

中國銀髮市場暢旺 長者購買力持續上升

High Purchasing Power of Elderly in China Silver Market

中國的人口老化情況越趨明顯，聯合國預計，中國大陸 65 歲或以上的長者將會每年增加七百萬人，並於 2035 年，長者人口將佔全國總人口的百分之二十。

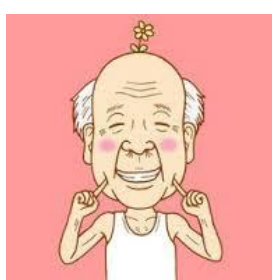
China is becoming an increasingly aged society. The United Nations predicts that the mainland's over-65 population will, on average, increase by about seven million annually over the next two decades, accounting for nearly 20% of the country's total population by 2035.

銀髮市場的價值將由 2014 年的 4 兆人民幣跳升至 2050 年的 106 兆人民幣。

The value of the silver market is expected to rise from Rmb4 trillion in 2014 to about **Rmb106 trillion** in 2050.

Data Source 資料來源: China Report on the Development of the Silver Hair Industry 2014.

中國大陸的中產長者形成了一股強大的推動力，促進了銀髮市場的銷售率。調查顯示，月入 \$12,000 人民幣的 65 歲或以上長者，每月平均消費 \$3,000 或以上，而他們在過去六個月均有購買長者產品或服務。



The elderly Chinese mainland middle class constitutes an increasing force for product and services sales.

The average monthly spending level of the over-65 respondents, who had a monthly household income of Rmb12,000 above, was Rmb3,300 or more, and all the respondents had bought senior-specific products or services in the last six months.

Data source 資料來源: according to the research conducted by HKTDC Research Department in 2015.

長者願意消費於...

- 傳統中藥食療及西方保健產品；
- 增強體質的產品及服務，如桑拿浴及運動訓練班；
- 設計新穎/ 高品質的中至高檔價錢日用品；
- 智能保健及復康用品
- 高科技產品及儀器等等...

Elderly is willing to spend on...

- Traditional herbal diet therapies and western health supplements;
- Products and Services that can improve their health, e.g. frequency spectrum saunas and training classes;
- Medium Priced and Higher-end Daily Essentials with more stylish design and better quality;
- Smart healthcare and rehabilitation devices;
- Intelligent products and equipment; and more....



資料顯示中國大陸的銀髮一族較為主動，他們會選擇和購買自己喜歡的產品和服務。他們不斷尋求符合他們需要新產品，這為銀髮市場帶來可觀的收益。

The study found that senior citizens in the mainland are not passive consumers, they choose what they like and pay for most of their own purchases. They constantly look for new products which can meet their needs, this brings huge business profits behind.

退休人士及長者博覽 Retiree and Senior Fair (RSF)

退休人士及長者博覽是全港首創的一站式展覽，專為現今人口老化的社會現象而創立。展覽會一應俱全，集合展示、教育及溝通平台的功能。

Retiree & Senior Fair (RSF) is a unique one-stop senior exhibition established to provide a distinguished platform to accommodate for the growing demands of an ageing population. It effectively combines an exhibition with education and communication on one common platform.

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醫療保健	Medical & Health care
消遣旅遊	Leisure & Travel
退休理財	Retirement Financial Planning
持續進修	Continuous Studies
優質生活	Quality Lifestyle
生命計劃	Life Planning
抗老產品	Anti-Ageing Products

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