

101 ideas and innovations on the Mature Market 2005



To understand the 50 plus market

Senior Strategic . theMatureMarket.com

101

*innovations
to develop
on the
50+ Market*



theMatureMarket.com

101 ideas and innovations on the Mature Market Version 2005

Examples around the World

Some countries in the world are becoming real laboratories for the Mature Market. We often think about Japan, which has the oldest population in the world. In this country, the demographic situation induced companies to develop products and services dedicated to the 50-plus group.

On other continents, innovations on the Seniors market bloom. Some might seem fancy, but some others provide a real value added and meet a demand from Baby-boomers, Seniors, and Older Persons.

In its first part, this document reports progress on population ageing in the World. In a second part, it presents 101 ideas of products and services currently under development in several different countries. Each innovation is introduced with a full description and examples, accompanied by the opinion of a mature market expert from the concerned country.

Expert's opinion

Expert's opinion answers questions like: Where is the product marketed? What are the results known? Who is the service dedicated to? Who develops it? What needs does it meet? ...

In all of the fields of activity

Ideas are sorted out by field of activity: tourism, bank and insurance, leisure, health, automotive, gold age, IT, Medias, mass consumption, trade, beauty and cosmetics, fitness, interior arrangement, etc.

**Demandez un extrait du document
au 33 (0) 1 46 36 53 27
ou par mail : info@SeniorStrategic.com**

**101
innovations
to develop
on the
50+ Market**



theMatureMarket.com

**101 ideas and innovations on the
Mature Market
Version 2005**

About the editor : Senior Strategic

Senior Strategic is a Worldwide Network of independent market report and communication agencies that specializes in Seniors Market. Currently present in 24 countries, Senior Strategic is partner of the FIAPA (International Federation of Old Persons Associations) that gathers 48 countries.

A network of 170 experts of "Ageing" are set up in different Scientific Councils: sociologists, ergonomists, gerontologists, psychologists, economists, marketing and communication specialists work together in order to be at the hearth of the latest researches, and to answer questions that worry companies.

Senior Strategic Worldwide Headquarters:
22 rue Docteur Greffier, F-38000 Grenoble, France
Phone Number: 33 (0) 1 46 36 53 27
E-mail: info@seniorstrategic.com

Limited Edition Document

Only 100 copies of this document are available.
Book today your copy of "101 ideas and innovations on the Mature Market" at the unique price of 590 euros.

**Demandez un exemple d'innovation
au 33 (0) 1 46 36 53 27
ou par mail : info@SeniorStrategic.com**

Order to return

By electronic mail: info@seniorstrategic.com

By mail: Senior Strategic 22 rue Docteur Greffier, 38000 Grenoble, France

By fax: 00 33 476 324 909

First Name:

Last Name:

Job Title:

Company:

Shipping address:

.....

.....

.....

Invoicing address (if different from above):

.....

.....

.....

Phone number:

Valid e-mail address:

I would like to order....copies of the document "101 ideas and innovations on the Mature Market"

Unit Price : 590 euros including transport fees and currency conversion.
(Pour la France ajouter la TVA—19,6%)

Payment terms: 100% on order confirmation, payable by bank transfer to Credit Mutuel as follows

Bank Name : Credit Mutuel - BIC : CMCIFR2A			
Bank Address : 8 avenue L&J Tardy 38500 Voiron FRANCE			
IBAN Code : FR76 15899 08932 00067639501 67			
Bank Code	Counter Code	Account N°	Key
15899	08932	00067639501	67

Date:

Signature:

Company's stamp:

For any further information please contact Senior Strategic by phone 00 33 146 365 327 or by email: info@SeniorStrategic.com