

THE SILVER ECONOMY IN FRANCE

KEY INFO IN

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POINTS



1

▶ A FAST-GROWING MARKET

The silver economy, representing the sum of all economic and industrial activity serving the needs of the elderly, has great growth potential in France: the market was already worth €92 billion in 2013, while revenues are forecast to hit €130 billion by 2020, with average annual growth of more than 5% per year. (Xerfi)

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▶ GREATER POPULATION LONGEVITY

France has the 11th highest number of inhabitants aged 65 and over (World Bank, 2015). Similarly, the number of people aged 60 and over is due to increase from 15 million today to 20 million in 2030, while those over 85 are due to rise in number from 1.4 million at present to 4.8 million by 2050. (Xerfi)

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▶ EXTENDING LIFE AT HOME

Eighty-four percent of French people aged 55 and over would like to remain living at home, even if they require assistance. Adapting homes for people losing their independence is a burgeoning market, from home automation (fall detectors, telecare, video surveillance), and connected devices (remote healthcare) to entertainment (serious games, brain-training software). (Xerfi)

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▶ KEY FRENCH PLAYERS IN THE SILVER ECONOMY

France has a number of well established companies working in the silver economy, including Legrand, Hager, Essilor, Doro, Bluelinea, Everstyl, LPG Systems, Vigilio, CNP Assurances, Orpéa, Malakoff Médéric, Aviva Vie, Réunica, Korian, AG2R La Mondiale, Géria Contract, and Etna France, among others.

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▶ BUSY FRENCH STARTUPS

Kafe provides solutions to help isolated seniors remain independent; VitalBase has developed an automatic fall detector; Sidonie makes adapted connected devices to make it easier for elderly people to continue living at home; while Yumii has designed a networking platform between elderly people at home and their family, helpers and doctors.

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▶ AN R&D-FRIENDLY ECOSYSTEM

Innovation in the silver economy is being driven by a number of France's innovation clusters, including Vitagora (food industry) and Cap Digital (healthcare and wellbeing), as well as Medicen Paris Region and Systematic Paris-Region (e-health, telemedicine, in conjunction with Cap Digital).

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▶ 'SILVER REGIONS'

Various 'silver regions' have been formed since 2014, such as the TECH Sap Ouest and Pôle TES clusters (Normandie region); the Aquitaine Développement Innovation agency; the Silver Valley (Lorraine region); and the Silver Économie Pôle Corsica cluster.

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▶ FOREIGN FIRMS ATTRACTED BY THE SILVER ECONOMY

Finnish firm Polar makes heart rate monitors for sports enthusiasts to track their exercise workouts, weight and heartbeat. Its subsidiary, Polar Electro France, is based in the Nouvelle Aquitaine region. Swedish company Doro, which makes easy-to-use telephones for seniors, has an office in Paris and generated global revenues of nearly €200 million in 2015.

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▶ 'FRANCE SILVER ÉCO'

Launched in 2009 by the French Ministry for the Economy, Finance and Employment and the Ministry for Health and Social Affairs, France Silver Éco is an association to underpin the development of the silver economy and promote innovative solutions improving daily life for elderly people. It brings together all public- and private-sector stakeholders in the sector.



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▶ SILVER ECONOMY EVENTS

The 2016 'Salon des seniors' trade show, covering healthcare, food and new technologies, attracted 250 exhibitors and 49,000 visitors, and is being held again in Paris in May 2017. The Silver Economy Expo is a B2B technology and services trade show that attracted 2,400 visitors in 2016 and is due to take place again in Paris in November 2017.



For further information, please visit:
www.businessfrance.fr

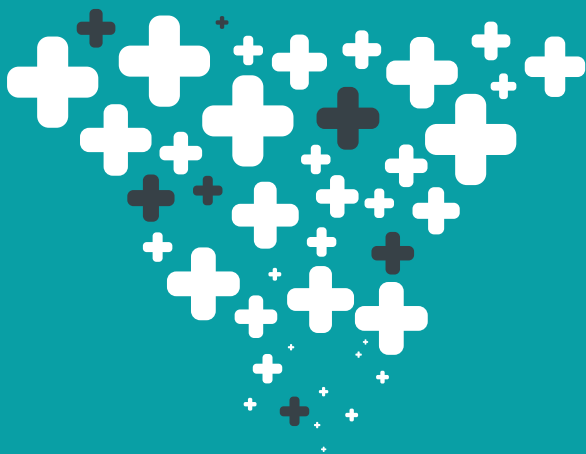




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FRANCE:
#1
IN THE WORLD FOR LIFE
EXPECTANCY AT 65 YEARS
(OECD, 2015)



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**JOB-CREATING FOREIGN INVESTMENT
PROJECTS IN THE FRENCH
HEALTHCARE SECTOR IN 2016**

(BUSINESS FRANCE)



FRANCE: THE WORLD'S
5th
LARGEST MARKET FOR
HUMAN MEDICINES

(LEEM PHARMACEUTICAL INDUSTRY ASSOCIATION, 2016)



+5%

**AVERAGE ANNUAL GROWTH
IN THE FAST-GROWING
FRENCH SILVER ECONOMY**

(XERFI)