Global Longevity Economy® Outlook

The Global Longevity Economy® Outlook examines the current and future economic contributions of the global 50-plus population (people 50 and older). It estimates their economic impact worldwide and across 76 individual economies. For more information and to download the report, please visit: www.aarp.org/GlobalLongevityEconomy

Global aging is fueling the increasing impact of the 50-plus population around the world

In 2020, 1 in 3 people were age 50-plus

In 2050, 1 in 2 people will be age 50-plus

Older people power the economy through their consumer spending

The 50-plus population already accounts for half of global spending (or $35 trillion in 2020), and by 2050 this figure will reach nearly 60% (or $56 trillion)

Strategies for success

Create and implement an actionable plan and strategy on aging

Encourage economic development that meets the needs of every generation

Consider aging and longevity a business imperative

Recognize the value of unpaid contributions by older adults

Tap into the growing global population of older consumers

Data and analysis by

ECONOMIST IMPACT

The 50-plus population is making unprecedented economic contributions

In 2020 the 50-plus population contributed $45 trillion to global GDP (three times the combined revenue of the world’s 10 highest-earning companies that year)*

In 2050, the 50-plus will be responsible for roughly half of global spending

All economies, those with old and young populations alike, derive substantial benefits from 50-plus consumers abroad

Share of economic impact originating from abroad (%)

Average share for older populations, 2020

Average share for younger populations, 2020

In the five largest consumer categories, the 50-plus population was responsible for roughly half or more of global spending

SO-plus share of spending in 2020, by product

Top 10: Impact of 50-plus population (% of GDP)

Older people also make significant contributions to employment and labor income.

By 2050, upper-middle-income countries will be older than high-income countries are today.

Note: * “Contribution” or “impact” refers to the direct and indirect effects generated in an economy as a result of the spending of older people.

Share of population age 50-plus, on average (%)

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