

Rethinking relevance
in a world where
everyone lives longer

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Longevity is not what you think!

Text by Catherine Dupuis, Rupert Hofmann and Nicolas Riou

We are entering the age of longevity — and this new reality is accelerating.

According to the UN, the number of people aged 60+ is projected to rise from 1.1 billion in 2023 to 1.4 billion by 2030. And by 2080, for the first time in human history, people aged 65 and over will outnumber children under 18. **This goes beyond being just a demographic shift — it's a profound transformation of life's trajectory.**



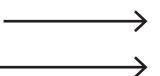
Longevity is already reshaping how we live, learn, work, consume, and connect. **And yet, most business strategies still treat it as an afterthought.**

It's rarely integrated into innovation pipelines, customer segmentation, or brand positioning — as if longer life were simply a backdrop, not a force capable of disrupting entire systems.

This white paper is a call to action.

It argues that longevity is not just a public health challenge or a social issue. It is a cultural, economic, and strategic shift — one that compels businesses to rethink their timeframes, their audiences, and their very reason for being, through concrete questions of design, value, and adaptation.

So, if longevity is such a central and mighty human and business adventure, the real question is:



BOX #1 - A CROSS-INDUSTRY ALLIANCE TO ANTICIPATE THE LONG-LIFE FUTURE

Foresight Academy brought together a circle of forward-thinking leaders from beauty, mobility, consumer goods, food & beverage, and home living.

Participants:

- **Dr. Volker Kallmeyer**, Beiersdorf
- **Rahim Malekshahi**, BSH
- **Christian Beck**, BSH
- **Katharina Wilzek-Kumar**, Porsche
- **NN**, Global Beverage Company
- **NN**, Global Beverage Company
- **NN**, Esteemed Furniture Company
- **NN**, Esteemed Furniture Company
- **Dr. Rupert Hofmann**, Audi Business Innovation GmbH



HOW DO WE PREPARE FOR LONGEVITY? HOW DO WE WANT TO SHAPE IT?

— FOR OURSELVES,
IN OUR COMPANIES,
IN OUR SOCIETIES

To address this question, **FORESIGHT ACADEMY** launched a cross-market research and projection endeavor, bringing together brand, strategy, and innovation leaders (see box #1 sidebar). The aim: to explore longevity as **an opportunity to anticipate, design, and adapt — across industries.**

To that end, Foresight Academy commissioned **BRAIN VALUE** to conduct a comprehensive strategic **foresight study**, combining:

1. Search Intelligence, to track macro-trends and emerging cultural dynamics;
2. Horizon Scanning, to identify forces likely to reshape markets and behaviours;
3. In-depth Interviews with a unique panel of Trend Receivers aged 70+— individuals living at the frontier of what longer life can mean (see box #2 sidebar);
4. And Scenario Mapping, to explore divergent futures and their implications for businesses and individuals alike.

BOX #2 - TREND RECEIVERS, DECODING LONGEVITY FROM WITHIN

They are visionary individuals selected for their high ability to understand changes, weak signals and potentials of the new. They combine own lived experience (of being 70 + years) with sharp cultural intuition, helping us see what aging is becoming before the world catches up. In research terms this enables to blend insight and foresight.

Our dialogue partners form a rich tapestry of voices that reveal how longevity is already transforming identity, purpose, and time itself.

Panel of Trend Receivers:

Christine de Panafieu (78)
Sociologist and trend analyst



Perla Servan-Schreiber (81) Author of essays and cookbooks



Gert Schmidt (82)
German sociologist and former professor



Dr. Charles (Zhiwei) Wang (72)
Senior consultant physician, internal medicine; master, Chinese traditional medicine



Andrea Brachfeld (70)
American musician and spiritual guide



Alain Cayzac (83)
Co-founder of RSCG, business leader and author



Mr. Wu (72)
Former Shanghai Electric executive



Gérard Laizé (74)
Prospective, innovation and design strategist



Raphaël Lellouche (75)
Philosopher and semiologist



**FOR THE FIRST TIME IN HUMAN HISTORY,
A GENERATION IS NOT JUST AGING
— THEY ARE PIONEERING LONGEVITY.**



1.

LONGEVITY, THE WAKE-UP CALL

1.1. LONGEVITY AS A MARKET SUPERPOWER

“The longevity revolution is as big as the digital one. It redefines the arc of life — and with it, the entire economy.”

Longevity Institute, 2023

Scientific breakthroughs in regenerative medicine, AI-powered diagnostics, and age-reversal therapies are moving from the lab to the market.

Major players and startups are actively shaping this space:

1. Altos Labs, backed by Jeff Bezos, is investing \$3 billions in cellular reprogramming to delay aging.

2. Neuralink, Elon Musk’s brain-computer interface company, pushes the boundaries of cognitive longevity.

3. Calico Life Sciences, part of Alphabet, focuses on the biology of aging and lifespan extension.

4. In consumer markets, **Nestlé Health Science**, **L’Oréal**, and **Nike Well Collective** are rethinking nutrition, beauty, and movement for an age-diverse population.

5. Even financial giants like BlackRock and Prudential are launching “longevity-ready” investment products and retirement solutions.

And the global longevity and anti-senescence therapy market was valued at approximately \$28.91 billion in 2024 and is projected to reach around \$46.62 billion by 2033, growing at a **CAGR of 6.5% over the forecast period**.

In short: longevity is no longer just a health issue — it’s a macroeconomic force. It’s reshaping what we sell, who we sell it to, and how long brands, skills, and value propositions stay relevant.

1.2. WHY LONGEVITY IS A STRESS TEST FOR EVERYTHING?

But behind the promise of vitality lies a quieter truth: we are not structurally prepared for long life. In fact, longevity may be the most underestimated stress test of the 21st century — one that exposes the cracks in our systems, our values, and our social contracts.

Our **healthcare models** are still built around acute care, not chronic complexity.

Our **urban infrastructures** were not designed for multi-generational societies.

Our **economies** reward short-term productivity, not long-term resilience.

Our **cultures** still frame aging as decline, rather than evolution.

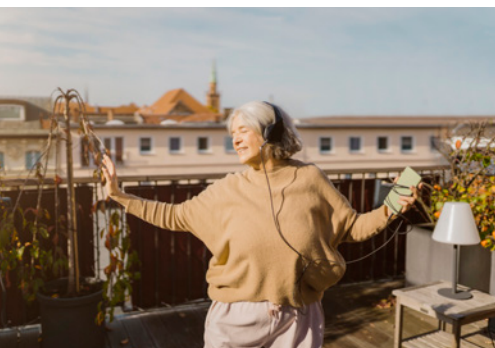
In its current form, the longevity revolution amplifies existing vulnerabilities. As outlined in this white paper (see BOX #3 next page), five major disruptors reveal the systemic unfit of our world for a life that extends.



1.

LONGEVITY, THE WAKE-UP CALL

1.3. A LIFE WITHOUT EXPIRY DATE: READY OR NOT?



So, what lies ahead is not just more time — but deeper questions about how we will live it, why, and to what end.

Because longevity shift is not only systemic. It is existential.

It forces us to reconsider what it means to grow, to belong, to contribute — across radically extended lifespans. It exposes a paradox: we are building longer lives, but still lack the psychological, cultural, and social infrastructure to inhabit them fully.

“Past progress created longer lives. Future progress is about how we make the most of this additional time — by challenging the way we age.”

Andrew J. Scott, Economist

This chapter has revealed the scope and the urgency of the transformation.

The next chapter gives it a face, a voice, and a lived reality. →



BOX #3 - THE FIVE DISRUPTORS OF HEALTHY LONGEVITY

1. Chronic disease

As people live longer, the burden of chronic diseases — from diabetes to cancer and dementia — is rising dramatically. According to The Lancet, the number of older adults living with multiple chronic conditions is expected to double by 2050, creating immense pressure on care systems and families alike. The challenge is no longer just to extend lifespan, but to ensure healthspan — a life that remains autonomous, vibrant, and socially connected.

2. Environmental degradation

By 2050, exposure to extreme heat among older populations is expected to double, disproportionately affecting those with chronic conditions or limited mobility (The Guardian, 2024). In parallel, air pollution is accelerating cognitive decline and cardiovascular risks among seniors. Longevity can no longer be pursued without integrating planetary health at its core.

3. Socioeconomic inequality

In countries like South Korea, nearly 1 in 2 older adults lives in poverty, the highest rate across the OECD (Korea Times, 2023). Meanwhile, the wealthiest gain disproportionate access to health innovations, optimized diets, and anti-aging care. Without a fundamental shift in access, living longer will be a privilege, not a progress.

4. Ageism and exclusion

Despite being the fastest-growing segment of the population, older adults are systematically underrepresented in advertising, design, and decision-making. According to the WHO's Global Report on Ageism, one in two people holds ageist attitudes — and age-based discrimination in healthcare, employment, and media continues to go unchallenged. Ignoring age is not neutrality. It's lost opportunity.

5. Intergenerational divide

As five generations now coexist, tensions around values, resources, and cultural narratives are rising. A 2023 OECD report warns that generational divides could become one of the greatest social threats of this century if not addressed through deliberate cohesion strategies.



2.

LONGEVITY, WE GOT IT ALL WRONG

Before imagining the future, we must first listen to those already living it.

What if everything we assumed about aging —what it looks like, and what it means — was wrong?



2.1. THEY ARE NOT PASSIVE. THEY ARE PIONEERS!

Before imagining the future, we must first listen to those already living it.

What if everything we assumed about aging —what it looks like, and what it means — was wrong?

Society often reduces older consumers to a passive, vulnerable group — to be protected, comforted, or ignored altogether. But the individuals we met don't see themselves as "aging." They see themselves as evolving. Reinventing. Navigating a new phase of life with clarity, humour, and courage.

One not on that: The goal here was not to do a representative survey, rather to speak to Trend Receivers respectively pioneers. They dispose of living situations and breadth of network and perception that are clearly not the average.

They are not living out a script — they are rewriting it.

Whether through new rhythms, new priorities, or new ways of being in the world, they're refusing to be defined by decline.

What they ask from brands is not pity — but **possibility**.

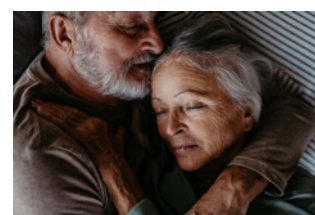
VERBATIM

"There's no school for longevity. No roadmap. We are a generation who suddenly finds itself living longer than expected — and we're figuring it out in real time. It's unsettling, yes, but also exciting. No one teaches you how to live longer. You have to make it up as you go."

Alain Cayzac

"I don't feel old. I feel full of possibilities. At this age, I'm not weighed down by obligations — I'm driven by curiosity. That's not the end of life. It's a new configuration. We're not old. We're future-rich."

Gérard Laizé



MESSAGE TO BRANDS:
DON'T PROJECT NOSTALGIA.
PROJECT AGENCY.

2.

LONGEVITY, WE GOT IT ALL WRONG

2.2. THEY DON'T WANT YOUTH. THEY WANT RELEVANCE

Longevity pioneers are not fighting against time, they are fighting against erasure. Not being seen. Not being heard. Not being counted.

In their eyes, the true violence of aging is not biological decline — it's symbolic exclusion.

As brands flood younger consumers with attention, recognition, and innovation, older adults are often left in the shadows. Invisible in advertising. Ignored in design. Stereotyped in research. This invisibility isn't just a blind spot — it's a form of bias. A refusal to acknowledge that older people want to remain part of the now, and of the future.

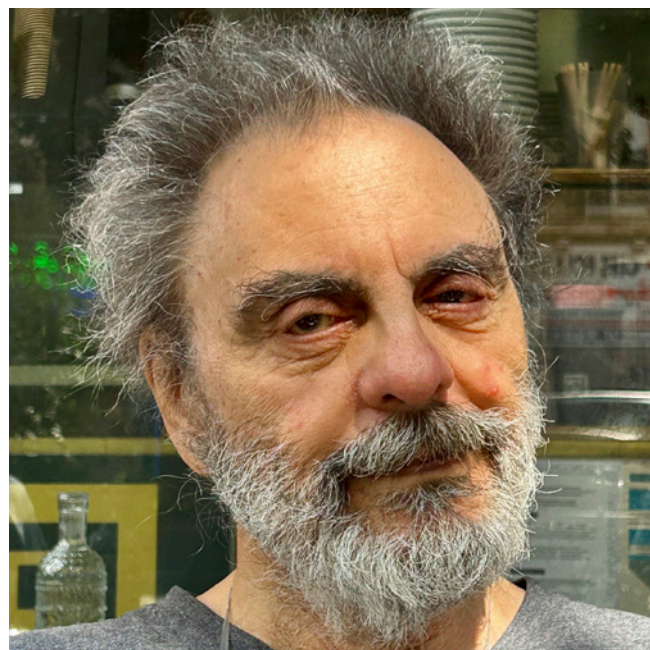
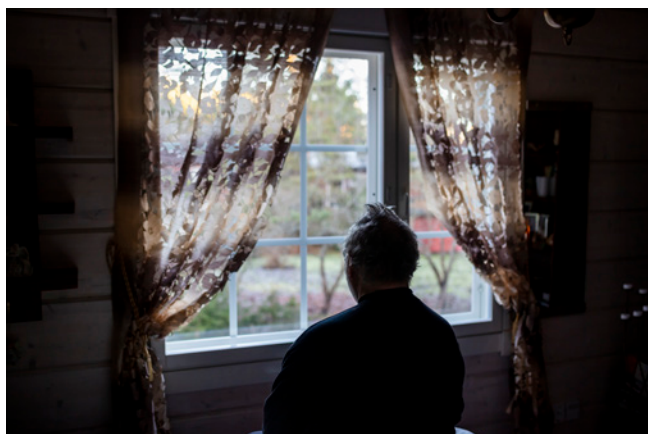
VERBATIM

"Being invisible is worse than being old. And it starts early. In the subway, at work, in shops, people stop seeing you. You get gently erased."

Christine de Panafieu

"We don't fear death. We fear becoming irrelevant. We're afraid of no longer being useful. Of no longer mattering. Of being benched. It's not the end that scares us — it's the sidelining."

Gérard Laizé



"Ageism is the last acceptable prejudice. We'd never mock someone publicly based on gender or race anymore — but with age, it still flies. It's a blind spot society hasn't addressed."

Raphaël Lellouche



MESSAGE TO BRANDS:

START LISTENING TO THEM AND CO-CREATING THE FUTURE OF LONGEVITY WITH THEM

2.

LONGEVITY, WE GOT IT ALL WRONG

2.3. THEY DON'T WANT MORE. THEY WANT MEANING

Trend Receivers don't reject consumption. But they seek more than abundance: they seek resonance. A deeper alignment between what they choose, and what it means.

Their expectations haven't diminished — they have evolved. Value is now measured in clarity, connection, and contribution. They want richer things. And they expect brands to speak to that desire for emotional, aesthetic, and intellectual significance.



VERBATIM

"At my age, I've entered a phase where letting go becomes a form of clarity. It's not about giving up — it's about choosing what matters. I keep the essential: beauty, connection, knowledge. It's liberating."

Perla Servan-Schreiber

"People think we want reassurance. But, what I value now is clarity, real impact. I want products, services, and moments that bring peace, energy, or insight — not marketing dreams. If it doesn't resonate, I don't engage."

Dr. Wang



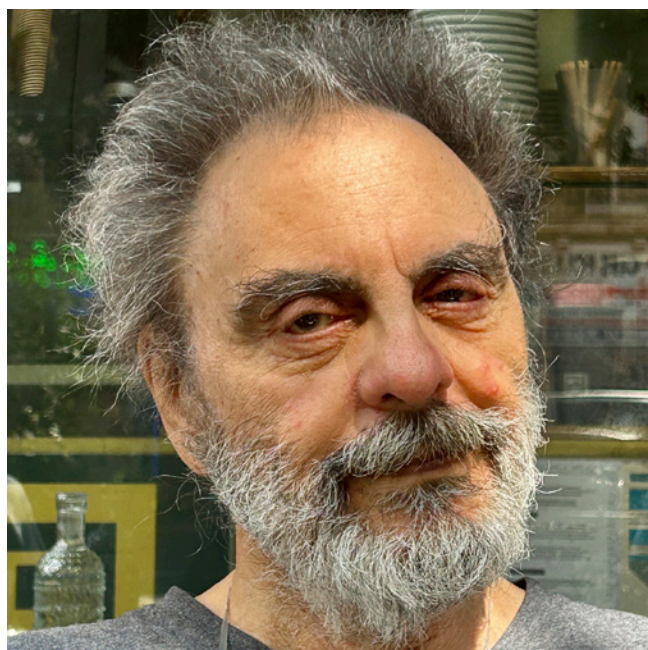
"We live in a world obsessed with speed and novelty. But I've reached an age where what really lasts is what touches the soul: a well-crafted object, a beautiful phrase, a meaningful exchange. That's the kind of « luxury » I seek: things that don't get old, things that don't expire."

Perla Servan-Schreiber

MESSAGE TO BRANDS:
OFFER ESSENCE, THAT SPEAKS TO THE SOUL

2.

LONGEVITY, WE GOT IT ALL WRONG



"Anti-aging creams won't solve the existential dimension of aging. What we need are new narratives, new cultural models that actually resonate with what aging means today."

Raphaël Lellouche

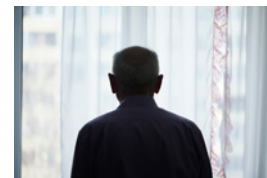
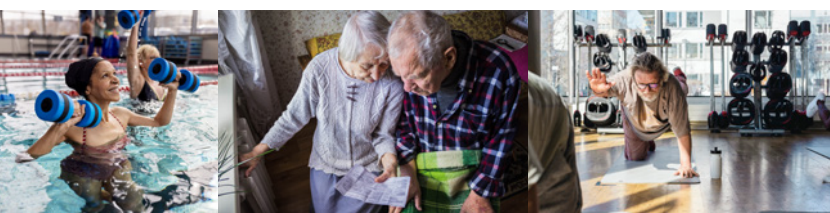
VERBATIM

"What I see in China is that some people age with wealth, comfort, and support. Others grow old in loneliness or hardship. Aging isn't a category — it's a divide."

Me Wu

"Age isn't a number. It's an inner landscape. You move forward, you backtrack, you detour. Sometimes you climb. Sometimes you fall. It's a geography of experience, not a metric."

Gert Schmidt



2.4. THEY ARE NOT ONE SEGMENT.
THEY ARE MULTIPLE FUTURES

Longevity doesn't create a new demographic bloc.

It reveals a mosaic of life paths. Behind the label "senior" lie radically different experiences of time, body, work, vulnerability, and meaning.

Some step into **REINVENTION** — launching projects, embracing learning, and exploring new identities.

Others seek **INNER REFINEMENT** — distilling what matters, cultivating presence and perspective.

Some adopt **DISCIPLINE** — a chosen posture of balance, rigour, and self-mastery to navigate the long road ahead.

And for some, aging means **enduring** — dealing with isolation, declining health, or economic strain, often in silence.

Yet across these contrasts, one thing remains constant: the desire to stay in **charge of one's life**.

Aging does not flatten difference — it intensifies it.

And with it, the need to design for nuance, not average.

So far, we have listened. Unlearned. And relearned.

The stories shared in this chapter dismantle clichés and reframe longevity as a space of transformation, rich in nuances, agency, and desires.

But what lies ahead?

How will these lived realities evolve under the pressure of social, economic, and technological change?

How can brands and individuals not only adapt to longevity — but co-create it?



MESSAGE TO BRANDS:
STOP TARGETING BY AGE.
DESIGN FOR WHO THEY ARE BECOMING

3.

BUILDING TOMORROW'S LONGEVITY

This chapter builds on the previous ones: Chapter 1 exposed the urgency to be prepared and the risk if we aren't; Chapter 2 revealed the lived reality, and the associated expectations. Now, we look ahead.

The following three foresight scenarios are possibilities, designed to help brands — and individuals — make sense of what's coming, and prepare to build a longer life that is not only lived, but well-lived.

3.1. SCENARIO 1: HAPPY LONGEVITY

In this scenario, longevity is embraced as a collective opportunity. Public policies, healthcare systems, and urban planning have been redesigned to support longer, healthier, more meaningful lives. Education is lifelong, work becomes modular, and care infrastructures are inclusive and intergenerational.

Aging is no longer treated as a decline, but as a dynamic phase of contribution, reinvention, and connection.

Technology plays a central role — but it serves human needs. AI, biometrics, and health platforms help extend autonomy and preserve dignity. Societal narratives evolve: aging is represented with nuance, pride, and visibility.

Older adults live in connected, multi-generational communities. They engage in flexible work, social innovation, cultural production. They have access to preventive health, lifelong learning, and personalized support. Most importantly, they remain agents of their own trajectory — with the freedom to shape their pace, purpose, and path.

This world reflects what many of our Trend Receivers hope for: a life that stays meaningful, inclusive, and empowered.

SCENARIO 1: HAPPY LONGEVITY

Opportunities

Co-create with longevity pioneers to invent new rituals, aesthetics, and experiences

Position longevity as a cultural and creative force

Risks

Failing to adapt fast enough to shifting expectations and life structures

Overlooking the economic power and emotional aspirations of older adults

Staying stuck in youth-centric paradigms that will feel outdated and tone-deaf



3.

BUILDING TOMORROW'S LONGEVITY

3.1. SCENARIO 1: HAPPY LONGEVITY

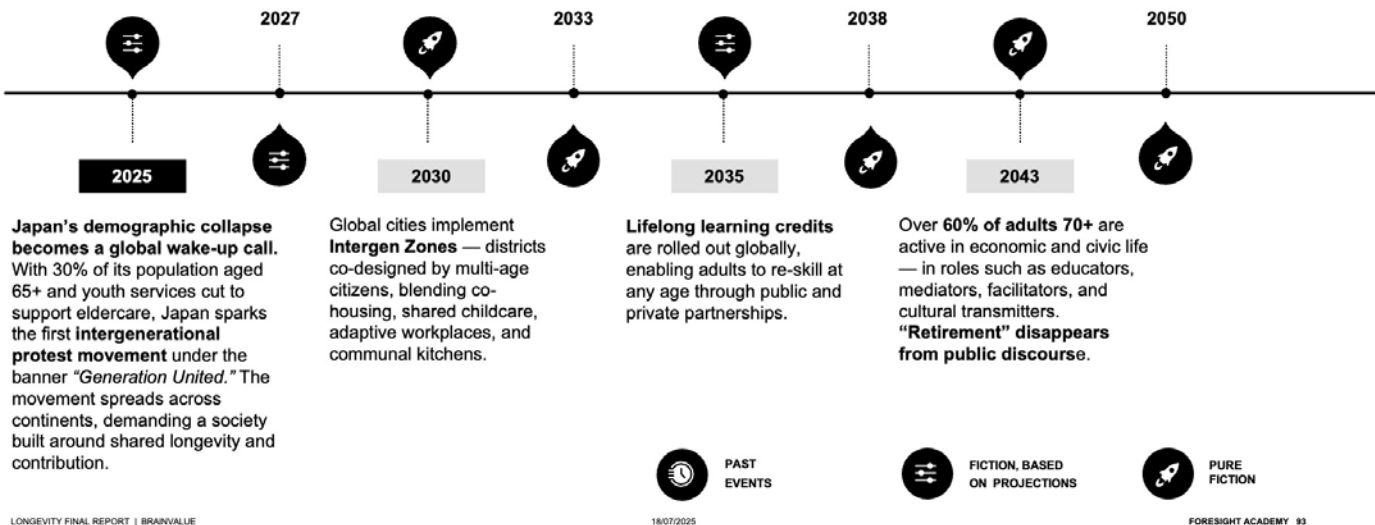
HOW DID WE GET THERE?

The **UN lifelong contribution framework** is adopted by 20+ countries. Mandatory retirement is abolished. All citizens are recognized as "phase-based contributors," entitled to education, reskilling, and care at any life stage.

Bio-Civic Contracts link access to regenerative medicine and preventive care with social contribution — mentoring, caregiving, civic mediation.

Creation of the **Global Longevity Equity Observatory**, monitoring access gaps across countries and bio-social strata. Real-time data drives equity-focused health and policy decisions.

Chronological age is removed from all official documents. Identities become phase-based and updated dynamically. Life flows through capacity, contribution, and connection.



3.

BUILDING TOMORROW'S LONGEVITY

3.2. SCENARIO 2: AGE-BASED SOCIETY

In this future, society has adapted to longer lives — but by reinforcing boundaries rather than removing them. Education, work, retirement, and care follow rigid, predefined stages. Every phase of life has its place — and its place only.

Aging is no longer taboo, but it is tightly managed: through policy, urban planning, insurance schemes, and social contracts.

Technology plays a central role, but not to liberate — to optimize. AI systems guide individual life paths, recommend career shifts, flag health risks, and orchestrate transitions from one life phase to the next. Institutions are not disrupted. They are reinforced.

This world is not dystopian — but it's frozen. Predictable. Efficient. Segmented.

Longevity is acknowledged and supported — but scripted.

Older adults are no longer invisible, but they are assigned a clear role: to stay healthy, stay productive (for as long as possible), and stay out of the way. Public discourse celebrates “active aging” and “healthy longevity” — but mainly to reduce systemic pressure. Vulnerability is tolerated only if it fits within managed frameworks.

People are not invited to invent their own paths — but to fit into updated boxes. Those who don't comply may find themselves excluded, nudged into silence by a system that doesn't know how to handle difference.



SCENARIO 2: AGE-BASED SOCIETY

Opportunities

Help individuals personalize their life trajectory, within a structured system

Reimagine roles for older adults as contributors — not just care recipients

Risks

Reinforcing age-based clichés under the guise of service

Creating “age ghettos” in media, products, or experiences

3.

BUILDING TOMORROW'S LONGEVITY

3.2. SCENARIO 2: AGE-BASED SOCIETY

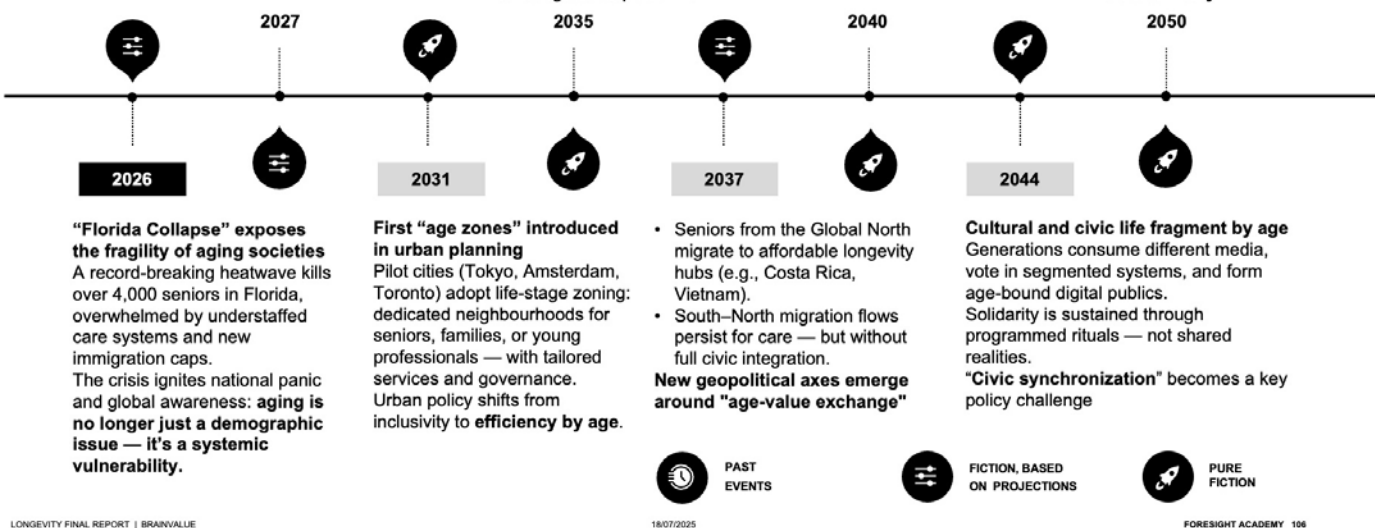
HOW DID WE GET THERE?

In response, the U.S., Europe and Japan launch "rescue migration" programs to fast-track care workers. But anti-migrant backlash grows. Debates escalate around who gets to age with dignity — and at what cost to national identity

Intergenerational contracts become institutionalized
Platforms emerge to broker formal exchanges: mentoring credits, co-housing agreements, tax benefits for care exchanges. The state no longer assumes intergenerational solidarity — it's delegated to platforms

Stratified cities become the norm. Most major cities now reflect life-stage clustering: health systems, transport, education, even entertainment are calibrated by demographic phase. **Cross-generational contact becomes designed — not default**

Age-based society becomes the global standard
Life-stage zones structure not just cities, but economies, healthcare, migration policy, and identity. We've solved the logistics of aging — but at the cost of shared experience. **Aging is no longer a transition — it's a territory**



3.

BUILDING TOMORROW'S LONGEVITY

3.3. SCENARIO 3: LONGEVITY FRACTURE

In this scenario, the promises of longevity are real — but unequally distributed. Technological and medical breakthroughs continue to advance. Longevity science delivers powerful results. But access remains deeply stratified.

A new form of age-based inequality takes root — reinforcing existing divides.

A small group of “lucky few” — wealthy, informed, bio-optimized — treat time as an asset. For them, aging becomes a playground for reinvention and control, powered by elite healthcare, cognitive enhancement, and lifestyle design.

But for the vast majority, longevity is not a gift — it's a burden. These individuals navigate aging with limited support, unstable income, fragmented care systems, and exposure to environmental and occupational stress. They are not living longer in good health — they are surviving longer in precarity.

This scenario reveals the rise of a new longevity proletariat: a growing class of people whose extended lives come without the tools, protections, or recognition to live them well.

Aging well, once a matter of luck or genetics, becomes a brutal reflection of inequality.



SCENARIO 3: LONGEVITY FRACTURE Opportunities

Act as equalizers, not amplifiers — promote longevity for all, not just the privileged few.

Innovate through constraint — design frugal, dignified, and intelligent solutions for those aging with less.

Risks

Becoming symbols of inequality — if longevity is only addressed through premium, elite solutions, brands risk appearing complicit in exclusion.

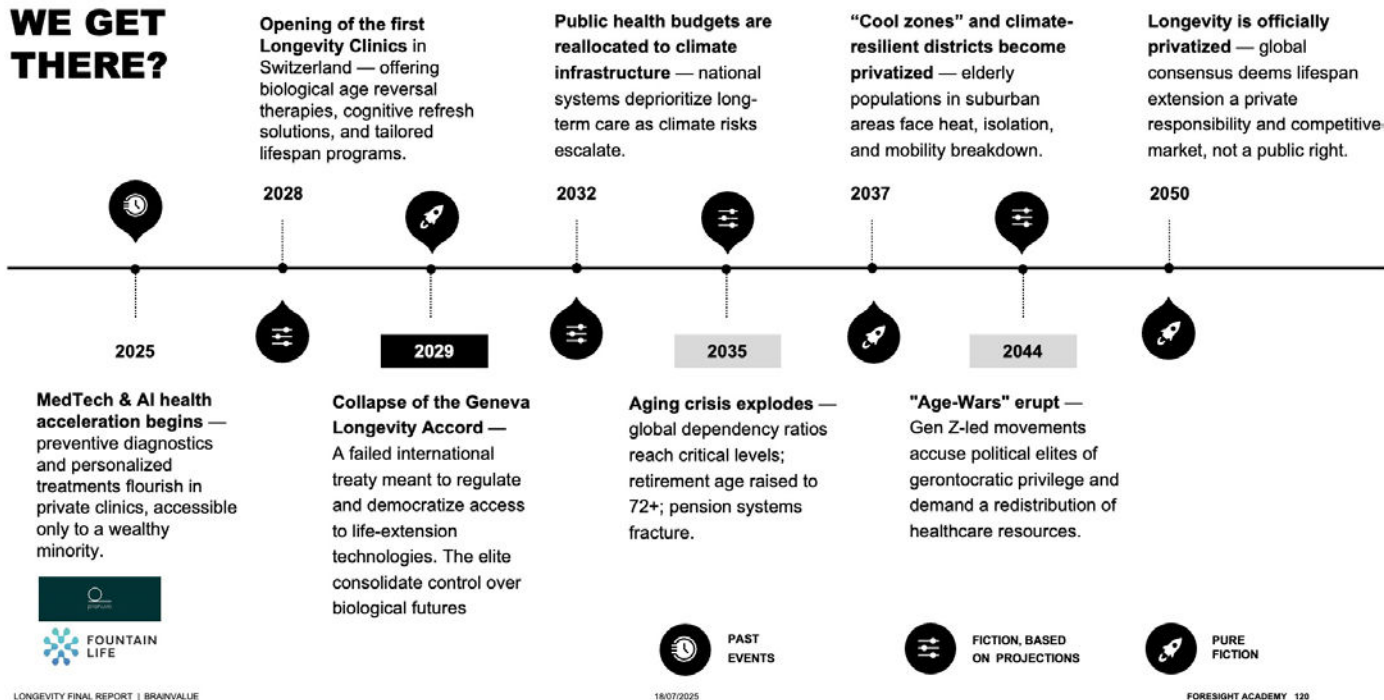
Longevity washing — claiming to support healthy aging without addressing access, affordability, or inclusion undermines trust.

3.

BUILDING TOMORROW'S LONGEVITY

3.3. SCENARIO 3: LONGEVITY FRACTURE

HOW DID WE GET THERE?



3.

BUILDING TOMORROW'S LONGEVITY

**LONGEVITY IS NOT JUST A FUTURE TO ANTICIPATE.
IT'S A WORLD TO CO-DESIGN**

We now stand at a crossroads: either let the future of longevity deepen divides and vulnerabilities — or seize it as an opportunity to build a more inclusive, resilient, and meaningful society.

What people can do: shaping their own longevity

Start early

Embrace a long-term mindset — physically, emotionally, and financially. Longevity isn't just for the old.

Build routines

that sustain healthy aging begins with everyday choices (food, activity, sleep, ...) — not extreme transformations.

Redesign relationships

Seek new forms of connection, community, and intergenerational exchange.

Reinvent

purposeThink beyond retirement: longevity is a canvas for reinvention, learning, and contribution.

Own your narrative

Don't let society define what aging means.
Make it personal. Make it visible.

What brands must do

becoming architects of longevity

Design for life transitions

Shift from age-based targeting to life-stage enabling.

Promote agency

Help people stay in control — of their bodies, identities, homes, and futures.

Make longevity inclusive

Design for the vulnerable — and let innovation trickle up.

Cultivate new rituals and aspirations

Build new narratives of pride, dignity, and connection.

Champion intergenerational value

Foster solidarity across age groups and communities.



***"Aging is not about surviving longer.
It's about finding ways to
redefine yourself in a world
that no longer waits for you."***

Gert Schmidt



***"If I had one message for brands,
it would be: listen to us,
to understand what it means to keep
seeking beauty, truth, and meaning.
The problem isn't aging.
It's being stripped of our desire."***

Perla Servan-Schreiber

This article is based on the research project “Futures of Longevity” within Foresight Academy 2024-26 and in collaboration with Brain Value.

The text has been written by

Catherine Dupuis (Head of Strategic Planning at Brainvalue, Cultural analyst, Foresight strategist, Sustainability transformer), **Dr. Rupert Hofmann** (Foresight Strategist, Observational Draftsman, Initiator of Foresight Academy) and **Nicolas Riou** (Founder & CEO of Brainvalue, Foresight Expert & author of several books about marketing and trends).

For more information on Brain Value please visit **www.brainvalue.com**.

For more information on Foresight Academy please visit **www.foresightacademy.com**.

APPENDIX



4.

APPENDIX

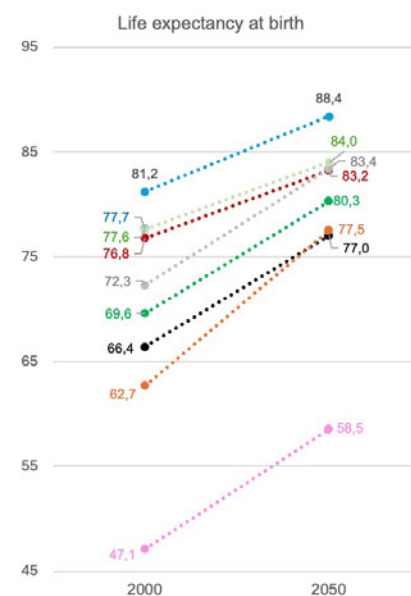
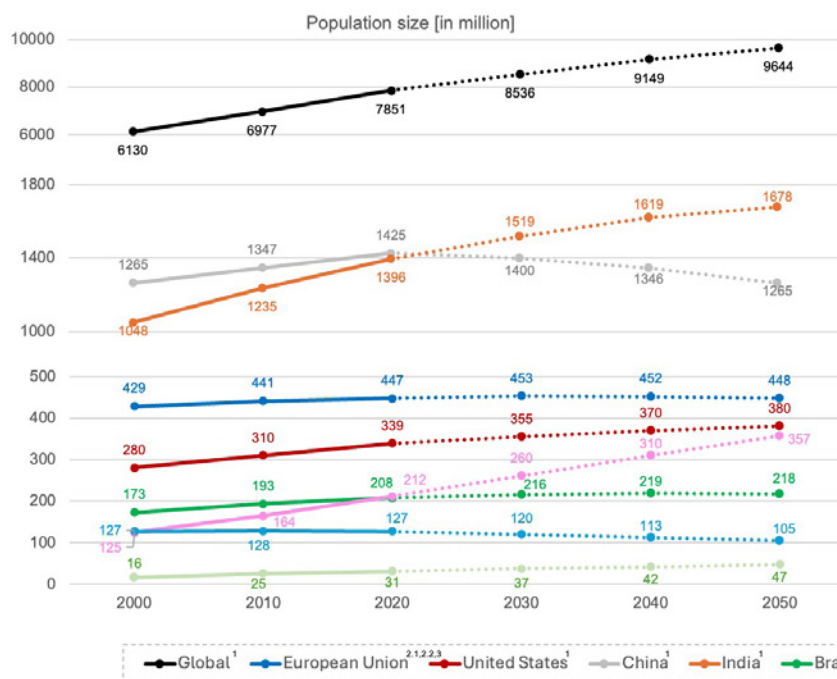
Charts
Demography

Total population size and life expectancy at birth

Notes

- Global population size is increasing
- India's population size with highest increase
- China's population size projected to decrease significantly

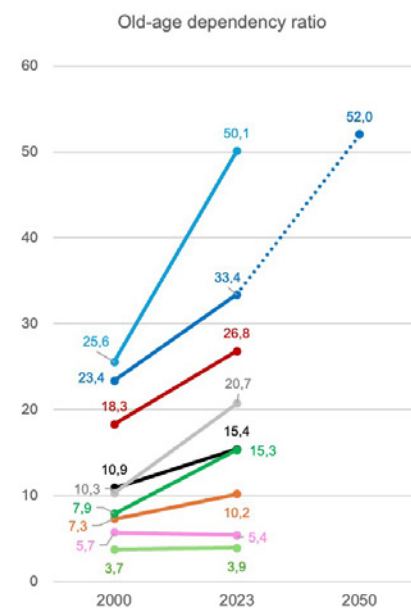
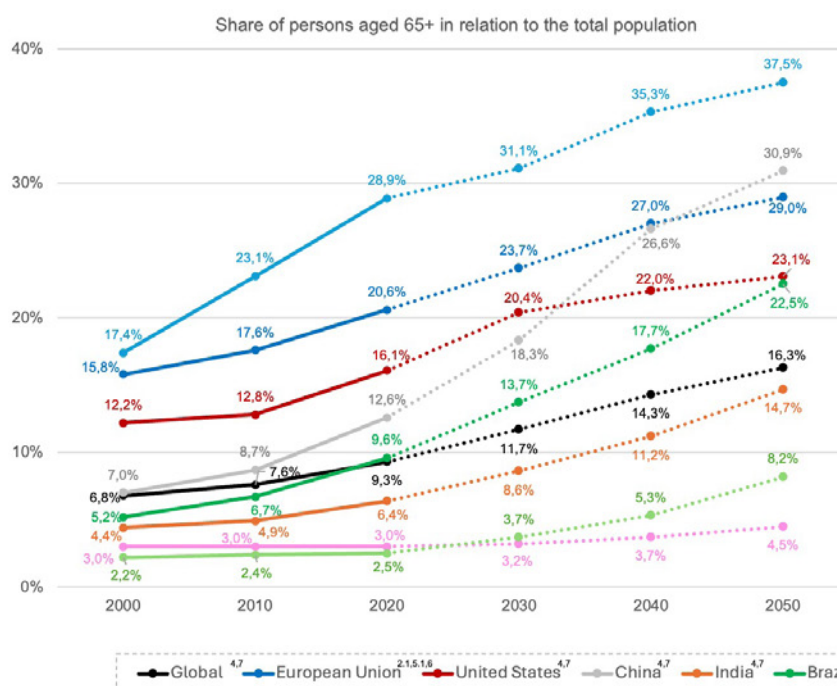
- Nigeria's population size with high increase in share
- Life expectancies projected to increase significantly
- Nigeria with lowest life expectancy at birth



Share of persons aged 65+ in relation to the total population

Notes

- Global share of 65+ aged projected to grow at an accelerated pace
- Japan with highest share
- Saudi Arabia and Nigeria with lowest share
- Global old-age dependency ratio projected to increase (exception: Nigeria)



Old-age dependency ratio = the ratio of the elderly all population (ages 65+) to the working-age all population (ages 15-64).¹³
 E.g.: Old-age dependency ratio of 25 four persons of working age for every 65+ person
 E.g.: Old-age dependency ratio of 33,3 only three persons of working age for every 65+ person

4.

APPENDIX

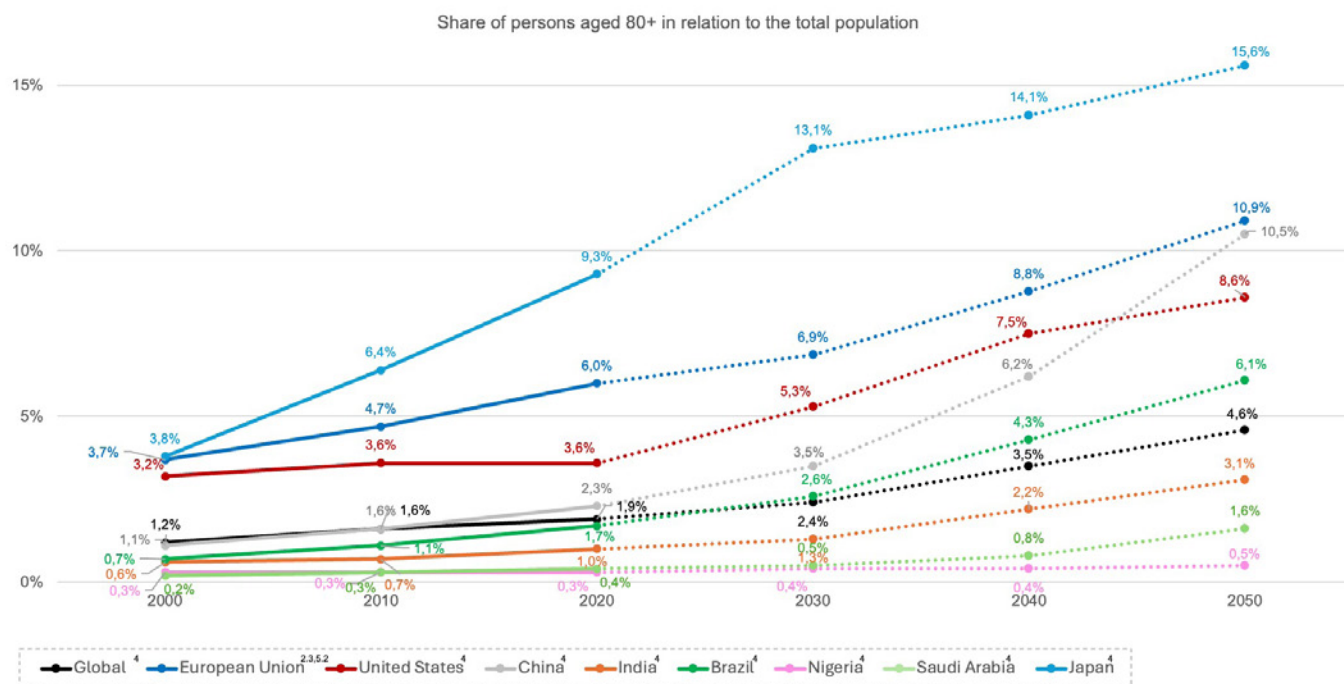
Charts

Demography

Share of persons aged 80+ in relation to the total population

Notes

•Global share of 80+ aged projected to increase



We developed the charts and notes above based on these sources (Numbers relate to sources within charts):

4 Gapminder, n.d. 5 United Nations, 2024: Demographic Indicators by region 1950-2100. Medium Variant. Excel 6.1 Population size: numbers for 2001 instead of 2000. 6.2 Life expectancy: numbers for 2003 instead of 2000. For 2050 no data was found. 6.3 Data for 2022 was used instead of 2000. The net number of migrants for the EU was calculated using the number of immigrants coming from non-EU countries minus the number of EU-emigrants leaving to non-EU countries 7 Eurostat, 2024: Population Projections 10 United Nations, 2024: World Population Prospects 2024 - Percentage by Selected Age Groups. Medium Variant. Excel 11 Eurostat, 2024: Population on 1st January by age, sex and type of projection 12 Eurostat, 2024: Demographic balances and indicators by type of projection. Baseline projection. 13 Our World in Data, 2024: Total dependency ratio, age total. Based on the United Nations World Population Prospects.

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APPENDIX

Reading List

FOCUS

ARE WE
ON THE ROAD TO
A « HEALTHSPAN
REVOLUTION »?

"There's a concept called **longevity escape velocity**, and it's the notion that today, for every year that you're alive, science and medicine are extending your lifespan by a certain amount of time, between a quarter of a year per year to a third of a year per year. But there will be a point at which, for every year that you're alive, science extends your life for more than a year. Aubrey de Grey and Ray Kurzweil pioneered the idea, I've researched it, I've invested in it. And the current thinking is that **we're going to hit longevity escape velocity** — if you're of reasonable means and in good health — **sometime in the next decade**. And if that's the case, you don't want to miss it. You know, you want to be in good enough health, and you want to be here".

Peter Diamandis, TechCrunch, April 6, 2025

LONGEVITY FINAL REPORT | BRAINVALUE

28/07/2025

FORESIGHT ACADEMY 4



WHO IS PETER?

Named by Fortune as one of the "World's 50 Greatest Leaders," Peter H. Diamandis is a futurist with degrees from both MIT and Harvard, the founder of the XPRIZE Foundation, the executive founder of Singularity University, and a New York Times Bestselling author.

LONGEVITY,
THE SOCIETAL
TEST AHEAD?

Can we redefine "aging together" ?

An aging population impacts more than just healthcare and the economy; it touches the very fabric of society.

Issues such as the sustainability of pension systems, the availability of caregivers, and the potential for increased social isolation among the elderly are pressing concerns.

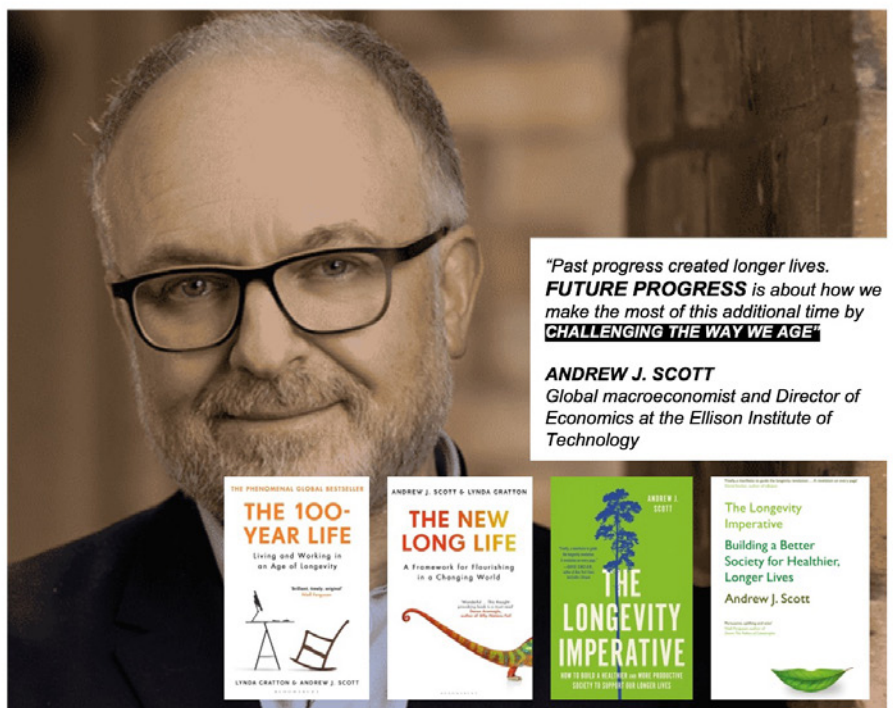
Moreover, disparities in access to longevity-enhancing resources could exacerbate existing social inequalities.

Addressing these challenges requires a holistic approach that includes policy reforms, community support systems, and initiatives aimed at promoting healthy aging across all segments of the population.

LONGEVITY FINAL REPORT | BRAINVALUE

28/07/2025

FORESIGHT ACADEMY 7



"Past progress created longer lives. **FUTURE PROGRESS** is about how we make the most of this additional time by **CHALLENGING THE WAY WE AGE**"

ANDREW J. SCOTT

Global macroeconomist and Director of Economics at the Ellison Institute of Technology

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Demography and longevity market

United Nations, World Population Prospects 2022, Department of Economic and Social Affairs – <https://population.un.org/wpp>

Global Wellness Summit (2024). Longevity market expansion creates opportunities. Retrieved from: <https://www.globalwellnesssummit.com/2024-symposium/on-the-agenda-longevity-market-expansion-creates-opportunities>

Global Wellness Institute (2024). Longevity Hospitality Summit to debut at FIBO 2025 with bold vision for wellness economy. Retrieved from: <https://www.breakingtravelnews.com/news/article/longevity-hospitality-summit-to-debut-at-fibo-2025-with-bold-vision-for-wel>

Bank of America sees a \$610 billion market there by 2025. Retrieved from: <https://www.businessinsider.in/more-people-are-going-to-be-healthily-living-past-100-and-bank-of-america-sees-a-610-billion-market-there-by-2025/articleshow/69284843.cms>

Chronic Disease

The Lancet, WHO, News-Medical

Global burden of diabetes: new study reveals alarming projections for 2050 <https://www.news-medical.net/news/20230718/Global-burden-of-diabetes-new-study-reveals-alarming-prevalence-and-projections-for-2050.aspx>

WHO dementia update — Number of people affected to triple in next 30 years <https://www.who.int/news/item/07-12-2017-dementia-number-of-people-affected-to-triple-in-next-30-years>

Urgent transformation of care for older adults — WHO 2024 <https://www.who.int/news/item/01-10-2024-who-calls-for-urgent-transformation-of-care-and-support-systems-for-older-people>

Environmental Degradation

Source : The Guardian, ScienceDirect, AirNow

Ageism and Exclusion

Source : WHO, AARP, The Lancet, International Journal of Public Health

Global Report on Ageism — WHO, 2021 <https://iris.who.int/handle/10665/340208>

The economic cost of age discrimination — AARP & Economist Impact, 2023 <https://www.aarp.org/politics-society/advocacy/info-2020/age-discrimination-economic-impact.html>

The Lancet Healthy Longevity — Ageism and healthcare bias [https://www.thelancet.com/journals/lanhl/article/PIIS2666-7568\(23\)00195-2/fulltext](https://www.thelancet.com/journals/lanhl/article/PIIS2666-7568(23)00195-2/fulltext)

Systematic review on ageism in healthcare — Int. J. Environ. Res. Public Health <https://www.mdpi.com/1660-4601/18/21/11159>

Intergenerational Divide

Source : Pew Research, OECD, Harvard, ScienceDaily

OECD report on intergenerational cohesion (2023) <https://www.oecd.org/social/promoting-intergenerational-cohesion.htm>

Harvard Joint Center for Housing Studies — solo aging projections <https://www.jchs.harvard.edu/housing-americas-older-adults-2019>

Generational divides in trust and values — Pew Research Center <https://www.pewresearch.org/social-trends/2022/03/29/generational-divides-in-trust-and-values>

Individualism on the rise globally — ScienceDaily <https://www.sciencedaily.com/releases/2017/07/170718083800.htm>

Heat exposure of older people worldwide to double by 2050 — The Guardian, 2024 <https://www.theguardian.com/environment/article/2024/may/14/heat-exposure-of-older-people-across-the-world-to-double-by-2050-finds-study>

Air Quality & Health for Older Adults — AirNow, US EPA <https://www.airnow.gov/air-quality-and-health/older-adults>

Pollution and aging — ScienceDirect, 2024 <https://www.sciencedirect.com/science/article/pii/S0001457524004238>

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Bank of America sees a \$610 billion market there by 2025. Retrieved from: <https://www.businessinsider.in/more-people-are-going-to-be-healthily-living-past-100-and-bank-of-america-sees-a-610-billion-market-there-by-2025/articleshow/69284843.cms>

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The Lancet, WHO, News-Medical

Global burden of diabetes: new study reveals alarming projections for 2050 <https://www.news-medical.net/news/20230718/Global-burden-of-diabetes-new-study-reveals-alarming-prevalence-and-projections-for-2050.aspx>

WHO dementia update — Number of people affected to triple in next 30 years <https://www.who.int/news/item/07-12-2017-dementia-number-of-people-affected-to-triple-in-next-30-years>

Urgent transformation of care for older adults — WHO 2024 <https://www.who.int/news/item/01-10-2024-who-calls-for-urgent-transformation-of-care-and-support-systems-for-older-people>

Environmental Degradation

Source : The Guardian, ScienceDirect, AirNow

Ageism and Exclusion

Source : WHO, AARP, The Lancet, International Journal of Public Health

Global Report on Ageism — WHO, 2021 <https://iris.who.int/handle/10665/340208>

The economic cost of age discrimination — AARP & Economist Impact, 2023 <https://www.aarp.org/politics-society/advocacy/info-2020/age-discrimination-economic-impact.html>

The Lancet Healthy Longevity — Ageism and healthcare bias [https://www.thelancet.com/journals/lanhl/article/PIIS2666-7568\(23\)00195-2/fulltext](https://www.thelancet.com/journals/lanhl/article/PIIS2666-7568(23)00195-2/fulltext)

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Harvard Joint Center for Housing Studies — solo aging projections <https://www.jchs.harvard.edu/housing-americas-older-adults-2019>

Generational divides in trust and values — Pew Research Center <https://www.pewresearch.org/social-trends/2022/03/29/generational-divides-in-trust-and-values>

Individualism on the rise globally — ScienceDaily <https://www.sciencedaily.com/releases/2017/07/170718083800.htm>

Heat exposure of older people worldwide to double by 2050 — The Guardian, 2024 <https://www.theguardian.com/environment/article/2024/may/14/heat-exposure-of-older-people-across-the-world-to-double-by-2050-finds-study>

Air Quality & Health for Older Adults — AirNow, US EPA <https://www.airnow.gov/air-quality-and-health/older-adults>

Pollution and aging — ScienceDirect, 2024 <https://www.sciencedirect.com/science/article/pii/S0001457524004238>

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Socioeconomic Inequality

Source : The Lancet, UN, Korea Times, News-Medical

Income inequality linked to 10-year gap in life expectancy <https://www.news-medical.net/news/20240502/Income-inequality-linked-to-10-year-gap-in-life-expectancy-study-reveals.aspx>

Old-age poverty in ageing societies — UN DESA <https://www.un.org/esa/socdev/ageing/documents/PovertyIssuePaperAgeing.pdf>

South Korea's elderly poverty rate among OECD's highest — Korea Times, 2023 https://www.koreatimes.co.kr/www/biz/2025/02/602_365400.html

Lancet 2023 study on multimorbidity and inequality in aging [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(24\)01495-8/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(24)01495-8/fulltext)