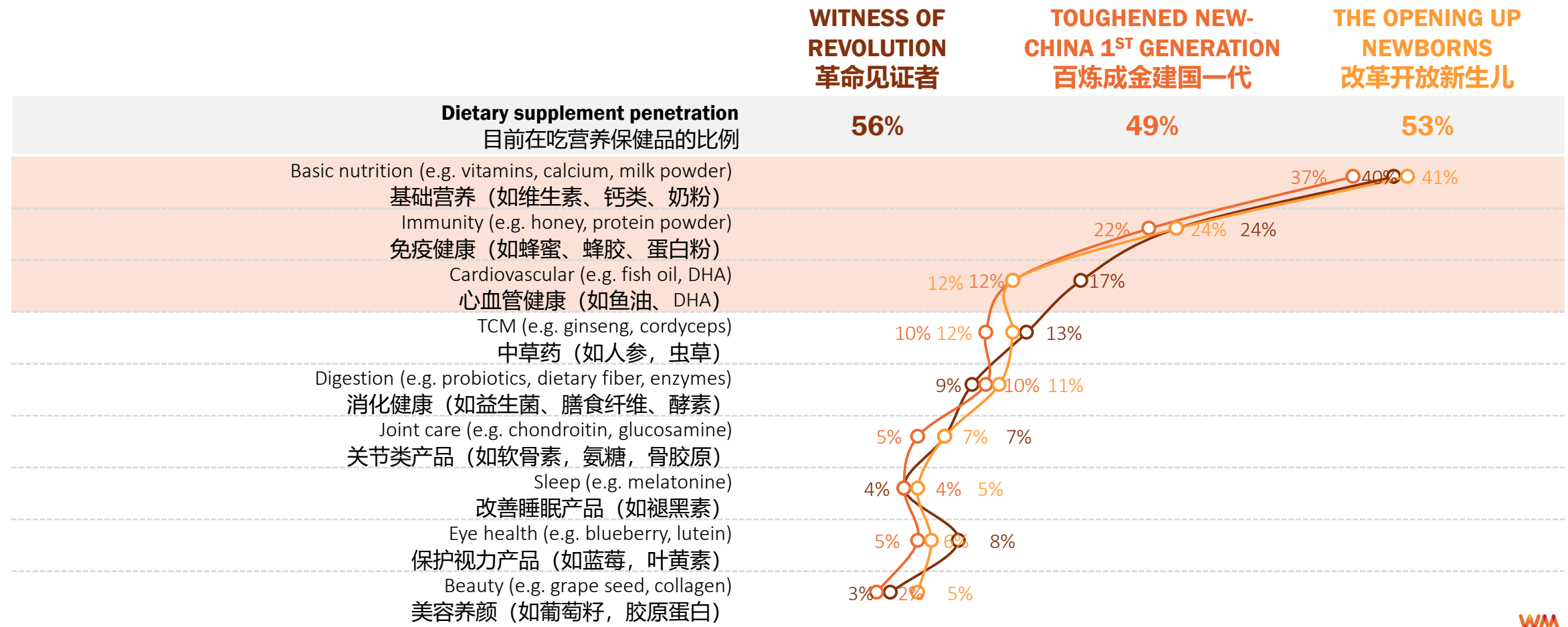
Avg. number of dietary supplements consumed
平均服用保健品数量



Source: Wavemaker Health & Wellness Today in China Report
《中国健康新态势研究报告》
2018

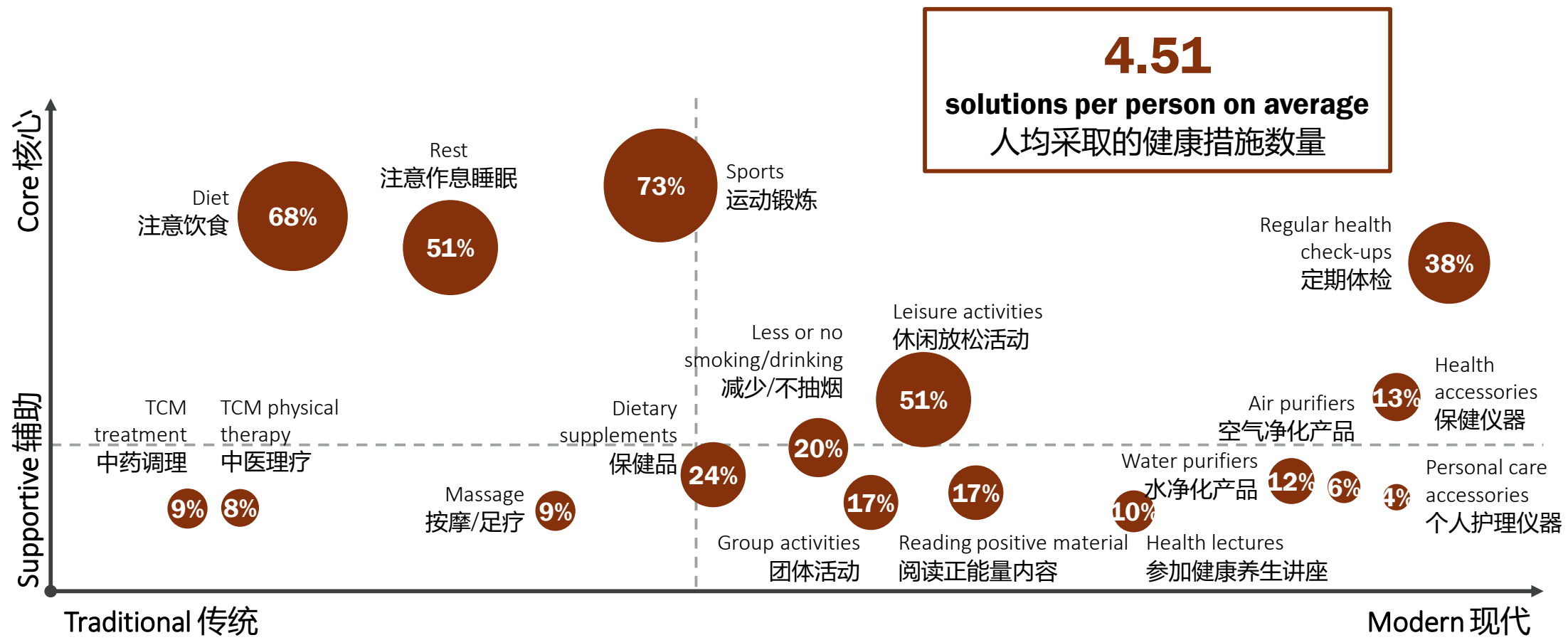
BASIC NUTRITION AND IMMUNITY ARE UNIVERSAL NEEDS, WHILE THE ELDEST GROUP CARE MORE ABOUT CARDIOVASCULAR HEALTH

基础营养和免疫预防是共同需求，年长老人更关注心血管养护



TO KEEP OR IMPROVE HEALTH, SENIORS HAVE A VARIETY OF SOLUTIONS

他们普遍为健康多管齐下



*Bubble size indicates claimed solution penetration 气泡大小代表不同健康措施的渗透率

GERIATRIC PRODUCTS ARE IN HIGH DEMAND TO ENHANCE CONVENIENCE AND COMFORT IN DAILY LIFE

他们对老年产品显示出较高的需求，以帮助他们打造更便捷舒适的生活

Promising prospects for the market development of geriatric products 老年用品市场的发展前景乐观

Liu Weilin, President of the China Society of Gerontology and Geriatrics:

Our market for geriatric products is very large now. Some people predict that by 2050, the market size for geriatric products will reach **100 trillion RMB**. Currently we only have around 2000 kinds of geriatric products independently developed in China, compared with over 40000 kinds in Japan and over 20000 in Germany.

中国老年学和老年医学学会会长刘维林：我们的老年用品现在这个市场非常大，有人预测说2050年，我们的老年用品市场有**100万亿**的市场份额，但我们现在这个老年用品，我们国家自主开发的说才有2000多种，而日本是4万多种，德国是2万多种。

Penetration of geriatric products 老年产品购买渗透率

	Total 总计	T1 一线	T2 二线	T3 三线	WITNESS OF REVOLUTION 革命见证者	TOUGHENED NEW- CHINA 1 ST GENERATION 百炼成金建国一代	THE OPENING UP NEWBORNS 改革开放新生儿
Convenience products 便利生活类（如放大镜，老花镜，穿针器，假牙清洁剂等）	52%	56%	58%	46%	67%	59%	39%
Leisure & exercise products 休闲锻炼类（如练功剑类，跳舞及扇类，健身球，钓鱼用品等）	35%	44%	38%	30%	32%	35%	37%
Security products 警报警示类（如定时提醒药盒，防火防煤气警报器，定位跟踪类）	19%	20%	21%	17%	16%	18%	22%
Lifestyle aids products like walking sticks 拐杖辅助类（如多脚拐杖，伸缩拐杖，折叠拐杖，转动椅子等）	13%	21%	16%	8%	16%	13%	12%
Specific products for the very elderly 高龄护理类（如坐便器，尿床用品，成人尿不湿，助听器等）	13%	18%	16%	8%	14%	13%	11%

MEANWHILE, THEY PARTICIPATE IN VARIOUS ENTERTAINMENTS AND LEISURE ACTIVITIES, FOR SPIRITUAL WELLBEING AND CONNECTING WITH OTHERS
此外，他们拥有多样的文娱生活，打造精神上的富足，并与他人产生联结

Avg. number of leisure activities spontaneously mentioned
通常会参加的休闲活动
人均自主提及数量

4.9



Top 1		Sports 运动类	90%
	Walking 散步, 快走		74%
	Dancing 跳舞, 广场舞		20%
	Cycling 自行车		17%
	Hiking 登山, 徒步		16%
	Ping Pong, badminton, tennis 乒乓球, 羽毛球, 网球		12%
	Running, marathons 跑步, 马拉松		9%
	Swimming 游泳		8%
	Tai chi, boxing 太极, 打拳		6%
	Gym, aerobics 健身, 健美操		5%
	Football, basketball 足球, 篮球		3%
	Croquet, tai chi ball 门球, 太极球		2%
	Yoga 瑜伽		1%

Top 5		Culture 文化类	46%
	Tea 喝茶, 品茶		24%
	Gardening 种植花草		22%
	Reading 阅读, 读书看报		17%
	Calligraphy, painting 书法, 绘画		4%

Top 2		Entertainment 影音娱乐类	75%
	Watching TV 看电视		60%
	Listening to music 听音乐		30%
	Going online 上网		30%
	Listening to the radio 听广播		15%
	Seeing movies 看电影		11%
	Watching sport 看体育赛事		9%
	Singing 唱歌, 唱卡拉OK		9%
	Theatre going 看歌舞剧/戏剧/话剧, 戏院听戏		5%

Top 3		Games 棋牌游戏类	31%
	Mahjong, poker 打麻将, 纸牌		23%
	Chess 下棋		10%
	Video games 玩电子游戏		2%

1

**NEW IDENTITY &
SOCIAL
RECOGNITION**
新身份与新认同

2

**RE-BUILDING A
SENSE OF SELF**
重建自我

3

**A RESPECTABLE
“SECOND LIFE”**
体面的第二人生

4

**INVESTING IN
HEALTH**
健康投资

These four needs nourish the silver economy.

Wavemaker is committed to working with brands in various industries, to build a better society together.

这四大需求催生出了蓄势待发的银发经济，诸多产业都将迈向繁荣。
蔚迈致力于携手各行各业的参与者，共建未来的美好社会。

**APPENDIX:
DEFINITION OF SENIOR GENERATIONS IN CHINA
RESEARCH FRAMEWORK
PRODUCER INTRODUCTION**

附件：
代际定义
研究框架
出品方介绍

WE HAVE REDEFINED THE OLDER GENERATIONS BASED ON THE SOCIOCULTURAL CONTEXT OF CHINA

考虑到中国的特殊性，我们“重新”定义和划分了老龄化群体

1

**WITNESS OF
REVOLUTION**
革命见证者

“A cog in the machine”
to create collective value
一颗创造集体价值的螺丝钉

2

**TOUGHENED NEW-CHINA
1ST GENERATION**
百炼成金建国一代

Missed opportunities
but now restarting life
错失芳华但重启人生

3

**THE OPENING UP
NEWBORNS**
改革开放新生儿

Benefiting from economic
and cultural opening
经济文化开放的受益人

Birth years 出生年份	1934 - 1950	1951 - 1963	1964 - 1977
Formative years 个性形成期	1949 - 1965 Hardship & poverty 艰苦启程	1966 - 1978 Twists & turns 波折动荡	1979 - 1992 Openness & prosperity 开放繁荣
Age now 目前年龄	70 - 86 y/o Report focuses on 本报告聚焦 70 - 77 y/o	57 - 69 y/o	43 - 56 y/o Report focuses on 本报告聚焦 50 - 56 y/o

TO GAIN A HOLISTIC PICTURE OF CHINA'S AGEING SOCIETY, WE COVERED ALL ACCESSIBLE SENIORS, WITH DATA PROJECTION TO NEARLY 115 MILLION CHINESE POPULATION

在研究中，我们尽最大限度地覆盖了中国的老齡化群体，数据推及近1.15亿中国人口，旨在全面了解中国老齡社会

- Look at “current” and “future” seniors

Nearly 30 years age range, people born between 1943 and 1970, now aged from 50 to 77 y/o

- Consider cultural diversities in different regions of China

Cover 7 regions, i.e. North West, South West, Middle, South, East, North East, and North

- Consider city tier differences

From Tier 1 to Tier 3

Note: This study covers different types of seniors for offline fieldwork, but excludes those in very poor health condition who are inaccessible for survey (e.g. severe diseases, long-term bedridden patients)

- 不仅着眼于现在，同时放眼未来

年龄跨越近三十载，1943-1970年间出生，目前50-77岁的人群

- 考虑到中国地域文化的多样性

涵盖西北、西南、华中、华南、华东、东北、华北七大区域

- 考虑到中国城市级别间的差异

覆盖一到三线城市

注意：本次研究实地考察和调研了不同类型的老齡化群体，但不包括研究无法接触到的健康极为不佳的人群（如严重疾病、长期卧床等）

OUR RESEARCH LASTED FOR 18 MONTHS TO THOROUGHLY UNDERSTAND SENIORS VIA 3 PHASES

历时18个月，分3个阶段，通过完善的研究框架，从深度和广度全景剖析老龄化群体

1 CULTURAL SCANNING & VALUE SYSTEM EXPLORATION 文化背景与价值体系探究

- Literature review to build context and feed hypotheses
- Anthropological method to discover how social changes influence value system
- Generational cohort analysis on seniors
- 文献综述及案头研究
- 人类学方法论探究社会变迁对价值观塑造的影响
- 针对老龄化人群进行世代族群分析

2 ETHNOGRAPHY TO DEEP DIVE 民族志挖掘

- Visited different cities from Tier 1 to 3
- Visited homes of different types of seniors across 3 generations
- 造访一到三线不同城市
- 实地入户深度访问不同类型和年代的老龄化群体

3 QUANTIFICATION TO VALIDATE 量化验证

- Face-to-face offline survey
- Across Tier 1 to 3 cities in 7 regions
- 线下面对面访问收集定量数据
- 覆盖7大区域的一到三线城市

PRODUCER | WAVEMAKER 出品方 | 蔚迈



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我们的观察与洞见

Wavemaker is a billion dollar-revenue next generation agency that sits at the intersection of media, content and technology. We are obsessed with the customer's purchase journey and is what connects our mission directly to our client's business challenges. We invented WM Momentum, the world's most comprehensive study into how people make purchase decisions and have conducted over 400,000 surveys in 35 markets and across more than 72 categories. We are a business that is powered by the creativity and curiosity of our 8,500 people in 90 countries, united by our PACED values. We are a part of GroupM, WPP's global media investment management company. For more information, go to www.wavemakerglobal.com

Wavemaker China has a team of 800 people across four offices in Beijing, Shanghai, Guangzhou and Nanjing. Clients in the agency's portfolio includes Huawei, Daimler, CHANEL, Xiaohongshu, Pernod Ricard and China UnionPay.

蔚迈是一家集媒介传播、内容营销和科技革新于一身的新型代理公司，营业额高达十亿美元。我们致力于研究消费者的购买决策路径，并基于这一方法论，将我们的使命与客户面临的业务挑战直接相连。我们创造了WM Momentum，它是全球范围内对消费者购买决策路径最全面的研究。我们的调研超过400000次，跨越35个市场，涵盖超过72个品类。我们在全球拥有8500名员工，分布于90个国家。我们的员工秉持PACED的行为价值观，不懈的创造力和好奇心驱动着我们的业务发展。我们隶属于群邑集团，群邑是WPP旗下的全球媒介传播投资管理公司。如需了解详细信息，请访问www.wavemakerglobal.com

Wavemaker中国在北京、上海、广州和南京设有四个办公室，拥有800名员工，服务于国内外众多知名品牌，包括华为、戴姆勒、香奈儿、小红书、保乐力加和银联等。

PRODUCTION TEAM | WAVEMAKER INTELLIGENCE DEPARTMENT

出品团队 | 蔚迈 咨询与洞察团队

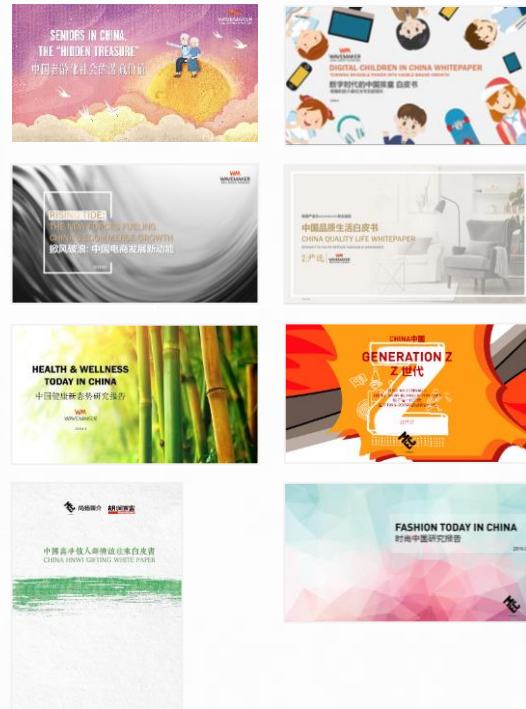
Our mission is not only to provide business consultancy and brand strategy for enterprises, but also to explore growth opportunities in different fields together with enterprises through knowledge co-creation and sharing.

团队的使命不仅是为企业提供商业咨询和品牌策略，同时致力于通过知识共创和分享，与各企业一同探索不同领域的增长机会。

REPORTS RELEASED 主要作品包括:

- Seniors in China: The “Hidden” Treasure Report Series
- Digital Children in China
- The New Forces Fueling China’s Ecommerce Growth
- Quality of Life in China
- Health & Wellness Today in China
- Generation Z in China
- China HNWI Gifting Whitepaper
- Fashion Today in China
- etc.

- 《中国老龄化社会的潜藏价值》系列报告
- 《数字时代的中国孩童》
- 《电商电商发展新动能》
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- 《时尚中国》
- 等



Team of Seniors in China: The “Hidden Treasure” Report Series 本系列报告专项与撰稿负责人:

“

With growing ageing population, we are committed to investing into the future to build a better society.

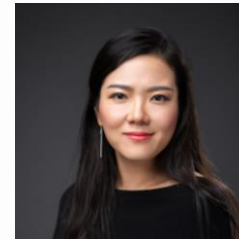
在老龄化社会的趋势下，探索共建美好未来将是持续投资的领域。

Those amazing seniors got me to see the possibilities of ageing society, a factful near future we can all shape together.

统计数字让我看到了老龄化社会的确真性，而叔叔阿姨们则让我感受到了未来无限的可能性。一起，来参与和创造这一同属于他们和我们的未来。

”

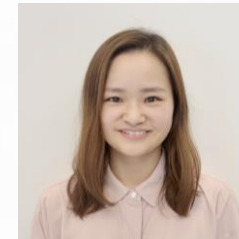
Linna Zhao
Team Head
赵林娜
部门总负责人



Linna is devoted to providing marketing consultancy with deep-dive into business problems and is keen to transform insights into growth opportunities.

Linna 善于诊断商业问题，提供营销和品牌发展咨询，热衷于将市场和消费者的洞察转化为品牌发展机遇。

Lyn Wang
Project Lead
王琳琳
项目负责人



Lyn is passionate in telling the stories behind the numbers and transforming data into business relevant findings and insights.

Lyn 乐于探索和观察，擅于挖掘数字和言语背后的含意，用简单生动的方式讲述发现和洞察，并从中找到对商业有价值的启示。

WANT TO KNOW MORE ABOUT SENIORS IN CHINA? FOLLOW US FOR UPDATES
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THANK YOU!

感谢阅读

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