

# CHANGING CONSUMPTION PARADIGMS AMID A GLOBALLY AGEING POPULATION: STRATEGIC MANAGEMENT ROADMAP FOR INSTITUTIONS

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## ABSTRACT

*Global population aging, including that of Türkiye, is not merely a demographic transition; rather, it constitutes a profound socioeconomic paradigm shift with significant implications at both macro- and micro-levels. The persistent decline in fertility rates alongside the rapid increase in the population aged 60 and above compels governments and businesses alike to develop comprehensive age-friendly policies and strategies. This article aims to examine globally and Türkiye-specific demographic projections through 2050 and to review the existing literature on the emerging consumption paradigm driven by demographic aging. As societies undergo this demographic transformation, a substantial “silver economy” is expected to emerge, reshaping traditional consumption patterns and altering the overall structure of the economy. Within this framework, the study outlines the potential consumption patterns and needs of older adults across key sectors and proposes a strategic management roadmap for both public and private institutions to effectively adapt to aging societies.*

**Keywords:** Ageing Population, Silver Economy, Strategic Management, Consumption Paradigm

## INTRODUCTION

From the mid-21st century onward, rapid population ageing is expected to become a major focus of strategic management for organizations. According to the United Nations, the number of individuals aged 65 and above, which is 830 million in 2024, is projected to reach 1.7 billion by 2054, representing nearly one-fifth of the world’s population (Our World in Data, 2024). Declining fertility rates, increasing life expectancy, and improved access to healthcare worldwide are leading societies towards an aging demographic, giving rise to a new economic approach described as the “silver economy.”

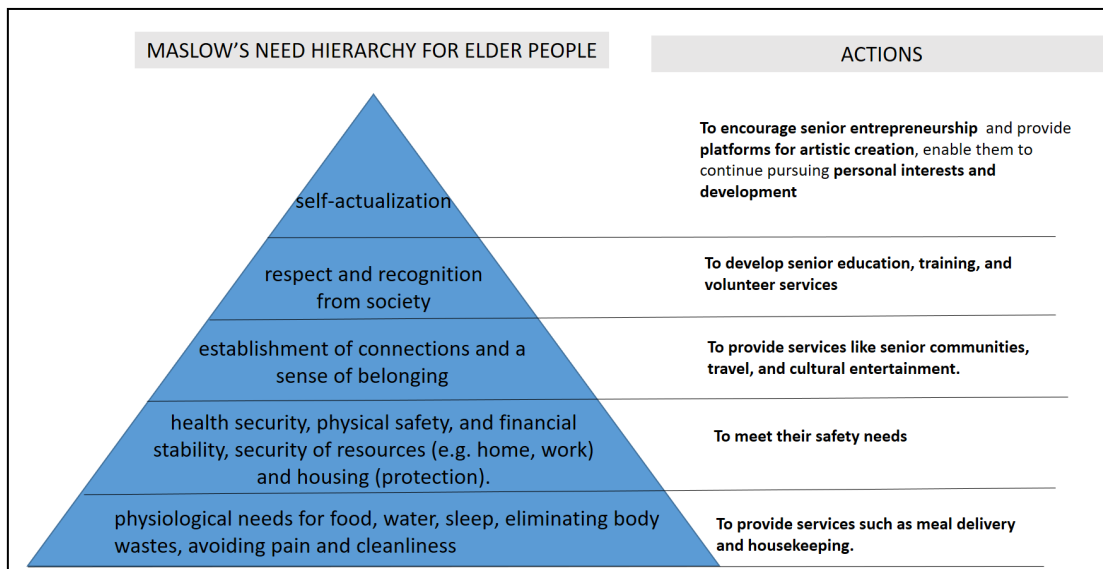
Emerging silver economy caused by the demographic change of the global population ageing, creates market opportunities for the institutions. This phenomenon is considered one of the most crucial megatrend to affect the consumption patterns in the sectors such as health, leisure activities, housing, insurance, caring. In order to adapt the supply side of goods and services to this growing consumer market, new scientific and technological developments should be pursued (Laperche, 2019)

As societies age, people's purchasing motivations change compared to younger generations. Understanding this shift has become a critical element for businesses to gain a sustainable competitive advantage.

As per the Maslow’s theory, the needs of the elderly can be divided as follows (Wu, 2025) (Sánchez, 2020):

- Physiological needs; needs for food, water, sleep, and cleanliness
- Security and safety needs; health security, physical safety, and financial stability
- Belonging needs: establishment of connections and a sense of belonging
- Self-esteem needs: respect and recognition from society
- Self-actualization: realization old persons potential

**Figure 1:** Maslow's need hierarchy for elder people is adapted from "Silver economy industry market consumption characteristics research (2025)" article of Wu, W., Ying, S., & Wu, Y.



Wu's study outlined the actions to address the needs of older adults as depicted in Figure 1. These action plans particularly include training for older adults and measures to support their participation in the labor force.

Population aging is causing significant changes at the macroeconomic level, affecting pension policy, healthcare financing, the productivity of labor and capital markets, and the structure of regional and global economic systems. (Bloom D. E., 2010) At the micro level, businesses need to develop age-friendly policies across a wide range of areas, from product design and brand communication to customer experience design and distribution channel strategies, for the aging population (Kotler, 2022) (Holbrook, 1982).

From the institutions perspective, the aging population not only constitutes a larger consumer base but also transforms the very nature of consumer markets. This article aims to analyze the literature regarding the changes in consumption paradigms caused by global population and to offer a holistic approach and suggestions for age-friendly strategic roadmaps for institutions. In this way, the impact of aging on marketing strategies is revealed from theoretical perspectives, and a comprehensive framework is provided to contribute to businesses' future decision-making processes.

## LITERATURE REVIEW

### Ageing of the population and Silver Economy

Globally, individuals aged 60 and above are considered elderly by the United Nations, whereas the World Health Organization defines old age as beginning at 65 (T.C. Aile ve Sosyal Hizmetler Bakanlığı, 2023). The phenomenon of population ageing is widely discussed across academic disciplines. With the shrinkage of fertility and augmentation of the global life expectancy from 47 years in 1950 to 75 years in 2050, the share of the population aged over 60 is expected to increase dramatically (Bloom D. E., 2010)

European Commission defined the silver economy as *"the economic opportunities arising from the public and consumer expenditure related to population ageing and the specific needs of the population over 50."* (European Parliament, 2015).

The *Silver Economy* is not conceptualizing the aging as a problem; rather, it seeks to transform this demographic shift into an opportunity. When aging is viewed through the lens of the *Silver Economy* the emergence and expansion of a new market is seen imminent (Korkmaz & G., 2018). In this context, in order to ensure the running of the potential of the silver economy, it is essential to develop policies promoting age-friendly works. In other words, with the active participation of the elder population to

work force, the silver economy may operate effectively (Aslan, Gültekin, & Irmak, 2023). As a consequence, the aging problem may become an opportunity for micro and macro levels of the markets.

Viewing the older population solely as passive individuals engaged primarily in leisure activities constitutes both a humanistic fallacy and an economic loss in terms of underutilized human capital. Consequently, countries should urgently adopt policies that recognize, mobilize, and integrate this valuable demographic resource into economic and social systems. Within this framework, the concepts of the silver economy and active ageing seek to enhance individuals' quality of life by expanding opportunities in areas such as social security, healthcare, active participation in social life, and continued engagement in employment (Demirbilek, 2017).

Although population aging poses challenges for governments such as increased budget spendings for retirements, decrease of the economic growth rate; policies that support healthy aging, involvement of older individuals in labor force can overcome this challenges by utilizing the potentials of the silver economy (International Monetary Fund, 2025).

In 2015, European Union Commission prepared a report about the emerging silver economy stating that the market will represent approximately 29% of the EU's annual GDP and 35% of the EU's employment. This means that If ranked among global sovereign nations, the European Silver Economy would be the third largest economy in the world, behind only the USA and China (European Commission, 2015). This analysis of European Commission shows how the extent of emerging silver economy will impact the economic structures across countries.

Under the influence of the global ageing process and the emergence of silver economy, the current consumption pattern is also expected to change (Grinin L. &, 2020) bringing out a new consumption paradigm. In order to maintain sustainability, institutions have to adapt to external forces. Since the demographic change on behalf of elder population is an external factor, institutions may use this development as an opportunity (Laperche, 2019) to be successful in a changing market.

## DEMOGRAPHIC TRANSFORMATION THROUGH AN OLD SOCIETY

### Global demographic transformation projections

Ageing of the global population is a fact to be taken into consideration by the countries at macro and micro levels. Figure 2 shows global demographic data from 1955 to 2025 and 2050 forecast, indicating a profound transformation in the structure of the world's population in terms of fertility and median age.

**Figure 2:** Global Population Trends in Number and Growth Rate (1955–2050)  
(Worldometers, 2025)

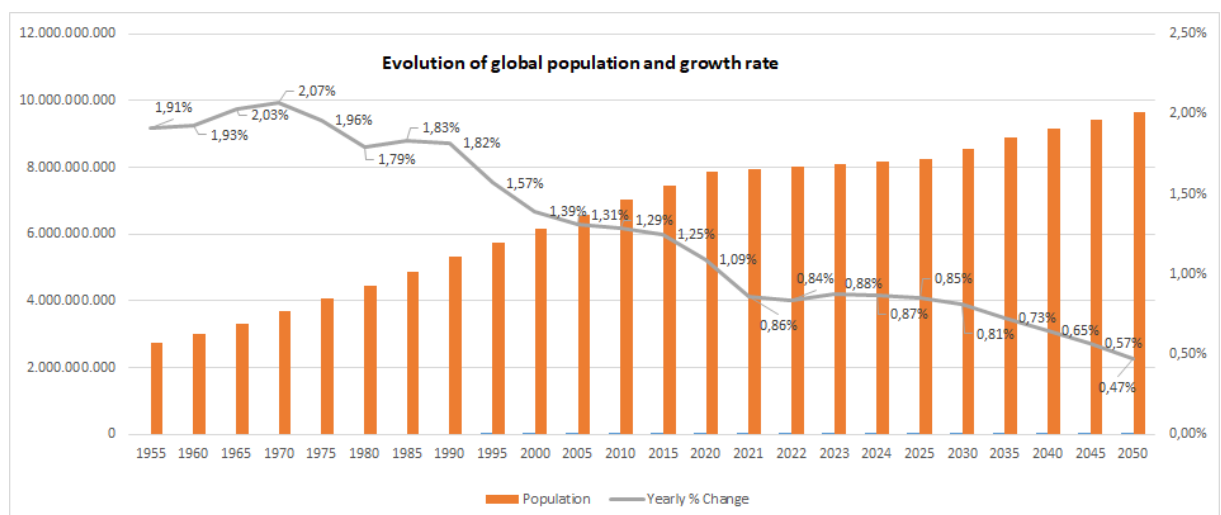
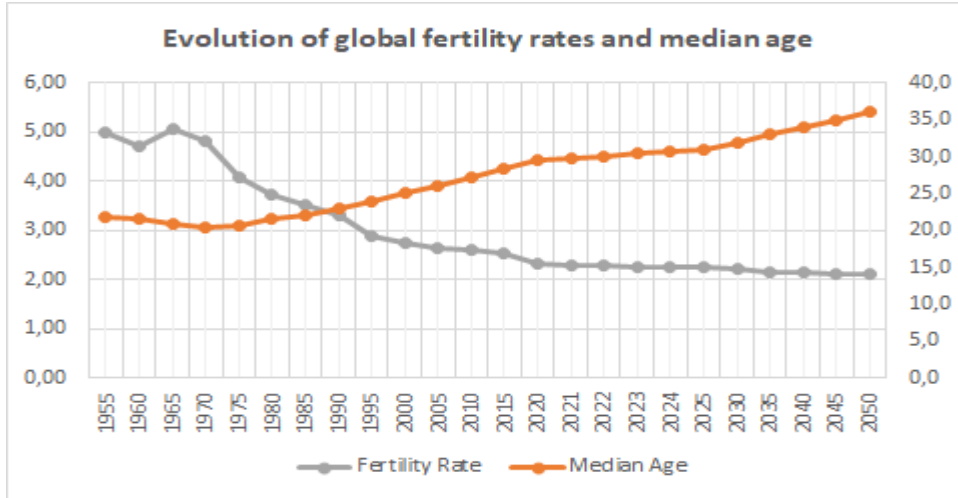


Figure 2 illustrates the historical, current, and projected global population size and growth rates up to 2050. Following World War II, the global population experienced a period of rapid expansion between

1955 and 1975, increasing from 2.74 billion to 4.07 billion, with an average annual growth rate of approximately 2%. Between 2000–2025, the World faced a sharp decline in growth rates from 1.39% to 0.85% and by 2050, the global population growth rate is projected to decrease further to 0.47% (see Figure 2).

**Figure 3:** Evolution of Global Population Fertility Rates and Median Ages (1955–2050) (Worldometers, 2025)



As presented in Figure 3, fertility rates remained high during the period 1955–1975, ranging from 5.0 to 4.08, while the median age remained relatively low, between 20 and 22 years, reflecting a predominantly young global population. This period is widely recognized as the era of the “population boom”. Between 1975–2000, World population showed early signs of slowdown with a fertility rate declined from 4.08 to 2.75 and median age increased from 20,7 to 25,1. The global median age reached 31 years in 2025 and is projected to rise further to 36 years by 2050 which is a sign of population aging.

### Türkiye’s demographic transformation projections

The global phenomenon of population aging is also emerging as a significant challenge that both public and private institutions in Türkiye will be required to address. Figure 4 presents Türkiye’s historical population size and population growth rates from 1955 to 2025, along with projections extending to 2050. Although the total population is expected to continue increasing, the population growth rate is projected to decline markedly, falling from approximately 8% in 2000 to 3% in 2025 and further to around 1% by 2050.

**Figure 4:** Türkiye’s historical demographic data between 1955 – 2025 and forecast until 2050 (1955–2050) (TÜİK, 2025).

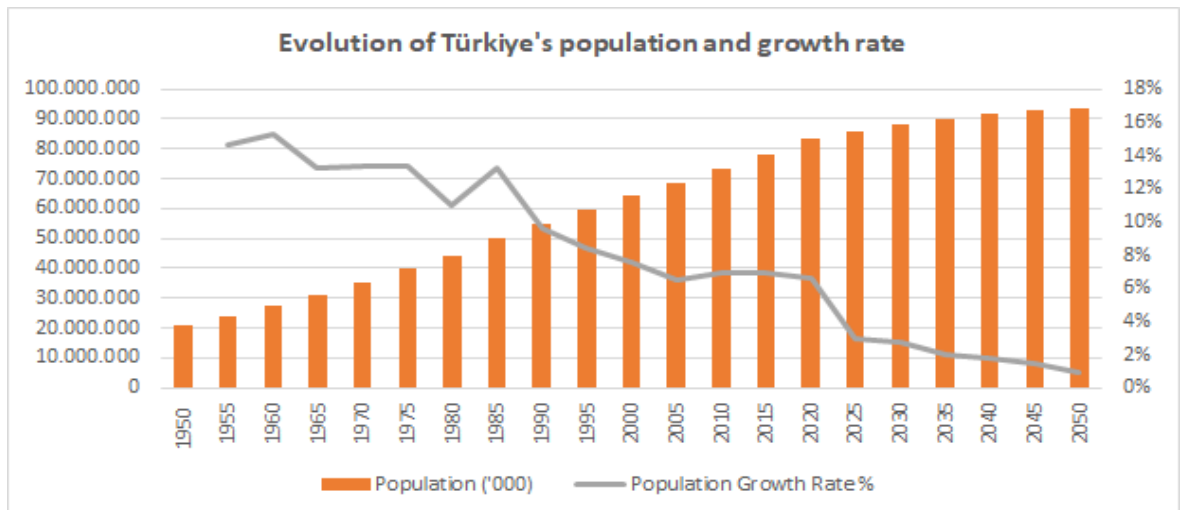
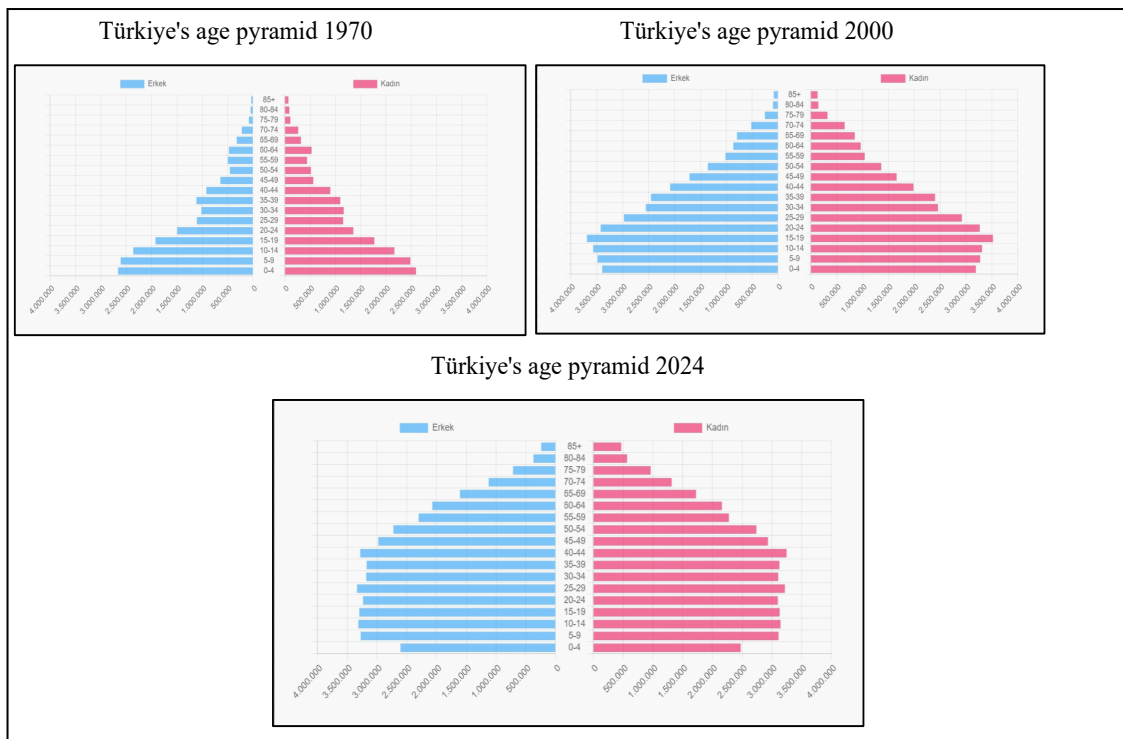


Figure 5 shows Türkiye's age pyramid in 1970, 2000 and 2024. The population pyramids clearly illustrate the significant demographic transition Türkiye has been undergoing over recent decades. In the pyramid of the year 1970, Türkiye displays the characteristics of a traditionally young population, with a broad base representing large cohorts in childhood and youth groups. This shape reflects historically high fertility rates and a rapidly growing population. In the pyramid of the year 2000, the base begins to narrow, indicating a decline in fertility rates. At the same time, the middle age groups (30–49) expand, signalling the progression of earlier large cohorts into adulthood. The population structure begins to shift from a youthful pyramid toward a more rectangular form. The pyramid of the year 2024 shows a further narrowing at younger age groups and a noticeable expansion in the older age brackets, particularly those aged 40 and above. This indicates increasing life expectancy and a continued decline in fertility. The structure becomes increasingly top-heavy, reflecting an aging population. The fertility rate which was 2,53% in 2000, scaled back to 1,44% in 2025. The median age which was 25,8 in 2000, 34,9 in 2025 is forecasted to increase at 44,8 until 2050.

**Figure 5:** Türkiye's age pyramid (TÜİK, 2025).



Overall, the charts demonstrate that Türkiye is transitioning from a young, high-fertility population to an aging society characterized by lower fertility, longer life expectancy, and a growing proportion of older adults. This demographic shift is expected to have significant implications for labor markets, healthcare systems, social security, and long-term policy planning. Moreover, it is also evident that policymakers and institutions need to develop strategies in response to an aging society, particularly in relation to the emerging consumption paradigm.

## ROADMAP AND SUGGESTIONS FOR INSTITUTIONS AND POLICY MAKERS UNDER THE NEW CONSUMPTION PARADIGM

Currently, the market structures have been shaped around the needs of younger and middle-aged consumers. However, today, older adults are emerging as a powerful market segment due to their disposable income, accumulated wealth, increasing digital literacy, and heightened expectations regarding well-being, safety, and experience-enhancing services.

The rapid aging of the global population is expected to reshape the consumption dynamics across industries, such as healthcare, finance, retail, technology, housing, and tourism might witness the

emergence of new consumption paradigms. The new era will give birth to so-called *silver economy*. Older consumers tend to exhibit distinct behavioral, physiological, and motivational characteristics compared to younger groups. The simplicity, safety, reliability, and emotional trust are primary determinants of their consumption. For that purpose, the silver economy along with the concepts such as experience, health, loyalty, digital adaptation, sustainability have the potential to gain importance in aging societies.

The silver economy, emerging as a result of societal aging, is expected to exert profound effects across multiple domains, including: (a) the economy, through changes in employment structures, consumption patterns, economic growth rates, and investment dynamics; (b) the political sphere, particularly in terms of public administration and public budget allocations; (c) social structures, notably through increased labor market participation of older adults and the expansion of age-oriented services such as senior tourism; and (d) the healthcare system. Collectively, these transformations are likely to moderate traditional consumerist behaviors and contribute to a reconfiguration of the prevailing economic model of supply, demand, and consumption (Grinin, Grinin, & Korotayev, 2023).

The key factors expected to drive the growth of the silver economy can be summarized as follows:

- The population aged 50 and above holds comparatively higher levels of savings and disposable income.
- Older adults' expectations of longer life expectancy and higher quality of life are accelerating the development and diffusion of age-friendly technologies across multiple sectors.
- Consumers aged 50 and above have experienced significant digital transformation over the past decade; consequently, their adaptation to digital technologies is expected to be relatively smooth.
- A substantial proportion of older consumers prioritize meaning, belonging, comfort, and experience-oriented consumption over status-driven consumption patterns.

In summary, the expansion of the silver economy has the potential to generate fundamental transformations in marketing strategies, including the adoption of multi-generational marketing approaches, age-friendly brand positioning and goods&services design, and long-term customer relationship management (CRM) grounded in emotional value. These strategic orientations are increasingly emerging as critical sources of sustainable competitive advantage for businesses.

The silver economy is poised to form a new paradigm within the marketing discipline. This emerging economy carries the potential for high levels of loyalty, more rational consumption decisions, lower customer acquisition costs, greater lifetime value, and a trust-oriented purchasing approach. Major shifts in consumption patterns among older adults may be concentrated in the areas shown in the Table 1.

**Table 1: Potential Needs and Consumption Paradigm with the aging of population (European Commission, 2015)**

<b>HEALTH</b>	<ul style="list-style-type: none"> <li>• Virtual healthcare consultations,</li> <li>• Online prescriptions,</li> <li>• Health tracking electronic systems through wearable technologies such as Smartwatches, Fitness trackers, Smart eyewear, Smart clothing,</li> <li>• Medical devices, and other infotainment devices,</li> <li>• Preventive healthcare</li> <li>• AI-supported health monitoring</li> </ul>
<b>SOFTWARE TECHNOLOGY</b> &	<ul style="list-style-type: none"> <li>• AI-supported home appliances</li> <li>• Development of simplified voice and gesture-based interfaces,</li> <li>• Domestic robots and other devices for assisting older</li> </ul>

	people, <ul style="list-style-type: none"> <li>• Remote devices for running domestic machineries and equipment (Home automation)</li> </ul>
<b>SILVER TOURISM</b>	<ul style="list-style-type: none"> <li>• Wellness tourism,</li> <li>• Senior-exclusive tour packages</li> </ul>
<b>EDUCATION &amp; TRAINING</b>	<ul style="list-style-type: none"> <li>• Digital literacy</li> <li>• Leisure &amp; hobbies courses</li> </ul>
<b>BANKING</b>	<ul style="list-style-type: none"> <li>• Audio digital banking platforms with tightened security</li> </ul>
<b>GOODS &amp; SERVICES</b>	<ul style="list-style-type: none"> <li>• Smart home systems with remote controlled-appliances</li> <li>• Domestic service robots</li> <li>• Robotic care services</li> <li>• Autonomous vehicle technologies</li> <li>• Voice-activated digital shopping platforms</li> </ul>
<b>GOVERNMENT</b>	<ul style="list-style-type: none"> <li>• Allocating budgets for transportation, health, and education,</li> <li>• Developing policies for the elderly working population.</li> </ul>

Table 1 illustrates the key **silver economy sectors** reshaped by the **new consumption paradigm** of the ageing societies, where older adults are no longer passive consumers but **active, value-driven, and economically influential actors**. This transformation forms the backbone of the silver economy, which encompasses goods and services designed to meet the needs, preferences, and lifestyles of an ageing population. The new consumption paradigm forecast across multiple sectors is explained as below:

**Health:** Health becomes the central pillar of the silver economy. Consumption shifts to virtual healthcare consultations, AI-supported health monitoring, active ageing solutions (Geriatrics) etc. Demand grows for home care services, assistive devices, telemedicine, and healthy living products that enhance quality of life and independence.

**Software & Technology:** The emerging paradigm emphasizes the development of simplified and age-friendly user interfaces, including voice- and gesture-based systems, to support the autonomy and social inclusion of older adults by enabling more independent interaction with digital products and services. Within this consumption paradigm, priority is given to accessibility, usability, and trust, rather than to innovation-driven novelty alone.

**Silver Tourism:** Tourism consumption evolves toward comfort-oriented, health-focused, slow-paced, and experience-based travel. Silver tourists seek longer stays, cultural engagement, wellness tourism, and safety-enhanced services. Seasonality is reduced as retirees travel year-round, creating structural advantages for the tourism industry.

**Education & Training:** The education and training dimension highlights growing demand for digital literacy programs, as well as leisure- and hobby-oriented courses, indicating that learning in later life is increasingly associated with self-fulfillment, autonomy, and active ageing.

**Banking:** Consumption patterns are increasingly shifting toward audio-based digital banking platforms designed with enhanced security features, reflecting both accessibility requirements and heightened risk sensitivity among older users. At the same time, consumption priorities are moving toward retirement planning, wealth preservation, low-risk investment instruments, customized insurance products, and simplified digital banking services. Within this context, trust, transparency, and long-term relationship management emerge as critical sources of competitive advantage.

**Goods & Services:** Everyday consumption is increasingly being reshaped through ergonomic design, inclusive products, personalized services, and convenience-oriented delivery models. Across a wide range of categories—from smart household appliances to adaptive clothing—products are progressively designed to support independent living. In this context, smart home systems, service robots, care services, autonomous vehicles, and user-friendly online shopping platforms respond directly to older consumers' expectations for convenience, safety, and autonomy.

**Government:** The government plays an important role in allocating budgets for age-friendly transportation, health, social services and education, and in developing policies that support the participation of the elderly in the workforce. Public–private partnerships may act jointly to sustain economic growth and social welfare in ageing societies.

Overall, Table 1 demonstrates that the silver economy represents a systemic transformation of consumption, where ageing society reshapes markets, technologies, and public policy, giving rise to a more inclusive, adaptive, longevity-oriented economic model (European Commission, 2015). This emerging consumption paradigm requires institutions to develop a strategic roadmap in order to effectively adapt to the silver economy. This paper suggests the following roadmap for the institutions:

1. **Measuring the economic impact of population ageing, develop action plans, and implement these actions:** The economic, social, and fiscal impacts of ageing should be measured.

*Suggestions for Türkiye:* Similar to the comprehensive studies conducted by the European Commission to quantify the scope and economic significance of the silver economy, a comparable analytical framework should be developed in the context of Türkiye. Such an initiative would enable the systematic assessment of the financial magnitude, sectoral distribution, and macroeconomic impact of the rapidly evolving silver economy, thereby providing a robust empirical foundation for evidence-based policymaking and strategic decision-making in both the public and private sectors.

2. **Integration of silver economy concepts into national and corporate strategic planning:** The concept of the silver economy should be articulated more explicitly and operationalized within high-level policy documents, particularly those related to healthcare, social policy, and employment. Public institutions and large-scale enterprises should conceptualize the ageing population not merely as a subject of social policy, but also as a strategic stakeholder group and an active economic actor. In particular, longevity trends should be systematically integrated into strategic planning processes within key sectors such as banking, insurance, retail, healthcare, and housing. Through collaboration between governments, private firms, universities, and civil society organizations, evidence-based action plans, such as age-friendly infrastructure investments, workforce adaptation strategies, and healthcare system reforms may be developed. Moreover, this collaboration may facilitate policy implementation by aligning regulatory frameworks, funding mechanisms, and market incentives with silver economy objectives.

*Suggestions for Türkiye:* The silver economy perspective should be embedded in government strategic policies, and the implementation of strategic actions should be carried out through collaboration among public and private institutions, non-governmental organizations, and universities.

3. **Establishment of age-friendly innovation laboratories:** Age-friendly innovation laboratories serve as experimental platforms where organizations can co-create products, services, and business models tailored to older consumers. These labs bring together multidisciplinary teams—including designers, engineers, healthcare professionals, gerontology experts, and older users themselves—to test usability, accessibility, and inclusivity. The focus shifts from purely technological sophistication to human-centered design, emphasizing simplicity, ergonomics, trust, and emotional value. Such laboratories also accelerate learning by allowing rapid prototyping and real-world testing in controlled yet realistic environments.

*Suggestions for Türkiye:* The establishment of age-friendly innovation laboratories through collaboration among universities, technoparks, and the private sector represents a significant opportunity in Türkiye. Within these centers, ergonomic products, digital health solutions, smart home systems, and accessible digital services can be developed through the active involvement of



older adults. The creation of dedicated support programs for age-friendly innovation initiatives by institutions such as TÜBİTAK, KOSGEB, would further accelerate this process.

4. **Data-driven service personalization:** Data-driven service personalization becomes increasingly critical in ageing societies, where needs and preferences are highly heterogeneous. By leveraging big data, artificial intelligence, and analytics, organizations can tailor services according to health conditions, mobility levels, digital literacy, lifestyle preferences, and financial capacity. Personalization enhances customer satisfaction, trust, and long-term loyalty, while also improving efficiency and resource allocation. Ethical data governance, privacy protection, and transparency are particularly important in this context, as older consumers may be more vulnerable to misuse of personal information.

*Suggestions for Türkiye:* Given the increasing level of digitalization among the population aged 50 and above in Türkiye, data-driven and personalized service models are becoming increasingly prominent in sectors such as banking, insurance, healthcare, and e-commerce. However, in this process, the protection of personal data, ethical data usage, and transparency principles are of particular importance. Within the framework of the Law on the Protection of Personal Data (KVKK), regulations and practices that enhance older adults' trust in digital services should be actively promoted.

5. **Social sustainability and inclusivity policies:** Social sustainability and inclusivity policies ensure that strategic transformation driven by the silver economy does not exacerbate inequality or social exclusion. Organizations must adopt policies that promote intergenerational fairness, accessibility, and equal participation in economic and social life. This includes inclusive employment practices, age-diverse workforces, accessible communication channels, and affordable products and services. From a strategic perspective, inclusivity strengthens corporate legitimacy, stakeholder trust, and long-term value creation, positioning organizations as responsible actors in ageing societies.

*Suggestions for Türkiye:* To prevent the transition toward the silver economy in Türkiye from deepening social inequalities, inclusive policy frameworks should be developed. Flexible work arrangements that support the labor market participation of older adults, lifelong learning programs, and initiatives that promote intergenerational interaction should be widely implemented. From an organizational perspective, age-diverse human resource policies and accessible product and service designs are of strategic importance, as they contribute both to corporate reputation and to long-term value creation.

## CONCLUSION

The objective of this paper is to give a perspective to strategy makers and the academicians to develop further strategic policies amid a growing silver economy since researches in this area remains largely unexplored. By integrating global and Türkiye-specific demographic projections with a review of the literature, the paper demonstrates that population ageing is not merely a demographic challenge but a socioeconomic transformation reshaping markets, consumption behaviors, and institutional strategies at both macro and micro levels. Also, the paper drafted a strategic roadmap for institutions and policymakers, emphasizing the integration of silver economy concepts into national and corporate strategic planning, the establishment of age-friendly innovation laboratories, the expansion of data-driven personalized services, the strengthening of public-private partnerships, and the adoption of social sustainability and inclusivity policies. In the context of Türkiye, these recommendations are particularly critical given the rapid demographic transition toward an ageing society and the increasing digital engagement of the elder population.

The literature review shows that older adults are increasingly becoming active, value-driven, and economically influential actors whose consumption patterns differ fundamentally from those of younger generations. The shift toward accessibility, usability, trust, emotional value, and long-term relationships underscores the need for a reorientation of traditional marketing and strategic management approaches. Across sectors such as healthcare, finance, technology, housing, tourism, and public services, the silver economy is expected to generate new demand structures, innovation trajectories, and competitive dynamics.

From a policy perspective, the paper underlines the importance of systematically measuring the economic, social, and fiscal impacts of population ageing, similar to the analytical frameworks developed by the European Commission. Such evidence-based assessments are essential for designing effective policies, aligning institutional incentives, and ensuring the long-term sustainability of social and economic systems. For businesses, adapting to the silver economy represents not only a necessity but also a strategic opportunity to achieve sustainable competitive advantage through age-friendly innovation, customer-centric design, and trust-based relationship management.

Despite its contributions, this study remains primarily conceptual and exploratory. Future research may focus on empirical validation of the proposed framework, sector-specific impact analyses, and quantitative assessments of the fiscal and budgetary implications of population ageing in Türkiye. Additionally, longitudinal studies examining the evolving consumption behaviors of older adults would further enrich the academic understanding of the silver economy and support more precise strategic and policy interventions.

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