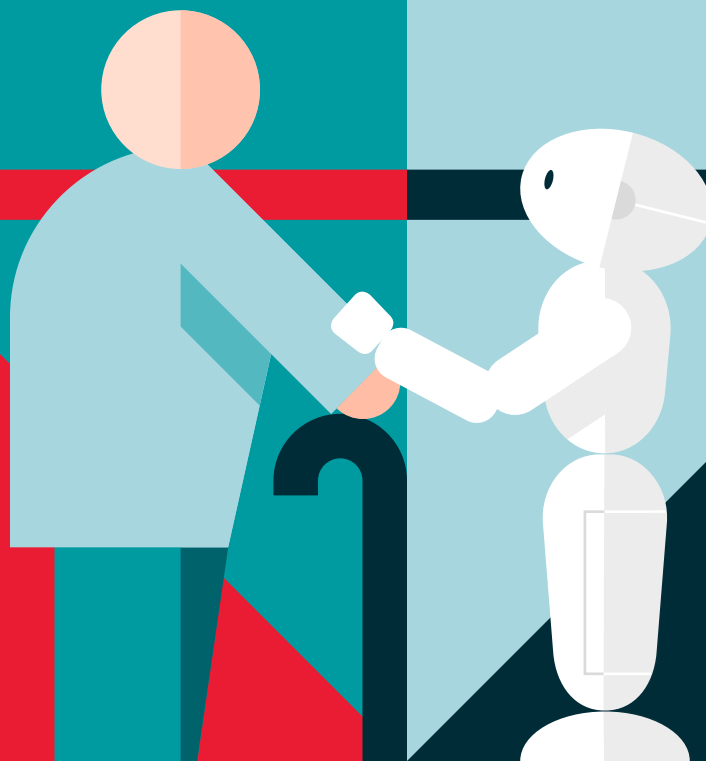
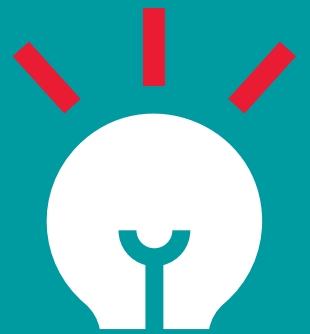


# The World's Real-time Laboratory for Age-Tech





# foreword

At The Carter Group, we are in the business of understanding Japanese consumers and the trends that impact them. We use our expertise to illuminate opportunities for our clients, helping them to discover new approaches to product and service development and communications.

One of the most interesting and high-potential consumer segments in Japan is that of those aged 65+, a group that already represents nearly 30% of the total population, and is steadily expanding.

Herein, we've put together a few key points related to this important group of consumers, along with examples of how companies are already succeeding at fulfilling their needs and wants.



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**65+**  
age group  
=  
approx.  
**30%**  
of the total  
population

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# Executive Summary

Japan has the most aged population of any country in the world. Declining birth rates and high life expectancy have resulted in a high and rapidly growing proportion of the population being aged 65+, with projections of 40% by 2050. These developments are proving to be an enormous burden on Japan's economy and society, as dwindling tax revenues and a shortage of healthcare and semi-skilled care workers fail to meet the rising demand for medical and aging care.

Yet Japan's "silver tsunami" crisis also presents an unmistakable opportunity for technological innovation. At the intersection of aging and technology,

so-called Age-Tech products and services solve a variety of needs and challenges faced by those who are aging, and also by those who care for them (whether professional or family caregivers).

Age-Tech encompasses a wide range of solutions, from simple wearables for health tracking to robotic exo-skeletons that aid mobility, to social companionship solutions for aging households, and beyond.

With all this in mind, at The Carter Group we define Age-Tech as technologies and services built to improve the lives and well-being of aging people and their caregivers.





In addition to Japan being the third largest consumer market in the world and the world's largest Aging market, Japanese people aged 65+:

- Enjoy one of the longest lifespans of any country
- Are more physically active for longer (and thus enjoy high quality of life, even while aging); many continue to work well into their 70s
- Engage actively in learning new skills, and with hobbies and sports
- Possess higher purchasing power than their younger counterparts
- Are open-minded in their search for solutions that can help them meet their needs

In addition, on the business-to-business (B2B) side of the equation, governments, hospitals, assisted living and nursing facilities, and other major stakeholders are hungry for innovations to help meet the growing demand for social services.

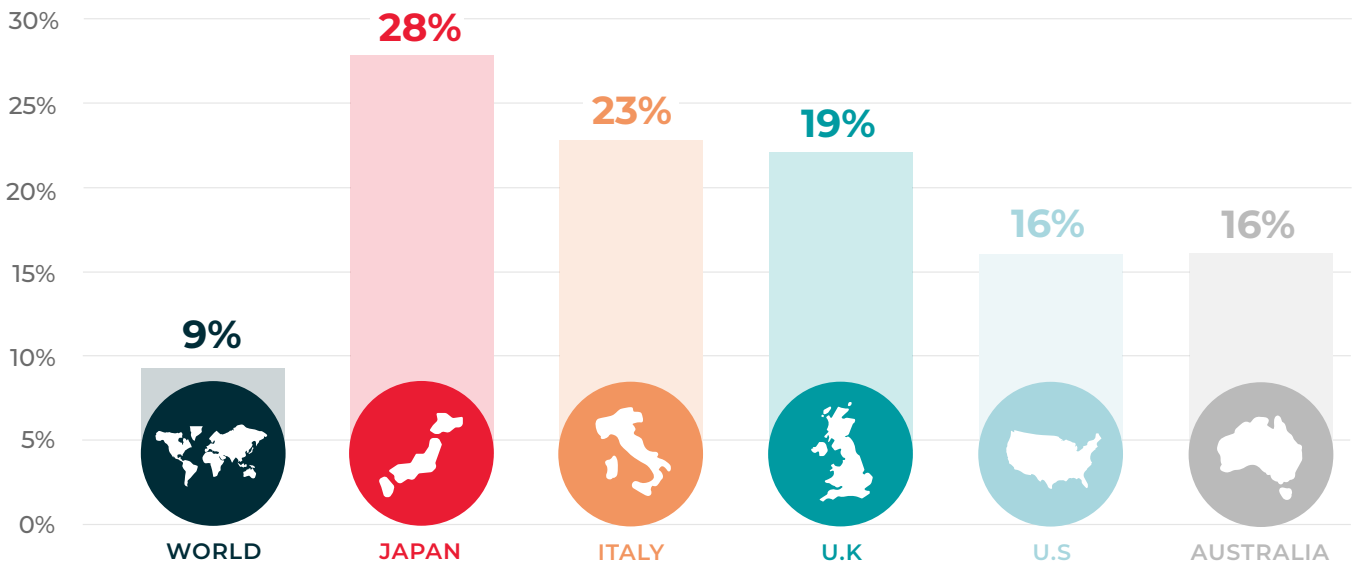
Population aging is not exclusive to Japan. However, as the world's most aged society, it is a crucial testing ground and offers a very favorable environment for global Age-Tech players. In short, Japan is the world's best natural laboratory for Age-Tech development.

This White Paper highlights the huge opportunity for global Age-Tech in Japan, and will hopefully spark engagement with this high potential market.

# The Most Aged Society on Earth

In 2020, those aged 65+ (called “aging population” or “seniors” for the purposes of this White Paper) in Japan represent nearly 30% of the population (some 36 million people and rising!).<sup>1</sup>

Share of Population aged 65+ (2020)

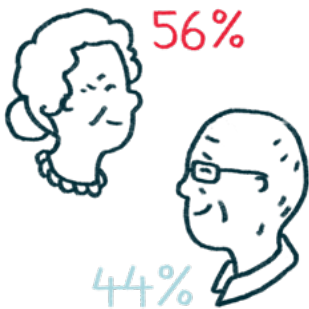
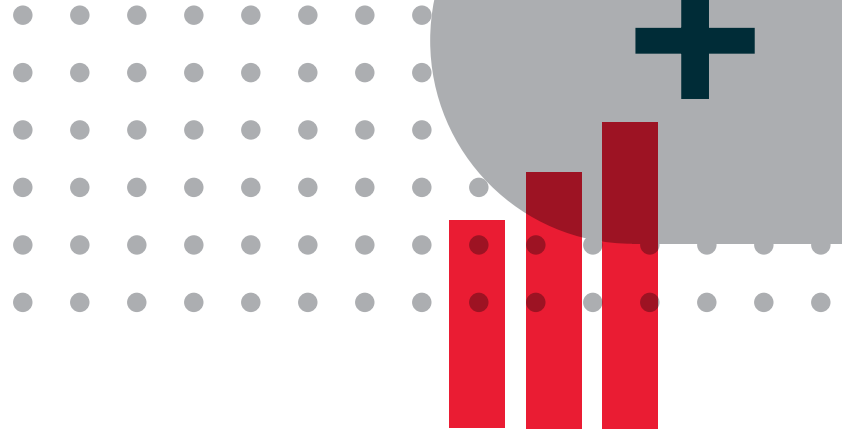


Source: The World Bank



Nearly 30% of the total population and growing

# 30%



Females outnumber males in this group – with **56% female** and **44% male** overall.

When we look at Japan's 65+ population, the total is nearly evenly divided between those who are aged 65~74 and those who are aged 75+ (with approximately 18 million in each group). This includes the oft-mentioned Dankai no Sedai generation (born from 1947~49, and now aged in their early 70s), numbering 9 million and representing 7% of the total population.

There is a constant and growing population flow feeding the aging trend, with two additional cohorts advancing rapidly toward older age - those currently aged 57~71 (called the Shirake, or indifferent generation and representing 25 million, or 20% of the total population), followed by those currently aged 52~56 (called the Bubble generation, since they came of age during Japan's Bubble economy of the late 80s), representing 8.1 million, or just over 6% of the total population.

Japan's 65+ population will continue to expand until at least 2045 and is predicted to increase to 38% of the population by 2050, representing nearly 40 million.

On the heels of the Shirake and Bubble cohorts are the so-called Dankai Junior (the children of the Dankai), currently aged 46~50 (born 1971~1975), and representing 9.8 million, or 8% of the population.

## Low/no birthrate compounds and hastens aging societal challenges

In addition to having one of the highest average life expectancies in the world, Japan's population crisis is worsened by falling fertility rates - 865,234 babies were born in 2019, the lowest on record. This is also a global trend that presents more dramatically in Japan.

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At a national level, population aging leads to higher spending on health, pensions, and aging care, while the income needed to fund such services dwindles as the number of tax-paying adults fall.

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## Living circumstances largely in/at-home due to cultural imperative x low penetration of assisted living/nursing facilities ... creating huge "aging in place" population

Household configuration in Japan has been shifting from multi-generational households to nuclear and single households since way back in the early 60s. Among 52 million total households, half are so-called senior households with one-third being one-person households. This is an important shift, since traditionally there was more of an imperative and structure through which several generations lived in one dwelling, with younger generations caring for older generations as they aged (at home).

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The total number of those eligible for government-subsidized aging care or support numbered 6,670,000 in 2019 (representing approximately 19% of the total aged population - and rising).

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The reality is that many of Japan's aging population live on their own, creating huge demand and potential for Age-Tech that can help them age in their homes safely and for as long as possible.

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Meanwhile, Japan also has a very low percentage of its aging population living in assisted living or nursing facilities (estimated at 700,000 for 2019, or 2% of the population aged 65+).

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# High awareness across generations of need for family caregivers to step in

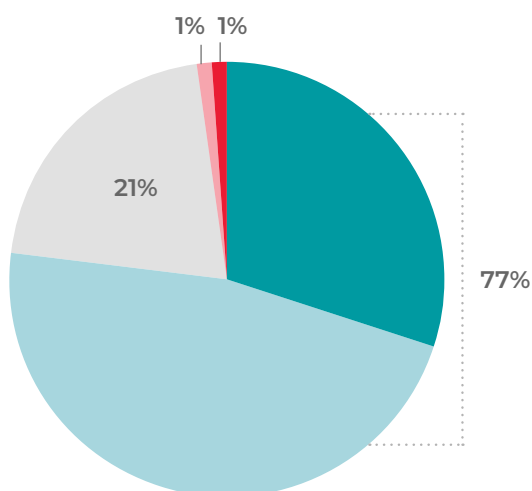
Despite certain reverence for aging (and those who are aged) in Japan, the aging population crisis has become a top priority because of the enormous strain it places on social services and on individual family members.

The impacts have been apparent for quite some time now, and the result is widespread multi-generational acknowledgment that the healthcare

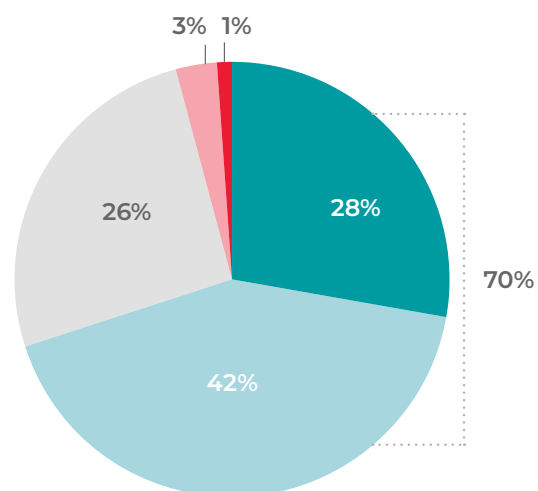
demands of Japan's aging population will outpace already-strained available resources, and that individuals are going to have to pick up the slack.

In The Carter Group's 2021 Consumer Sentiment Survey, even among those aged 16~24 there was wide agreement that "The caregiving we provide as family members to our aging loved ones is an increasingly important need in our society."

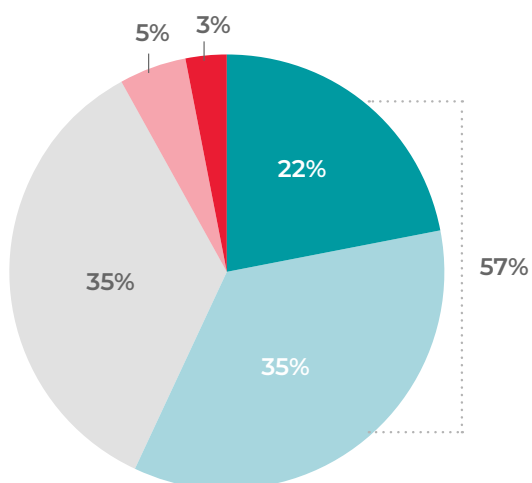
■ Strongly agree   
 ■ Somewhat agree   
 ■ Neither can say   
 ■ Somewhat disagree   
 ■ Strongly disagree



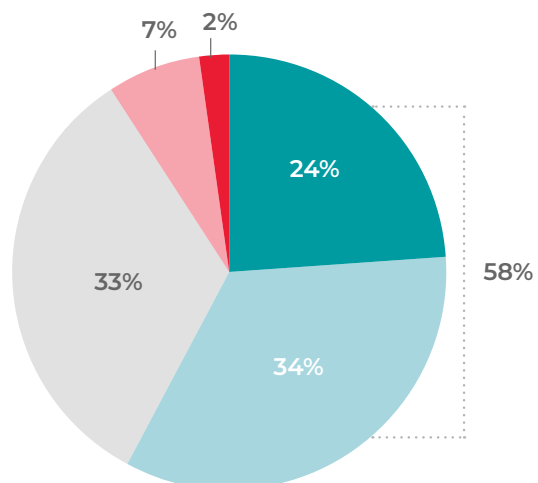
**Dankai Jr.** (aged 47-50)



**Gen. X** (aged 41-56)



**Gen. Y** (aged 25-40)



**Gen. Z** (aged 16-24)

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# OPPORTUNITIES ABOUT

Japan will continue to age well into the next few decades, with no end in sight. Although Age-Tech won't solve the aging population crisis, it can reduce many of its associated negative outcomes – and certainly, Age-Tech can provide a range of solutions to help Japan's aging population to live independently at home safely for as long as practically possible. Governments, service providers, and consumer households are actively seeking ways of reducing costs and labor through technological innovations.

Opportunities abound along the full spectrum of aging and aging support - everything from health-tracking devices that can help slow the progression of lifestyle illnesses (and thereby reduce public and private medical costs) to automation of selected caregiving tasks that alleviate shortages in both family and professional caregivers.



# Market Potential for Age-Tech in Japan

## Japan's aging care business market

(sometimes referred to as silver industry or elderly care market) 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



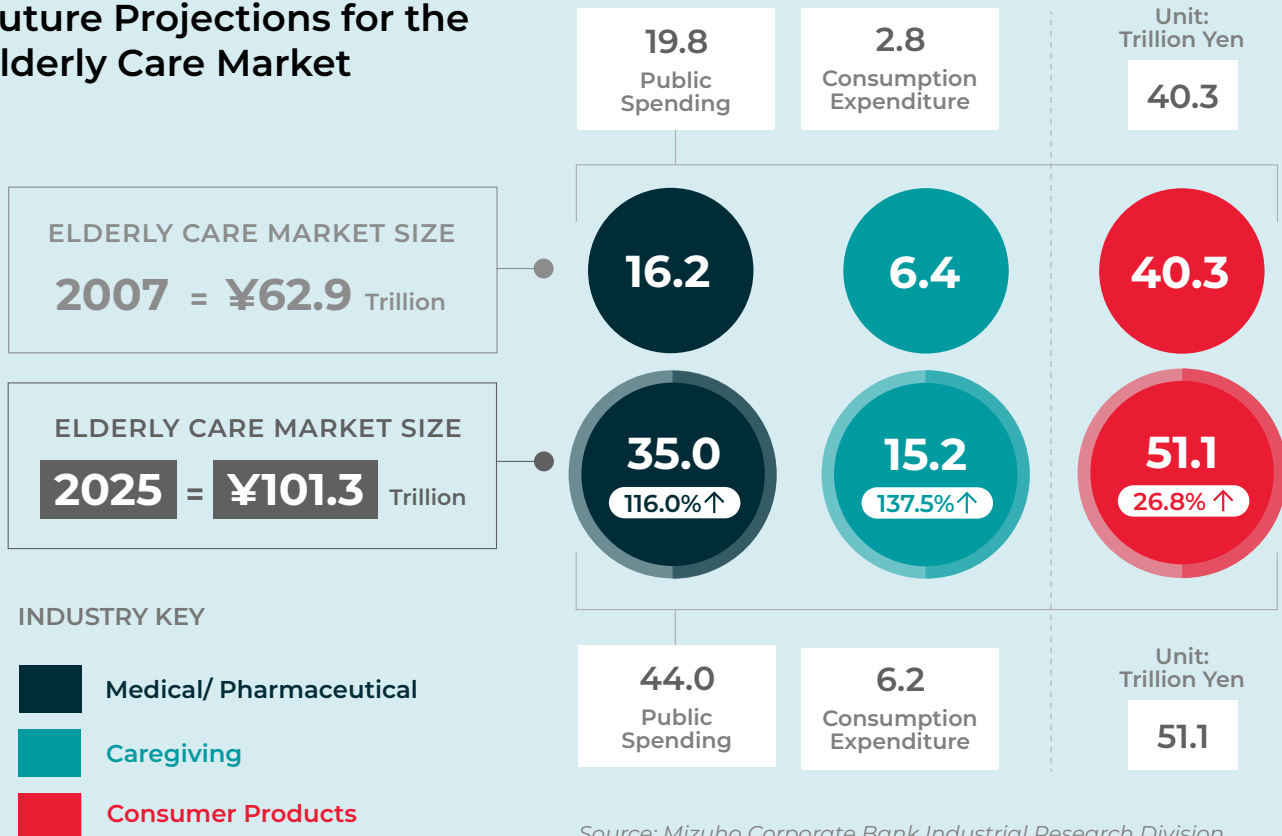
### Consumer Products Industry

Food, fashion, communication, fitness

It includes many products and services eligible for government subsidies under the Japanese national social insurance system (especially those within the Medical/Pharmaceutical and Caregiving industry sectors in the chart below).

The fastest growth is occurring in the Caregiving industry – with growth more than doubling from 2007 to 2025 - from 6.4 trillion yen (\$60.7 billion), to 15.2 trillion yen (\$144 billion).

## Future Projections for the Elderly Care Market



Source: Mizuho Corporate Bank Industrial Research Division

When it comes  
to aging:

# JAPANESE DON'T FIT THE STEREOTYPE

of wheelchairs,  
canes and  
crutches.



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





## Setting the Japanese apart from their aging counterparts around the world is their:

ACTIVITY  
AND QUALITY  
OF LIFE (QOL)

FINANCIAL  
STABILITY

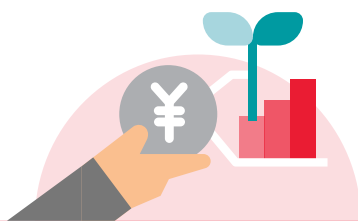
OPEN-  
MINDEDNESS  
TO TECH



ACTIVITY AND QOL  
(longer than in Western countries)

Japanese seniors are quite physically active, participating in regular bi- or tri-weekly exercise, even well into their late 70s and early 80s. Many consciously choose to engage in social activities and hobbies as a means of staying sharp and involved in life and living.

Underlying their proactivity is a strong desire to remain independent for as long as possible, and not to be a burden on their children. Their attitudes toward aging and living well while aging result in better quality of life for both the short- and long-term.



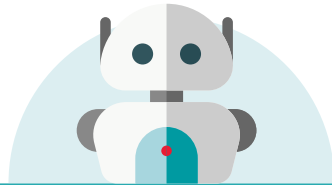
FINANCIAL STABILITY

Another aspect that sets Japan's aging population apart from those elsewhere in the world is their finances. Japanese seniors aged 60+ hold about 60% of the country's \$17 trillion in personal financial assets.

households was ¥10.7 million (US\$ 98,000), but for 60+ households, the average was 1.5 times higher at ¥16.4 million (US\$ 150,000). Moreover, nearly 18% of 60+ households have savings of ¥40 million (US\$ 366,000) or more.

A June 2019 government White Paper on Japan's aging society points out that many senior citizens have substantial retirement savings, and therefore do not have serious financial concerns. In fact, over 70% of those aged 80+ felt secure and without financial concerns. Average savings for all 2+-person

The domestic financial market is still largely behind on innovations to meet the needs of Japan's aging market, given their known reluctance to adopt new technologies.



## OPEN-MINDEDNESS TO TECH

Those who are already caregiving (especially those at the younger end of the 45~75 caregiver spectrum) tend to be the most open-minded to using technology to help ease and improve their daily lives (and the safety and comfort of their care receivers' lives). But even among care receivers (especially those who are still relatively active), there is strong support for the idea of having technology that helps with daily living needs, extends independent living years and creates more quality time with family and friends. Underlying consumer open-mindedness and

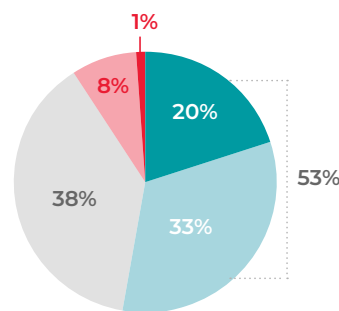
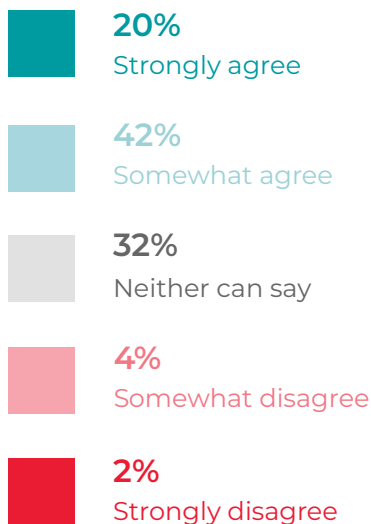
trust in technological solutions is Japan's longtime leadership role in robotics R&D and adoption. In addition to years of utilization in the manufacturing sector, the use of robot helpers have begun to appear in the areas of medical and aging care. Just in the past two years, three prefectural governments (Iwate, Kanagawa, and Kyoto) have begun subsidizing the implementation of robots in nursing facilities to alleviate the shortage in care workers. Today, the market for care robots is among the fastest growing areas in the Age-Tech business.

There is an absolute assumption among a wide range of stakeholders - including aging consumers - that robotics and new technologies will play a critical role in addressing the shortage of both professional and family caregivers.

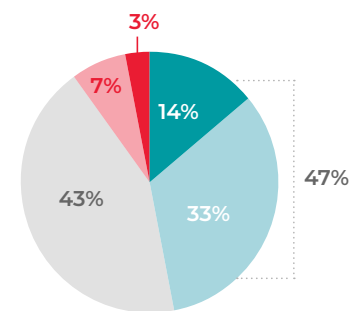
This translates into high permission across generations for adoption of new technologies, robotics and digital services, with approximately half (regardless of age) claiming open-ness to "utilizing new technologies" in The Carter Group's recent survey.

The Carter Group's recent survey showed that **62% agreed** that "Society will become **more open to robotics** and advanced technology to cover the lack of future caregivers in Japan."

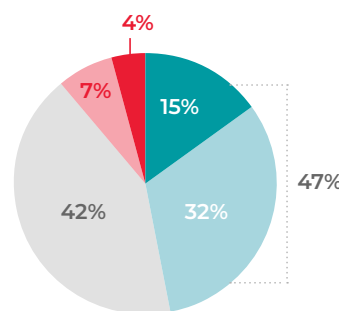
"I am very open to utilizing new technologies such as robotics and enhanced digital services as I age"



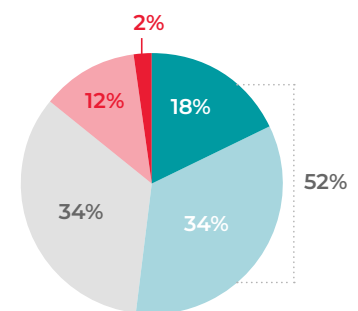
Dankai Jr. (aged 47-50)



Gen. X (aged 41-56)



Gen. Y (aged 25-40)



Gen. Z (aged 16-24)

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

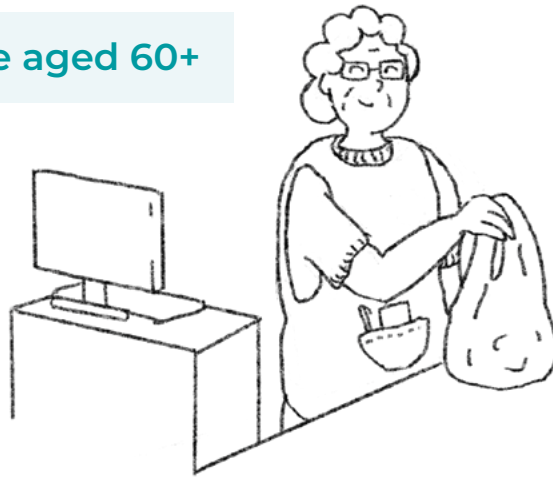
THE GOVERNMENT THEREFORE BELIEVES THAT TECHNOLOGICAL ADVANCEMENT AND AN AGING SOCIETY CAN MUTUALLY BENEFIT ONE ANOTHER. ”

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

Among those aged 60+

**58%**

ARE WORKING or engaged in activity



**59%**

WANT TO WORK past the standard retirement pension age of 65



Among those aged 65-69

**47%**

HAVE INCOME-EARNING JOBS (double the OECD average)

Among those aged 70-74

**40%**

HAVE INCOME-EARNING JOBS



**81%**

are interested in TAKING COURSES & LEARNING NEW SKILLS (hobbies, health, sports)



Even among those aged 70-74

**63%**

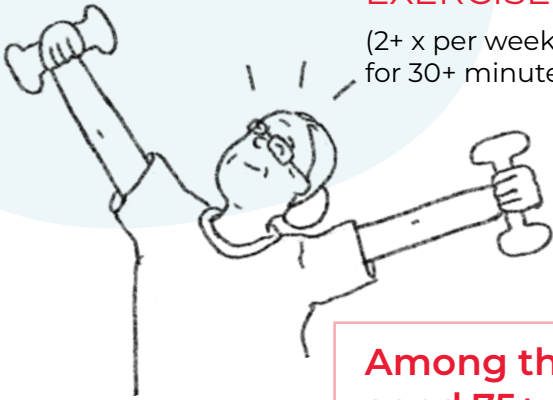
ARE INTERESTED in learning new skills



## Among those aged 65-74

**39%**

engage in  
**REGULAR  
PHYSICAL  
EXERCISE**  
(2+ x per week,  
for 30+ minutes)



**Among those  
aged 75+**

**41%**

engage in  
**REGULAR  
PHYSICAL  
EXERCISE**

## World's "longest living" life spans

**81** years old  
**MALES**

**87** years old  
**FEMALES**

AVERAGE

**84**

years old

## More than half want to live on their own

independently for  
as long as possible  
without being a  
burden on their  
families



## TECH-SAVVY-NESS IS ON THE RISE

**Among those  
aged 60-69**

**77%**

USE THE  
INTERNET



**5.93** million

one-person elderly  
households (private  
households with  
household members  
aged **65 years old** and  
over), or **11.1%** of total  
private households

**Among those  
aged 70-79**

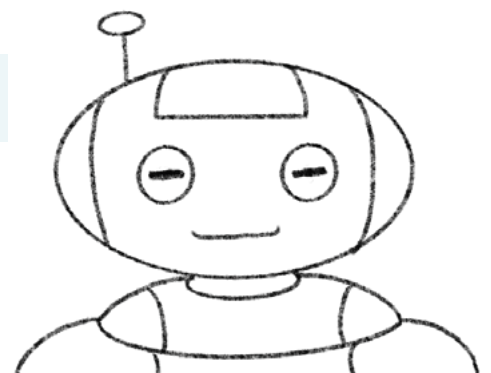
**51%**

USE THE  
INTERNET

**57%** of those aged 65+ access  
the Internet at least 1x per day;  
**76%** at least 1x per week

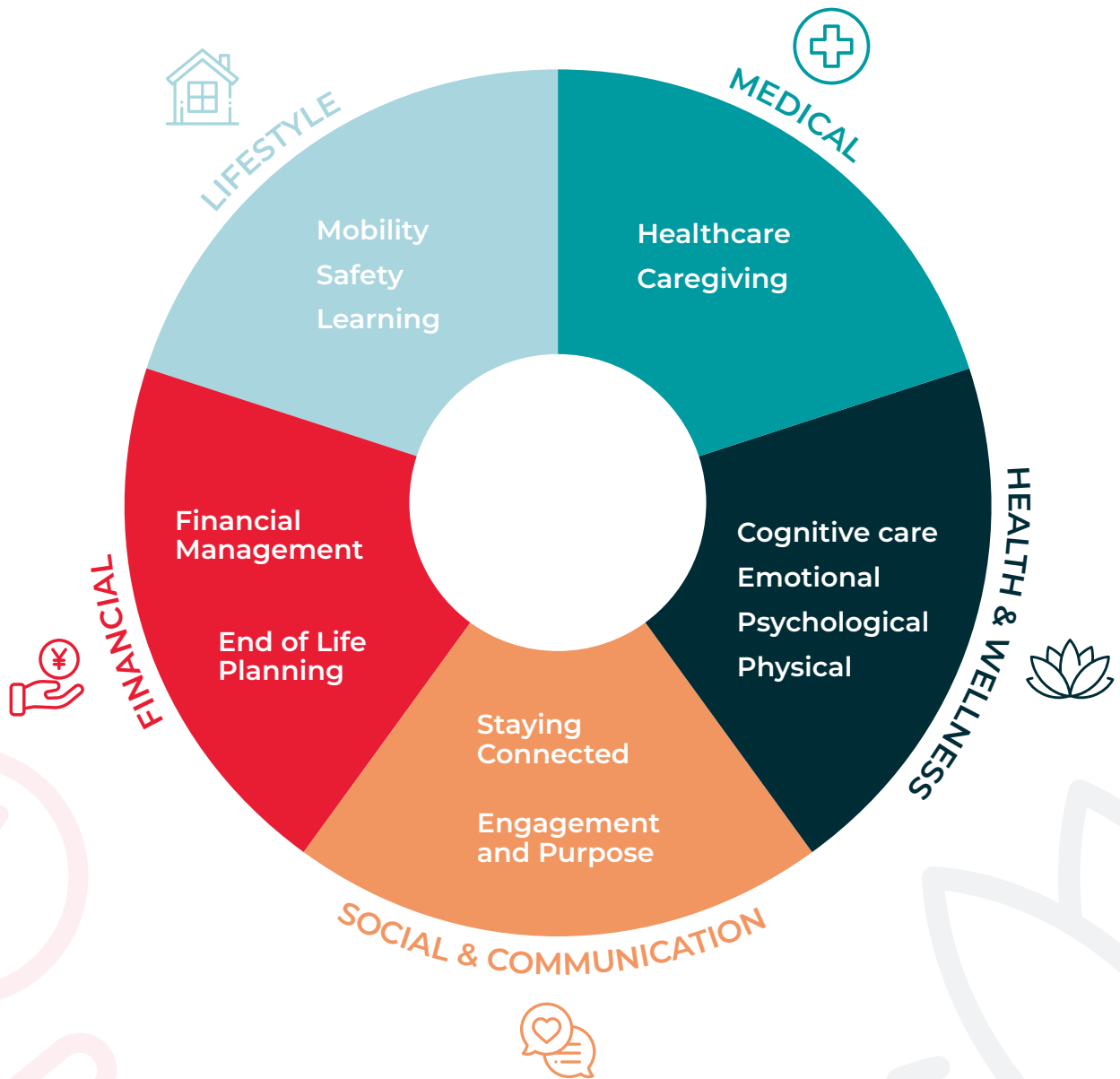
## Open minded to tech

Internet, digital device  
usage, and even robotics





## The Needs Landscape



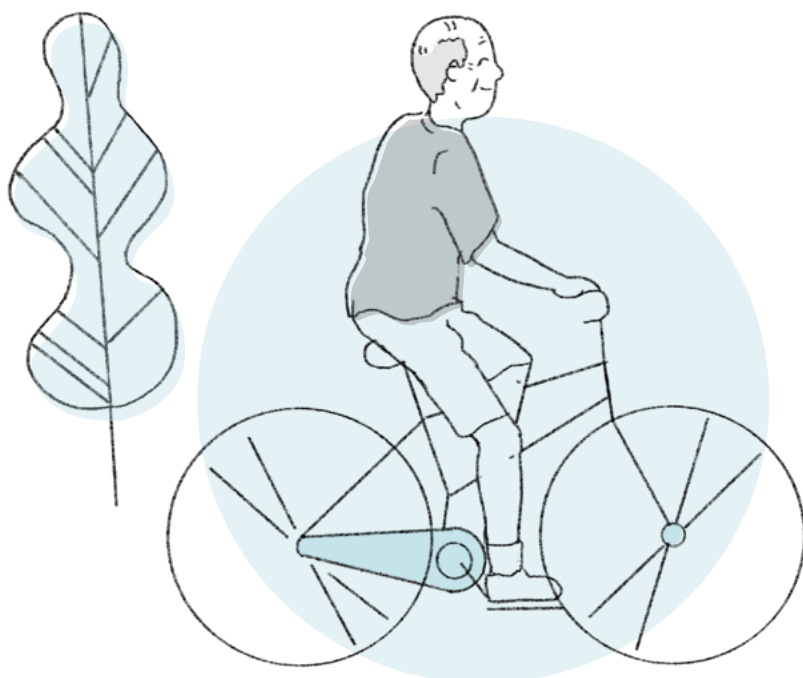
# Age-Tech Needs DCode\*

Age-tech needs in Japan can be divided broadly into five areas: **Lifestyle, Medical, Health & Wellness, Social & Communication, and Financial.**



## LIFESTYLE

Level of independence is an important factor to consider when developing and marketing Age-Tech solutions. Japan's aging market is represented by a wide range of consumers – from those who are completely mobile and healthy (and taking actions to remain that way) to those who are experiencing mobility problems and chronic health conditions that require a range of care and support (up to and including 24/7 care).



### Mobility

The mobility sub-sector of Age-Tech includes everything from transportation vehicles and in-home walking support to sensory aids that facilitate engaging with the world and staying as active as practically possible.

### Safety

Many aging consumers and their families acknowledge the risk of falling or experiencing some other mishap and not being able to get help. Any technology that can provide peace of mind and real support to ensure their safety will be welcomed.

### Learning

One of the ways in which aging Japanese continue to stay active is through education. Universities and other educational institutions have been offering lifelong learning programs and classes on a variety of subjects, allowing seniors pursue hobbies and acquire new skills with the aid of technology.

\*DCode™ is The Carter Group's proprietary needs territory mapping tool used for deep exploration with consumers.



# MEDICAL



As people age, their medical needs tend to become greater. In Japan, ballooning medical expenses are a cause of concern for both individuals and taxpayers, and new innovations will play a crucial role in improving prevention, early detection, diagnosis, and treatment.

to that of the United States and other OECD member countries – in part due to the overall good health of the Japanese.

- Aside from B2B work with solutions for both the public and private hospital systems, there are opportunities with online health management and telehealth technologies, and even retail and small clinic offerings.

## Healthcare

- Since 1961, Japan has had a Health Insurance (NHI) system, with medical care for all citizens. In 2000, a mandatory long-term care insurance system was established to address aging population needs; it is known as one of the most generous and comprehensive programs in the world.
- Long-term care insurance applies when a person requires nursing care (including in-home and community-based care) and encompasses a wide range of services for seniors who require assistance in performing basic activities in their daily lives.
- Although the cost of healthcare is rising, healthcare expenditure in Japan is relatively low compared

## Caregiving/ Care Coordination

- Japan's care for its aging elderly is traditionally a family affair, with much of the responsibility for care falling on family members.
- The challenging labor shortage in the nursing profession (at formal healthcare institutions) is also felt by non-professional caregivers (family members) when they search for support to help with their at-home caregiving responsibilities.
- Solutions that will ease the pressure on both institutions AND individuals are welcomed, everything from new-style living communities (with built-in medical services and other amenities) to caregiver-targeted products and services: anything that saves time, simplifies routines, and adds peace of mind for the caregiver.



# HEALTH & WELLNESS

As the most aged society in the world, Japanese people have for the most part become very practical and well informed about aging. Most proactively strive to maintain their health by staying active both mentally and physically, with the result that true quality of life is extended.

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## Cognitive

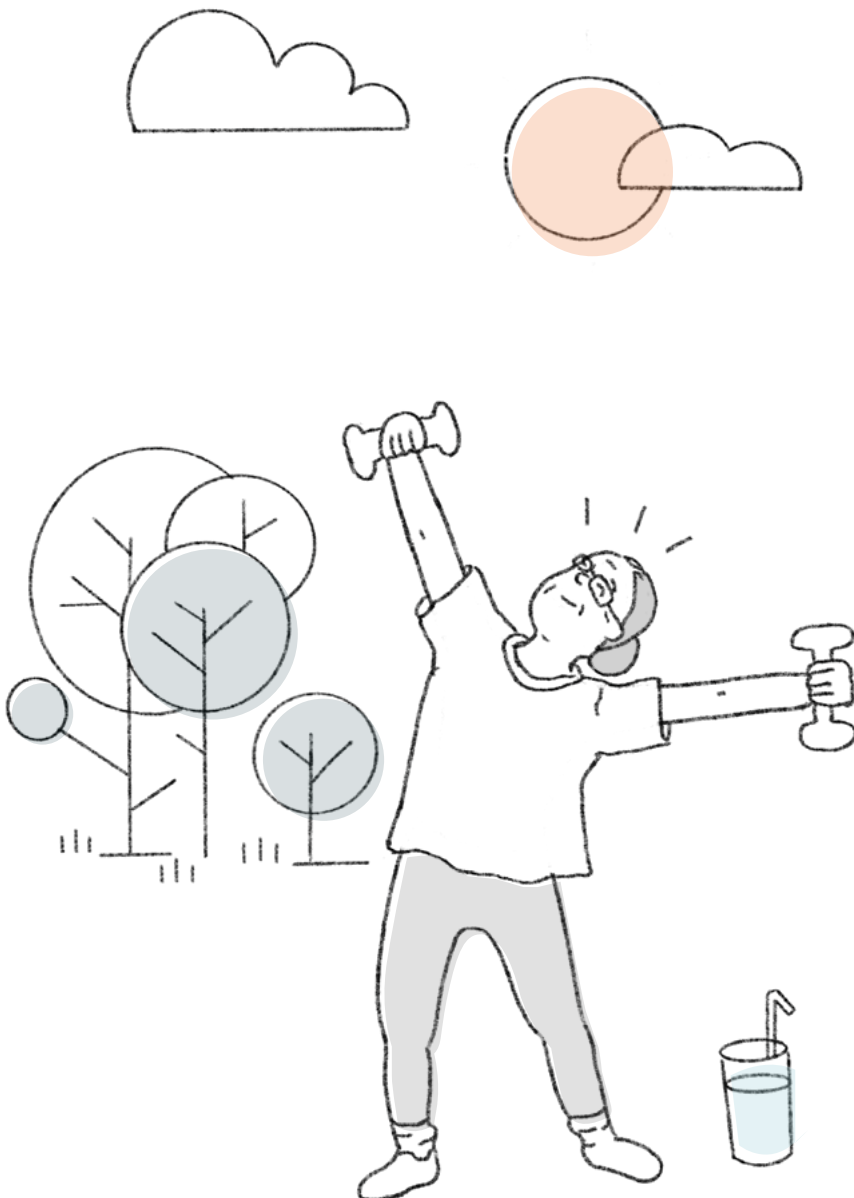
The growing incidence of dementia and accompanying growing demand for social services are some of the greatest challenges facing Japanese society today. Solutions that help delay and potentially reverse cognitive decline will play a vital role in preserving the quality of life of senior citizens.

## Emotional & Psychological

Japan is experiencing a social awareness awakening regarding anxiety and depression among its aging population. The prolonged periods of self-confinement and isolation under Covid-19 have exacerbated already existing problems, and demand for devices that provide connectivity, emotional support, and wellness is higher than ever.

## Physical

Aging leads to a wide range of changes concerning physiological needs, such as food intake and sleeping patterns. Solutions that support the specific physiological needs and preferences of the elderly are needed to meet the growing challenges.







# SOCIAL & COMMUNICATION

As an expansion on Health & Wellness, there is widespread acknowledgement in Japanese culture that staying active socially has a positive impact on those who are aging.

## Staying connected

Mobility restrictions and other limitations mean that Japanese seniors often deal with loneliness and isolation. Telecommunications are a familiar way of staying in touch with family and friends, and Age-Tech has a role to play in providing accessible, user-friendly interfaces with digital technologies.

## Engagement and purpose

Much has been written recently about the importance of *ikigai* (or *purpose for living*) in contributing to a healthy and happy aging experience. Age-Tech that makes communicating and staying in touch easy, fun, and a regular part of daily life can help.





# FINANCIAL

Despite the affluence among Japan's aging population, the financial options and solutions available tend to be rather limited by Western standards. As the proportion of aging customers continues to rise, banks and financial institutions are increasingly on the lookout for new solutions to meet their needs.

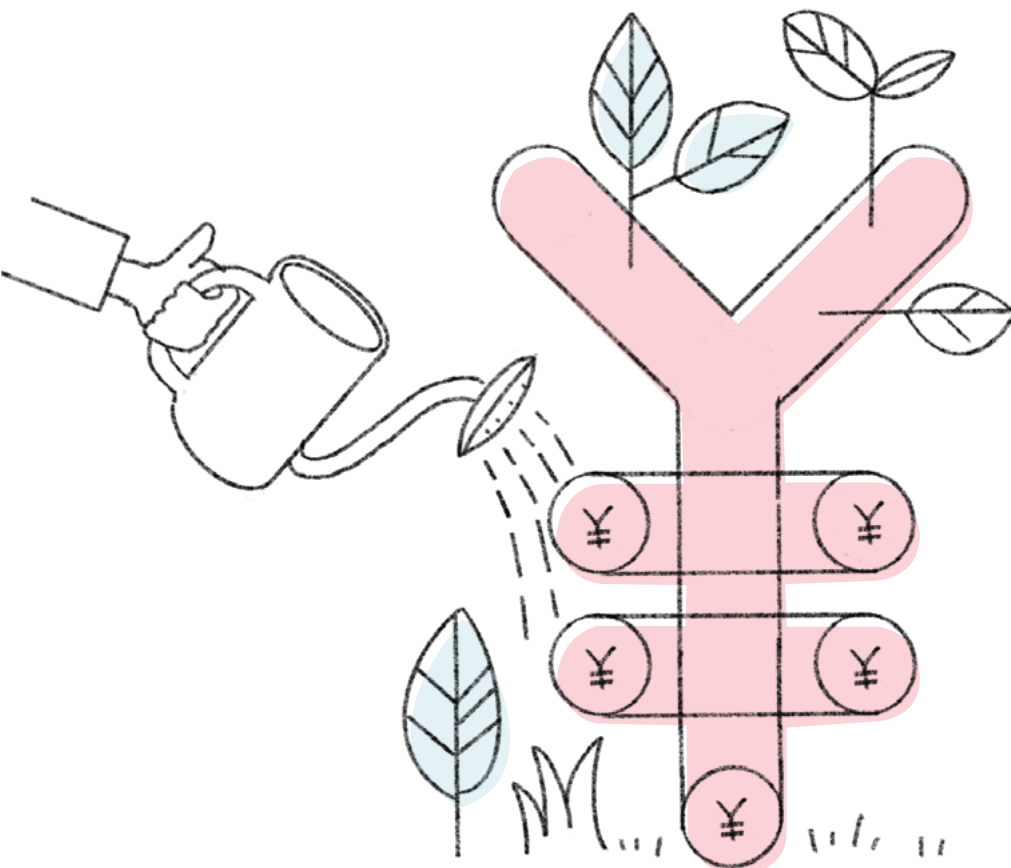
There are ample opportunities for global Age-Tech companies to innovate in this market segment – with everything from financial management and online banking tools, to new types of savings and investment instruments, to estate planning and beyond.

## Financial Management

Seniors, both working and retired, require a variety of services to organize their finances, including management of personal assets, pension and retirement funds, and *shukatsu* (end-of-life planning). Tech companies help streamline these complex processes.





## End-of-life Planning

Awareness of the need to have one's affairs in order is relatively high, with open discussion for 30+ years. Back in 1991, a popular Ending Note concept encouraged those of a certain age to consolidate their important records and messages, before it's too late. The term was made popular again starting in 2010, when there was a renewed emphasis on the practice of *shukatsu*.



# Let's meet some of the different types of Caregivers and Care Receivers

There is quite a range of different consumer types represented across the aging population, starting with their roles as caregiver or care receiver. Within these two broad classifications, there are a number of critical factors impacting attitudes and daily needs, and contributing to the formation of different demographic and psychographic sub-groups. Here we outline a few of the most prevalent consumer types to provide a glimpse into how the many variables related to aging come into play when speaking with real consumers in relation to their needs.

				
<b>LIFESTYLE</b>	<b>MEDICAL</b>	<b>HEALTH &amp; WELLNESS</b>	<b>SOCIAL &amp; COMMUNICATION</b>	<b>FINANCIAL</b>
Mobility Safety Learning	Healthcare Caregiving	Cognitive care Emotional Psychological Physical	Staying Connected Engagement and Purpose	Financial Management End of Life Planning



NEED: **LIFESTYLE** | Mobility, Safety, Learning



Ohno-san

## The Resigned Caregiver

Early 50s

Single, no child(ren)

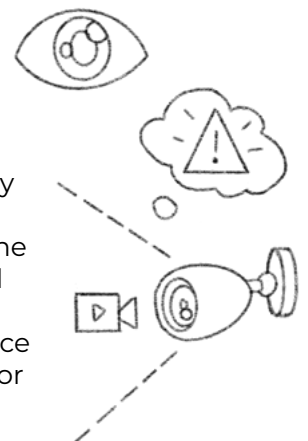
Care receiver: His 80-year-old father

Ohno-san supports with all household chores, grocery shopping and driving, while working full-time as a salary man



As his father is stubborn and doesn't trust 'strangers' or want to be perceived as being helpless by others, Ohno-san can't fully rely on external support with caregiving tasks

His father suffers from glaucoma, which makes it harder to see and easier for him to trip over things. Thus, Ohno-san is constantly worried about his father's safety and wellbeing while he is away and wishes to install a monitoring system in his home, so he can have a peace of mind while he is at work or is away travelling





NEED: **MEDICAL**

Healthcare, Caregiving



Suzuki-san

## The Dutiful Caregiver

Early 60s

Married, children & grandchildren

Care receiver: Her 90-year-old mother-in-law, classified for care level 2



Suzuki-san is a full-time housewife, and expected to provide daily support for her mother-in-law, who lives together with her father-in-law

Suzuki-san feels sometimes overwhelmed and left alone with the range of caregiving tasks that she takes on as her duty by sacrificing time for herself



She would love to have a robot or technology help her with caregiving efforts, particularly with supporting her mother-in-law with bathing and toileting, as it is both emotionally and physically draining



NEED: **HEALTH & WELLNESS**

Cognitive care, Emotional, Psychological, Physical



Sato-san

## The Tech-Embracing Care Receiver

Mid 70s

Married, children & grandchildren

Caregiver: His wife and oldest son



Sato-san is retired but still works as an advisor to his previous company and enjoys actively socializing with ex-colleagues and his family

His goal is to stay mentally and physically active as long as possible to enjoy a quiet and independent retirement life with his wife. Due to chronic back pain, he faces difficulty in doing most household chores or lifting heavy items and relies on his wife's support



He acknowledges the benefits of utilizing technology- especially when it helps delaying dementia. Therefore, Sakamoto-san is open to incorporating new technologies into his life once his physical and cognitive abilities start deteriorating







Sakamoto-san

### The Socially-Active Care Receiver

Late 60s

Caregiver: Her daughter

Married, 3 children and grandchildren



Sakamoto-san is a social butterfly, initiating activities in her elderly community, joining morning exercise classes, and Zoom chats with her friends

While she struggles with keeping her balance and a decrease in her muscle strength, she feels reluctant to ask her children for help, as she does not want to burden them or be seen as being "old" and wants to retain her independence



She would love to have a robot companion that could sing and dance with her, listen to her worries, and be a general talking partner to prevent dementia



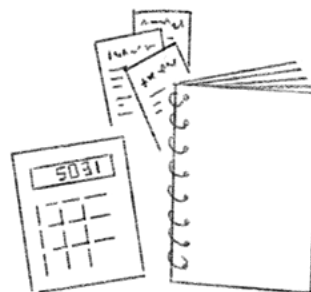
Tanaka-san

### The Safety-Seeking Care Receiver

Early 80s

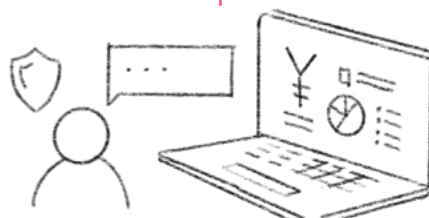
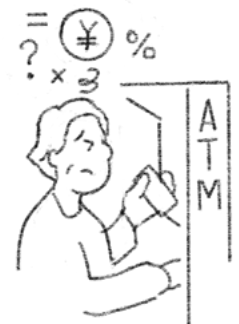
Married, one child

Caregiver: Her son



Tanaka-san is the financial manager of her household and takes care of the bookkeeping ever since she got married

However, in recent years her cognitive abilities are deteriorating, and she struggles to make financial transactions, including withdrawing deposits and visiting bank counters, leaving her worried to make payments for medical and care services on time. One of her friends became the victim of a financial scam, which scared her as well



Tanaka-san wishes she could receive trusted assistance to protect her rights and help her manage her assets safely

# Examples of Products and Services already Enjoying Success

Opportunities abound, regardless of needs area. While both domestic and foreign products and services can be found addressing each of the five needs, it is early days in terms of exploring the white spaces and innovating solutions to meet the full spectrum of needs (and combinations of needs) represented.



LIFESTYLE

## GBER



GBER is an online job matching platform aimed at promoting the social participation of the elderly, by matching individuals to local jobs based on their skills, schedules, location.  
<http://gber.jp/>

## Atto



Atto is a next-generation, light-weight mobility scooter from Israel that can be converted to a trolley and be split into two components so they can easily be carried up staircases.  
<https://movinglife.com/>

## RehaVR



RehavR is an initiative by silver Inc. to provide lower limb training for the elderly. It combines the usage of a VR head mount and foot pedals that enable the elderly to enjoy activities (such as taking a walk or going on a trip) that can motivate them to regain an active lifestyle through daily rehabilitation.  
<https://rehavr.com>

## Udemy

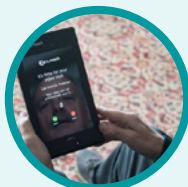


Udemy is one of a number of websites from the US that offer paid online courses on a variety of topics, catering to both working and retired seniors. Another platform available in Japan: JMOOC is an online educational platform that offers free classes from universities across Japan.  
<https://www.udemy.com/>



MEDICAL

## Care Coach



Care Coach is a platform from California that helps users remotely access clinical and psychosocial support through a friendly virtual avatar.  
<https://www.care.coach/>

## SOWAN



SOWAN by tmsuk is an autonomous care robot that can perform patrols and rush to emergencies in nursing homes. Robots such as these will become integral to services where it is becoming increasingly difficult to hire professional carers to be onsite for 24 hours.  
<https://www.tmsuk.co.jp/en/news/359/>

## HAL



HAL by Cyberdyne is a highly advanced robotic exoskeleton that helps people perform basic physical functions by detecting skin-borne brain signals. The device is already in use at over 60 hospitals and rehabilitation centers across Japan. The market for powered exoskeletons has seen unparalleled growth in recent years, expanding by a whopping 90% in just one year to a 3.7 billion yen (\$35 million) industry in 2020.  
<https://www.cyberdyne.jp>



# HEALTH & WELLNESS

## LookBack



LookBack is a digital therapy platform from the United Kingdom with proven clinical outcomes, using VR to stimulate the brain by allowing them to revisit any location in the world from the past. <https://www.virtue.io/lookback/>

## Konnect



Konnect is a webcam module from the United Kingdom that attaches to the TV, allowing for users to instantly connect with family, friends, carers, and medical professionals without using a separate device. <https://www.kraydel.com/how-konnect-works/>

## Aiyu Shower Machine



The Aiyu Shower Machine is specially designed to accommodate those who are aging and experiencing less flexibility and balance. Aiyu Shower provides a comfortable and safe bathing experience, with ease of use via semi-automatic settings. <https://www.tuvie.com/aiyu-shower-machine-assists-elderly-people-to-take-a-bath-easier/>

Another platform available in Japan: Leber is an app that allows users to directly consult with doctors 24 hours, 365 days a year, with over 280 registered doctors on the platform <https://www.leber.jp/nursing/>



# SOCIAL & COMMUNICATION

## Popit



Popit is a gadget from Finland that keeps track of pill intake, alerting users via their smartphone if they forget to take their daily dosage. Patients with dementia are especially at risk of worsening their prognosis from forgetting to take the necessary medication that delays cognitive decline. <https://popit.io/>

## Brain Training



Dr Kawashima's Brain Training for Nintendo Switch is the fifth installment in the successful Brain Age franchise by Nintendo. The product is a collection of mini games and puzzles designed to stimulate one's mental processes and ward off the impacts of aging on the brain. In Japan, already possessing highest prevalence of dementia within the OECD (The World Alzheimer Report 2015), growing emphasis is placed on apps and devices that provide 'brain training' to help prevent cognitive decline. [https://www.nintendolife.com/reviews/nintendo-switch/dr-kawashimas\\_brain\\_training\\_for\\_nintendo\\_switch](https://www.nintendolife.com/reviews/nintendo-switch/dr-kawashimas_brain_training_for_nintendo_switch)

## Paro



PARO by AIST (a leading Japanese industrial automation pioneer) is a therapeutic robot baby seal, certified by the Guinness World Record as the "World's Most Therapeutic Robot". It reacts to touch, speed, voice and light, encouraging socialization between patients and their caregivers. There are about 5,000 in use globally, out of which about 3,000 are in Japan. <http://www.parorobots.com/>

## MUFJ



"Tsukaete Anshin" by Mitsubishi UFJ Trust and Banking Corporation is a financial service that allows families of the elderly to monitor the latter's finances through an app, and to act as a proxy to request a transfer of funds by taking a photo of a receipt with a smartphone. All parties receive instant notifications through the app or by email of when money is spent. [https://www.mufj.jp/dam/csr/report/2020/en\\_02.pdf](https://www.mufj.jp/dam/csr/report/2020/en_02.pdf)

## Everplans



Everplans is an American company that provides users with a simple, centralized platform to organize their insurance plans, investments, taxes, and so on. NTT Data released a new platform called "My Pallette" that allows family members to easily monitor/watch over their loved ones's bank accounts through an app on their smartphones, sending notifications when there is a deposit or withdrawal from the bank account. <https://www.everplans.com/>



# FINANCIAL

The table below illustrates how many of the currently offered solutions bridge two or more of the needs categories – an important point to keep in mind when developing new products and services.

	 LIFESTYLE	 MEDICAL	 HEALTH & WELLNESS	 SOCIAL & COMMUNICATION	 FINANCIAL
Atto					
Everplans					
<input checked="" type="checkbox"/> GBER					
<input checked="" type="checkbox"/> HAL					
<input checked="" type="checkbox"/> MUFJ					
Popit					
<input checked="" type="checkbox"/> Sowan					
Udemy					
<input checked="" type="checkbox"/> Aiyu Shower Machine					
Care Coach					
Konnect					
LookBack					
<input checked="" type="checkbox"/> Paro					
<input checked="" type="checkbox"/> RehaVR					
<input checked="" type="checkbox"/> Leber					
<input checked="" type="checkbox"/> Nintendo Brain Training					

There clearly is enormous potential for Global Age-Tech in the Japanese aging care business market. Beyond helping those suffering with physical or cognitive challenges (and their caregivers), there are endless possibilities for utilizing new technologies to help seniors go about enjoying their daily lives and engaging in a variety of activities. The market is highly segmented with many different types and levels of needs represented. In short, there is no 'one-size-fits-all' approach.

# Final Thoughts:

## How we can help at The Carter Group

Age-Tech products and services will see explosive and continued growth over the coming decades as the impacts of the aging population continue to make themselves evident.

With a clear understanding of the segmented, diversified nature of the aging care business market, companies will be able to provide innovative solutions to:

Seniors who continue to be active and wish to maintain their independence, aging in place

Seniors requiring various levels of care and daily support (regardless of where they may live)

Younger-aged family members who support their aging parents and grandparents

**The opportunities are virtually unlimited for global Age-Tech companies wishing to explore and expand in Japan.**

At The Carter Group, we utilize a human-centric, design thinking process to allow you to realize your opportunities in Japan – and to reduce the risks associated with launching new ideas by:

1. Appraising your business opportunity through foundational market and category analysis, incorporating a deep understanding of cultural context
2. Developing your optimal product strategy based on:
  - *Exploration*: To gain deep customer empathy of unmet needs, problems and preferences
  - *Ideation*: To generate potential solutions that are revolutionary, not just incremental
  - *Experimentation*: To develop, test and optimize product and service prototypes in close co-creation with your potential customers

3. Informing and refining your implementation strategy by identifying the most promising route to market

We guide you to establishing trust, turning your differences to your advantage, and to resetting the agenda in your area of Age-Tech, allowing you to truly improve the lives of Japan's aging population.

**We welcome discussing the opportunities that await - and to helping you find the best way forward for your success in Japan.**



# We guide global businesses to success in Japan

CarterJMRN is a Japan-based market research agency guiding leading brands through the journey of unmasking and engaging with the needs, desires and opinions of the Japanese people. Our qualitative and quantitative experts employ UX, survey, focus group and other methodologies, coupled with a deep understanding of cultural nuances and emerging trends for insights that power excellence in human-centered decisions for bigger business impact.



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