

MARKET OPPORTUNITIES IN CHINA'S SENIOR CARE



The UN predicts that China's population over 60 will reach **438 million by 2050**, or 1 out of every 3 Chinese.

\$1.54T 

According to PwC, Chinese people will spend over **10 trillion yuan** (\$1.54 trillion) from 2016 to 2020 on senior care, increasing 17% per year.



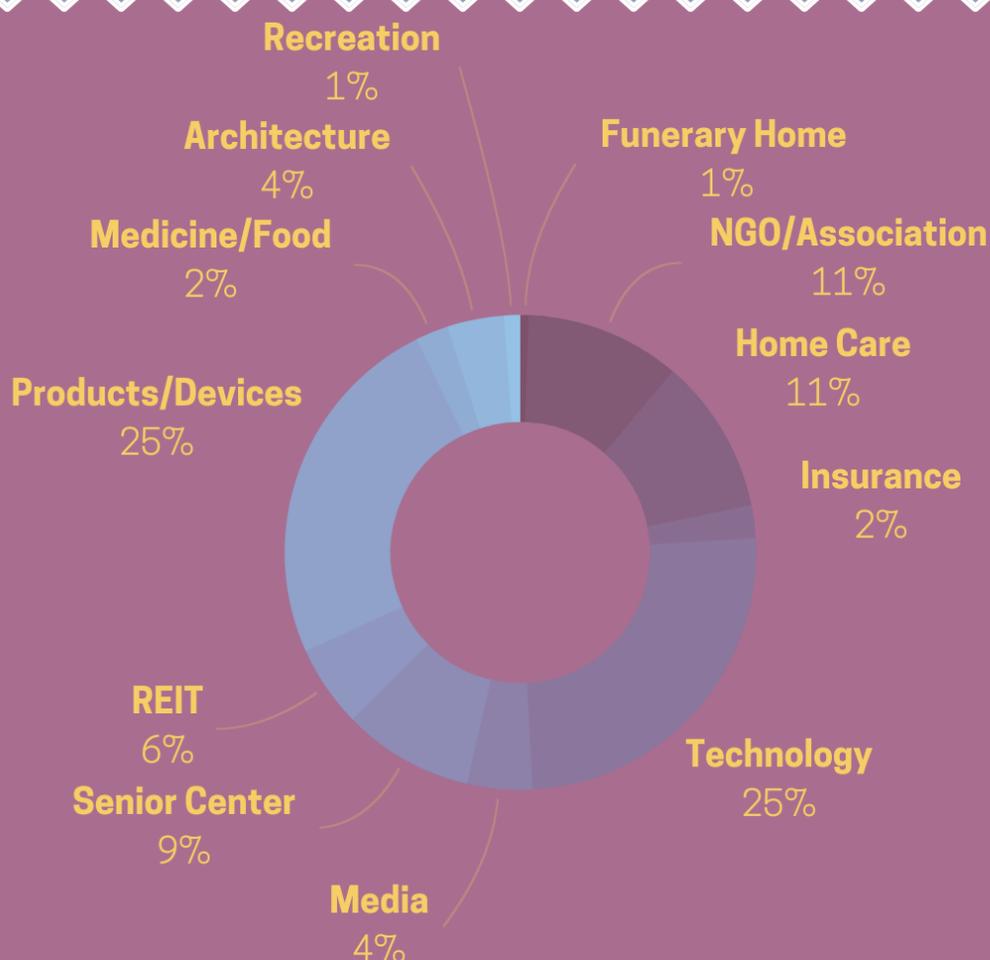
China's **One Child Policy**, rapid urbanization, and higher rates of non-marriage and divorce also drive demand.



In its 13th 5-Year Plan, the government encouraged foreign participation and investment in Chinese senior care.

INDUSTRY OUTLOOK

Chinese exhibitors at one of East China's largest Senior Care shows participated in these senior care areas:



DEMAND FOR FOREIGN PARTICIPATION



China's senior care industry demand U.S. companies in the following areas:

-  **Health & Wellness** – Gerontology, Rehabilitation & Chronic Diseases Care
-  **IT** – Telemedicine, Mobile and Home Health IT, Facility IT solutions, On-Demand Platform, Wearables
-  **Safety Technologies** – Emergency Call, Floor Protection
-  **Architecture** - Design Services
-  **Consulting** - Services & Training

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