

Living Best  
AGEING WITH TECHNOLOGY

 **cartergroup**  
Japan Market Resource Network

**Come See Us!**

**Expo and Convention  
Independent  
Ageing 2023**

**Oct. 13-15**  
Aichi, Japan



JAPANESE DON'T FIT

THE STEREOTYPE

of wheelchairs,  
canes and crutches



INTRODUCING

KEIKO

I'll use the exo-suit, but  
for goodness' sake  
make it look **STYLISH!**



# Age-Tech opportunities abound!



“ THE APPLICATION OF TECHNOLOGICAL INNOVATION FOR THE BETTERMENT OF LIVING STANDARDS NOT ONLY BENEFITS THE AGEING POPULATION; IT ALSO STIMULATES THE MARKET FOR NEW TECHNOLOGIES.

THE GOVERNMENT THEREFORE BELIEVES THAT TECHNOLOGICAL ADVANCEMENT AND AN AGEING SOCIETY CAN MUTUALLY BENEFIT ONE ANOTHER. ”

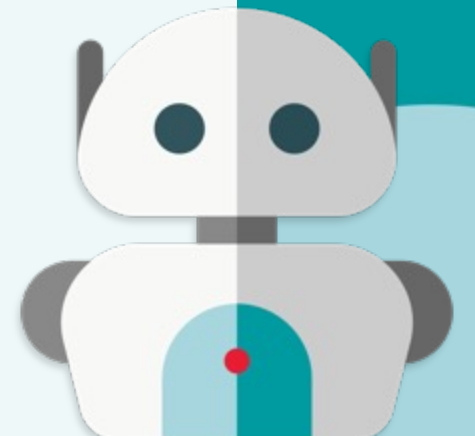
Cabinet Office of the Government of Japan,  
2020 Annual Report on the Ageing Society

Japan has the highest proportion of elderly citizens in the world:

**30%** of the population are

**65 or older**

The country's focus on aging and its innovative spirit have made it a **model for other nations** looking to address the challenges of an aging population.



# Age-Tech is for us!

## The Aging Continuum



Active Aging & Wellness

Prevention of age-related problems

Safety & Care

50s

60s

70s

80s

90s

Needs will transition over time  
Everyone's journey looks different!

# Market Potential for Age-Tech in Japan

Japan's ageing care market (sometimes referred to as silver industry or elderly care market by the Japanese) is expected to become a 101.3 trillion yen (\$954 billion) industry by 2025 - larger than the markets for domestic automobile, finance, and consumer electronics.

## THREE KEY SECTORS:



### Medical/Pharmaceutical Industry

Healthcare, medical devices, pharmaceuticals



### Caregiving Industry

Retirement homes, day care services, nursing care equipment



### Consumer Products Industry

Food, fashion, communication, fitness

## Japan: Startup environment heating up



Startup funding increasing, as is # of active domestic VCs

2022 was record year for Japanese VCs... startups in Japan received 877 billion yen (US\$6 billion) in 2022



Optimism despite uncertain macroeconomics

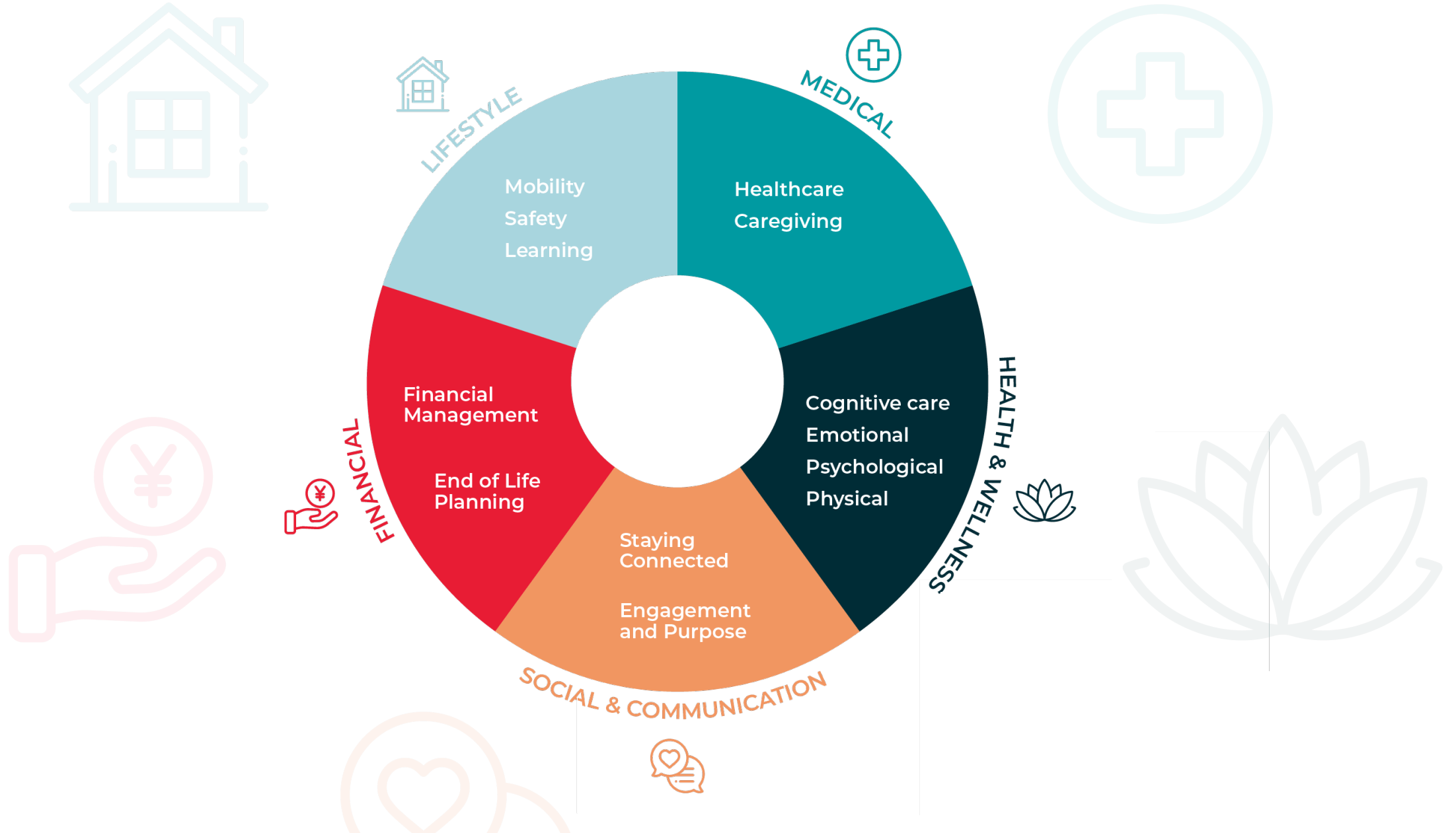
J-gov aims to boost startup ecosystem 10-fold by 2027 (to 10 trillion yen... or US\$1.5 billion)



Deep qualitative work by The Carter Group across the ageing continuum (with active, independent 60+ consumers, with ageing care receivers aged 65~95, and with caregivers aged 45~75) has given us a nuanced understanding of Japanese ageing consumers and their characteristics.



# The Needs Landscape





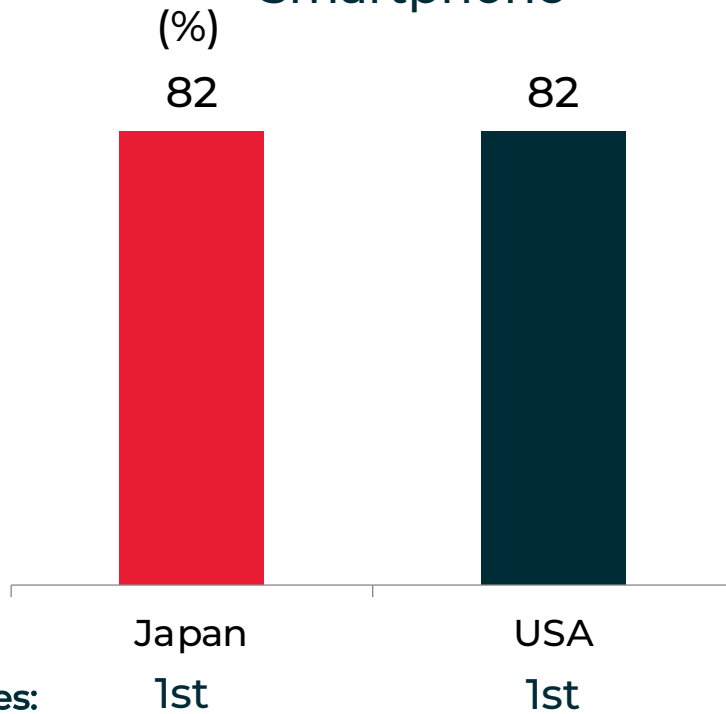
**Some international context on penetration of tech among ageing adults in Japan**

# Digital devices with similar ownership among ages 65+

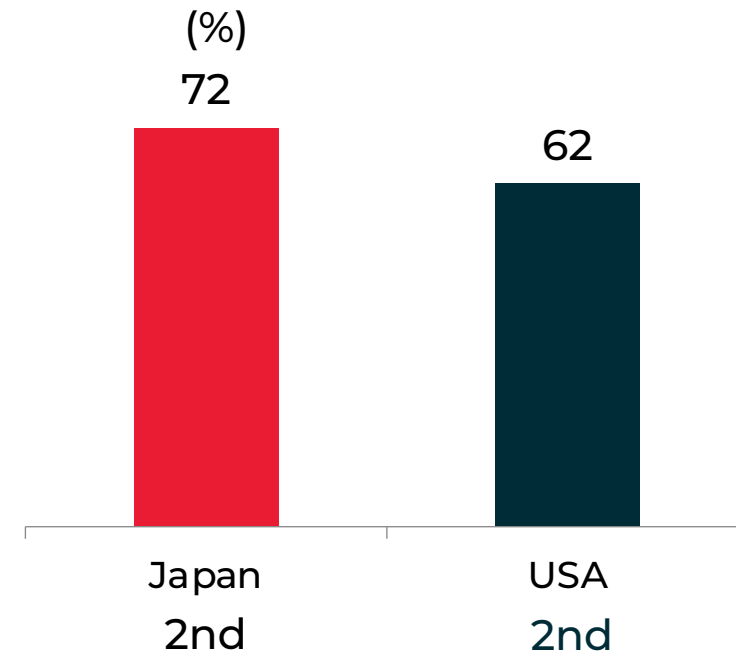
Smartphone and laptop computer are the dominant devices for aged citizens, common to the two countries



Smartphone



Laptop computer



Carter Japanese Sentiment Survey March 2023 / AARP USA Tech Trends Survey 2023

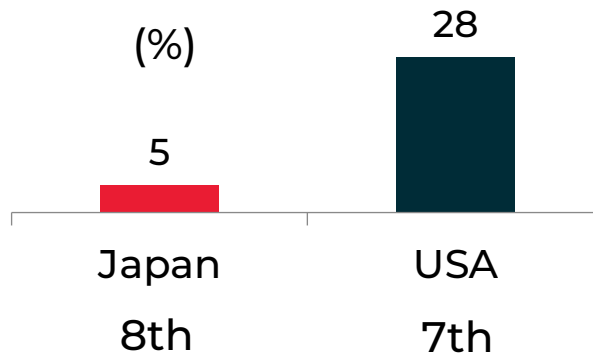
Base: Nationwide, respondents (males/ females 65+) Japan n=400, USA n=966

# Digital devices with different levels of ownership among ages 65+

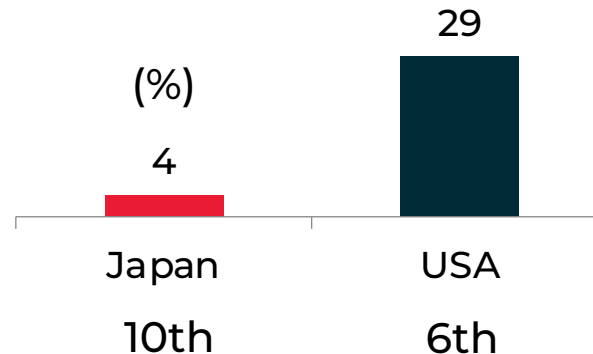
Rank/ 17 devices:



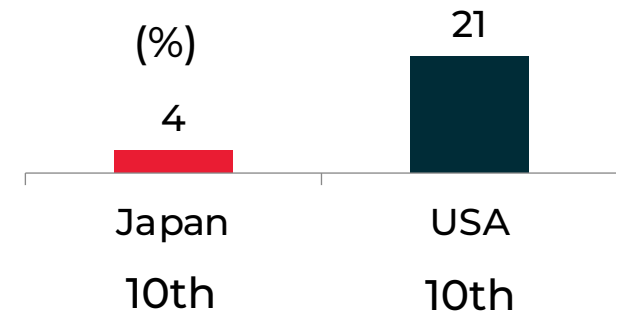
E-reader



Home assistant  
(e.g. Amazon Echo/ Alexa)



Wearable  
devices



Carter Japanese Sentiment Survey March 2023 / AARP USA Tech Trends Survey 2023

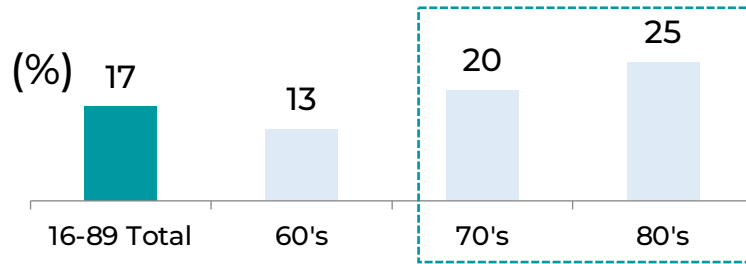
Base: Nationwide, respondents (males/ females 65+) Japan n=400, USA n=966

# Top 5 digital devices with notable increased interest in acquisition among those aged 70+

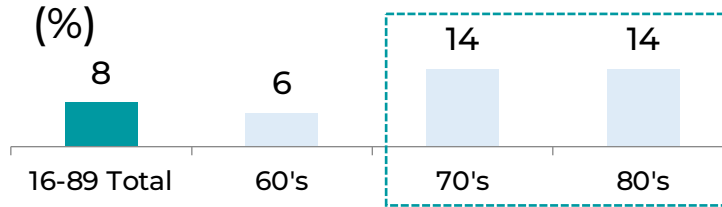
House cleaning, health and security are the primary categories driving future acquisition by aged adults



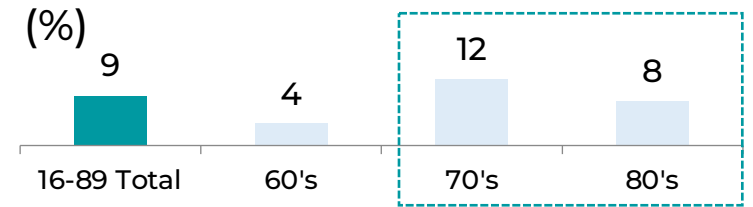
### #1 Smart home cleaning device



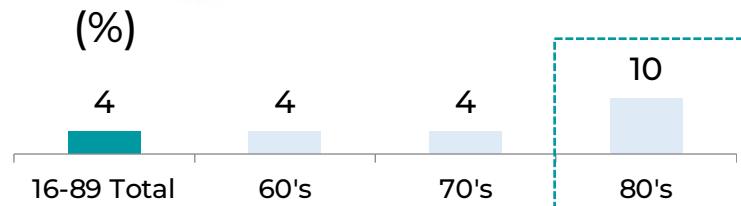
### #2 Home health and safety device



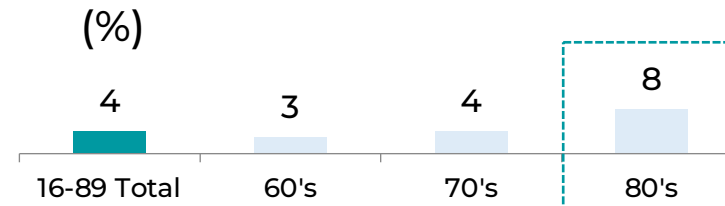
### #3 Wearable device



### #4 Smartphone



### #5 GPS tracker designed to monitor and share location





# Meet the age-tech enthusiasts

12%

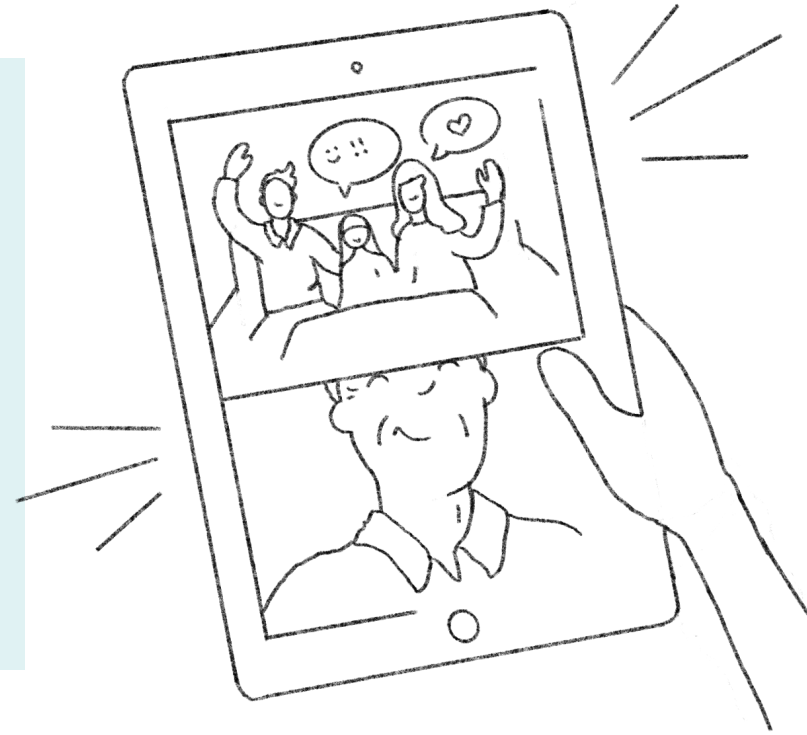
Naturally  
enthusiasts about  
everything



Probably early adopters  
for much of their lives...



Now they are up  
for Age-Tech!



# HIGH IKIGAI PEOPLE

are

**OUR PEOPLE**



# Living Best User Community



“Even those in their 70s and 80s use smartphones today. I am texting via LINE with a grandma who is 84 years old.”



“When I can’t think of anything to cook, I use my iPhone to find ideas.”

“I am not good at using technology, but I want to be more proactive and enjoy using it.”



“At first, I couldn’t use my smart speaker, but I found a YouTube video explaining how to use it. Then I started watching other tutorial videos.”





# Living Best **Communities**

Living Best  
AGEING WITH TECHNOLOGY

Purpose-driven  
**USER Community**

Ageing Japanese with an early-adopter/ influencer mindset

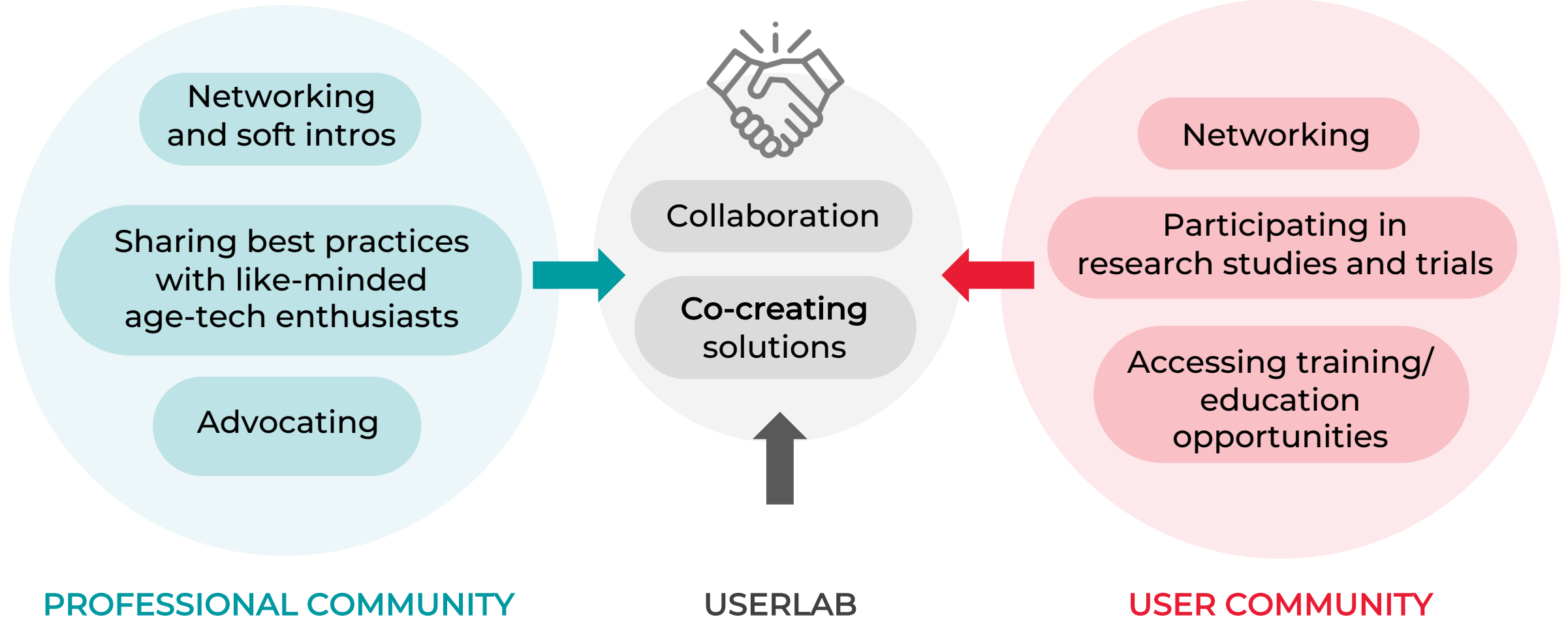
PROVIDERS  
AND USERS  
WORKING  
TOGETHER

Purpose-driven  
**PROFESSIONAL Community**

Researchers, start-ups,  
corporates



# Living Best Communities Overview



# Features of the Living Best Professional Community



INFORMATION



NETWORKING



BESPOKE INTRODUCTIONS



ACCESS TO  
USER COMMUNITY  
(OPINIONS AND CO-CREATION)



ACCESS TO  
SPECIAL PROJECTS

# Age-Tech Whitepaper (2021)

In 2021, we conducted our own research on the Age-Tech market and published an Age-Tech white paper.

## Key Take-aways

Japan, the third largest consumer market in the world also features the world's highest ageing population (30% aged 65+)

## Ageing Japanese consumers:

- Enjoy better health and wellness and high purchasing power compared with other developed countries
- Tend to live independently for as long as possible, with many living on their own
- Are very open to innovations and technologies to make their lives easier



[FREE DOWNLOAD](https://www.carterjmrn.com/age-tech-whitepaper/)

<https://www.carterjmrn.com/age-tech-whitepaper/>

# Living Best Community Event (2022)

## Heads, Hands and Hearts for Age-Tech

The Heads, Hands and Hearts for Age-Tech, event was created in October 2022 to supercharge dialogue among companies, startups, investors, universities, research institutes, and government agencies.



The overall aim was to support the creation of new ventures in the age-tech ecosystem, in service of improving life for ageing adults.



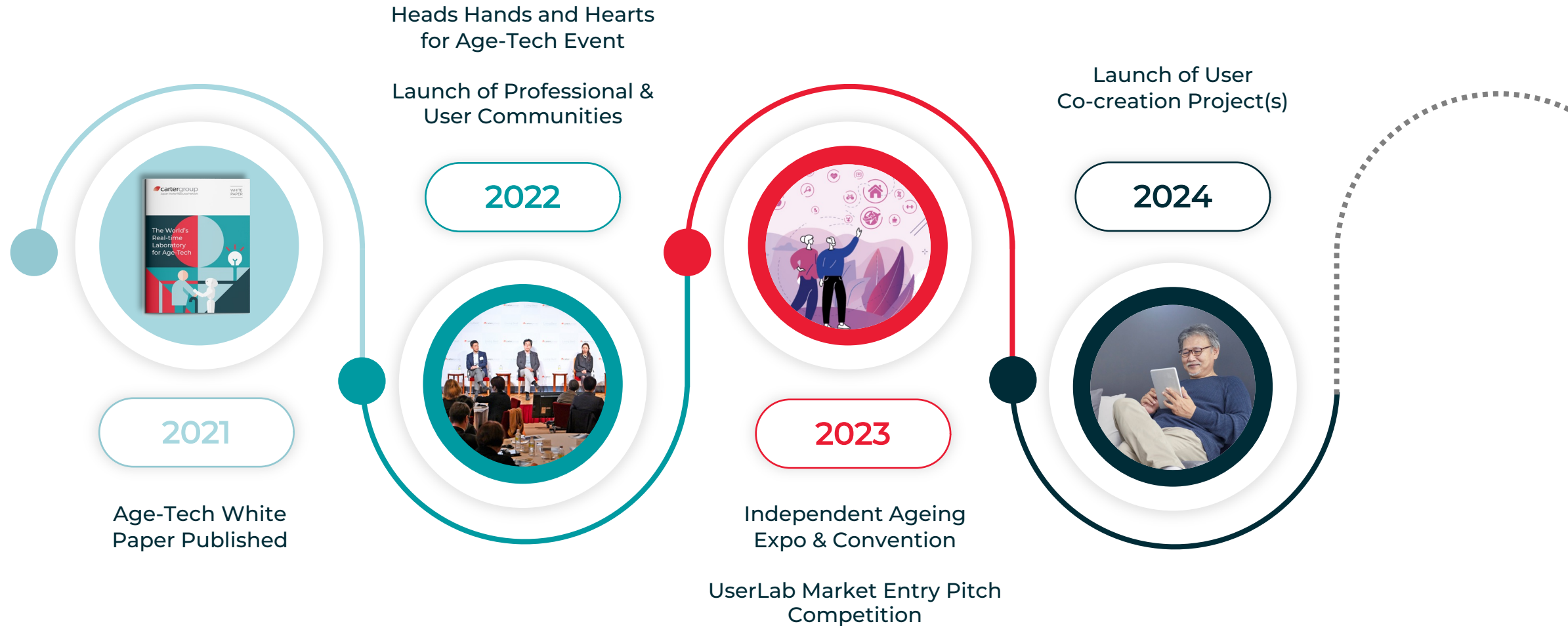
The event featured 18 speakers and panelists from academia to startups, and was filled to capacity, reflecting the high level of interest in age-tech across a wide range of stakeholders.



# Living Best Roadmap

# Living Best

## COMMUNITIES ROADMAP



# Living Best Community Event (2023)



## Expo and Convention Independent Ageing 2023



Introducing the Independent Ageing Expo!  
Living Best Community will gather in Nagoya  
on the 13-15th October at Aichi Sky Expo  
Conference Center.

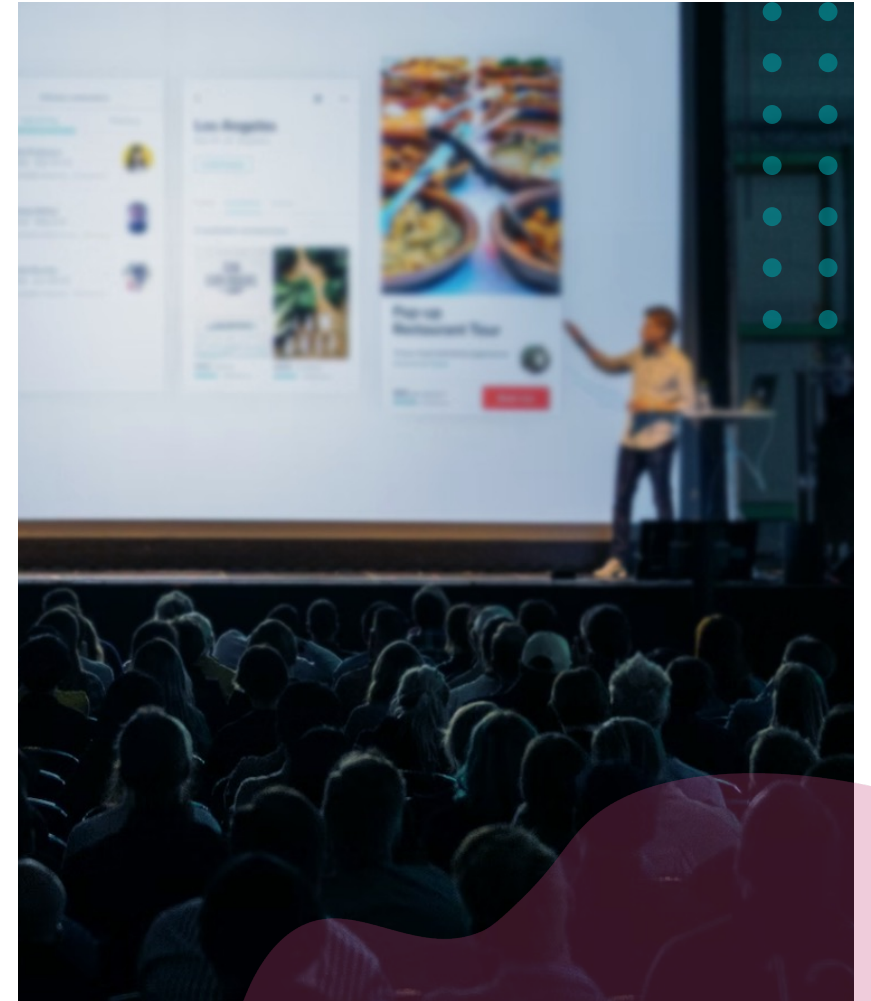


## Market Entry Pitch Competition

Living Best UserLab is a pitch competition for International startups, which will be held at the Independent Ageing Expo in Nagoya on 13-15th October 2023, awarding winners with accelerated market access into Japan.

### 1st Prize: End-to-end Japan Market Entry support

- Validate your product with our User Community
- Receive valuable Market Feedback to guide your localization
- Receive 12-months (non-exclusive) Sales Agent service
- Access our Sales & Distribution channels
- Feature in our community events / mailing list
- Bespoke introductions to potential partners & investors







Thank you!

ありがとうございました!

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