SYNOPSIS

Retailers, service providers, and device manufacturers are expanding the market of technology solutions that help seniors live safely and well in their homes. Mobile emergency response monitoring, daily activity monitoring, remote video-based communication and caregiving, and voice-first technologies addressing social isolation are a few examples of these next-generation products. This research analyzes the existing and anticipated independent living needs among people ages 50 and older, as well as their family caregivers. It explores consumers’ motivation and perceptions about aging, quantifies current use of technologies to aid independent living today, and tests interest and likelihood to buy selected solutions/services, including those enabled by smart home technologies and products.

Key Questions Answered

1) What are housing trends among seniors, and what features and technology are appealing in their retirement residences?

2) What features of connected technology, including wellness and fitness wearables, are in highest use and demand among seniors?

3) What is driving seniors use or non-use of telehealth/virtual visit services and what factors most impact the experience?

4) What needs do seniors have or expect to have as they age, and how open are they to assistive technologies, products, and services?

5) What are top caregiver pain points, and how willing are caregivers to pay for independent living solutions?

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