

Retail *for* Longevity

A new frontier for
healthier, longer and
more connected lives.

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Retail has **transformed** the way we buy.
Now it can help **transform** the way we age.

Europe's population is changing. Retail must change too.



30%

of Europeans
will be over 65
by 2050.



€5.7T

Longevity Economy
annual spending
in Europe.



80%

of weekly shopping
still happens
in physical stores.



The longevity economy is no longer tomorrow's market.
It is **today's reality**.

Today's older adults are unlike any previous generation.



Healthier

More active, more informed,
more in control.



Connected

Digital natives of their generation.



Demanding

They expect quality, convenience
and purpose.



Influential

They shape markets
and inspire others.



“

They are not a vulnerable market.
They are a **strategic** market.

”

FROM ACCESSIBILITY TO EXPERIENCE

GOOD DESIGN DOESN'T LOOK

'SENIOR'. IT JUST WORKS.

Easy. Attractive. Dignified.

Better for changing abilities.
Better for everyone.



A market on the move. A shift we can't ignore.



People 65+
will drive over

60%

of net consumer
spending growth
by **2030**.



Older consumers
influence

up to **80%**

of household
purchasing
decisions.



Longevity is no
longer a niche.

It is the new
mainstream.



The longevity economy is no longer tomorrow's market.
It is **today's reality.**



UNDERSTANDING PEOPLE BEYOND DATA

Retail already knows
what customers do.

Now it must understand
why they change.

Data explains behaviour.
Ageing science explains people.

RETAIL CAN BECOME PART OF THE HEALTH ECOSYSTEM



Better nutrition



More movement



More connection



Better cognition



Without becoming **healthcare**.



Five commitments. One shared purpose:
a healthier, more inclusive future for all.



Géront'if
LE GERONTOPOLE D'ILE-DE-FRANCE



Someone has to
connect them all.



Bridging people,
science and action
for longer, better lives.

STRONGER TOGETHER



ONE INTERFACE. MANY CONNECTIONS. SHARED IMPACT.

Every generation
transforms retail.

The next generation
will transform retail
through **longevity**.

The question is
whether we **design** it —
or simply **react** to it.

Retail has transformed
the way we buy.

Now...
let's help it **transform**
the way we age.



-  Eat well
-  Move more
-  Stay sharp
-  Connect
-  Live better