

SILVER MARKET IN JAPAN

Characteristics of the Silver Market

- Non-homogeneity: generally the target are people of 60+ or even 50+ years old, but for the broadness of this category we should take into account cognitive age and use categorization such as to “pre-retirement” and “post-retirement” (*need-based approach*)
- *New market*, both for its products and its target
- Division into subgroups:
 - easy-to-operate and easy-to-use products
 - luxury goods for wealthy seniors
 - “gerontechnology” for seniors with disabilities or limited mobility

Characteristics of the products

- specialized products
- transgenerational designs
- universal design (UD) products
- barrier-free products and services (*design for inclusivity*)
- technologies that are well-understood and have been implemented before, in combination with other products
- new technologies that have been developed partly for other purposes first and then transferred.

But also...

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Quality of Life Technologies specifically designed to affect the QoL of individuals who use them

(a) life-span developmental changes in sensory-motor functioning, cognition, and motivation

(b) issues of major concern to both older individuals and society (health, functioning, autonomy, and psychological well-being)

Autonomy as one of the main focus in products innovation for silver market

- ➔ maintenance or regaining of the “capacity of a person to freely decide and to run his or her own life as independently as possible.”
- ➔ autonomy in the – independent - use of the product itself and autonomy as the product helps them to preserve their own independency
- ➔ different types of autonomy: social (communication), physical (mobility), and financial (liquidity)