

2024

Emerging Consumption
Power in the New Era

Consumer Demand and Trend of the Active Silver Generation

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Research Summary

Taking into account the unique characteristics of the silver demographic, this study employs a methodology combining field research as the primary approach with quantitative research for supplementary validation. The research is divided into three phases.

Phase One: Field Research

The first phase was field research wherein 18 individuals aged 50-65 from silver groups with active lifestyles and purchasing power were selected from four representative cities: Beijing, Shanghai, Shenzhen, and Chengdu (first-tier and new first-tier cities). Selection criteria included homeownership and an average monthly disposable income exceeding 6,000 RMB. Field interviews were conducted to explore participants' personal experiences, retirement lifestyles, daily consumption habits, and time allocation. The goal was to identify generational differences in retirement and consumption concepts between older and newer silver demographics, as well as to uncover shared consumer needs and emerging trends.

The consumer profiles from this study are as follows:

Figure 1: Demographic Profile of Field Survey Participants

Name	Gender	Residence	Birth Year	Retirement Duration	Health Status	Annual Disposable Income	Education	Family Situation	Pre-retirement Occupation
A	Female	Shanghai/ Local	Mid-1950s	>10 years	Active Senior (Hypertension)	200,000 RMB and above	College	Living with spouse, children married and have children	Private Enterprise Employee
B	Female	Shanghai/ Local	Mid-1960s	5-10 years	Active Senior	200,000 RMB and above	College	Living with spouse and children, children unmarried and have children	Private Enterprise Employee
C	Male	Shanghai/ Local	Mid-1950s	5-10 years	Active Senior (Hypertension)	200,000 RMB and above	College	Living with spouse, children married and have children	Civil Servant
D	Male	Shanghai/ Local	Late 1950s	5-10 years	Active Senior (Hypertension)	100,000 - 200,000 RMB	College	Living with spouse, children married and have children	Private Enterprise Employee
E	Female	Shanghai/ Local	Mid-1960s	5-10 years	Active Senior (Hypertension)	100,000 - 200,000 RMB	Bachelor	Living with spouse, children unmarried and have children	Teacher
F	Female	Shanghai/ Local	Late 1960s	5-10 years	Active Senior	100,000 - 200,000 RMB	College	Living with spouse, children married and have children	Private Enterprise Employee
G	Female	Shanghai/ Local	Early 1950s	>10 years	Semi-disabled Senior	100,000 - 200,000 RMB	College	Living with spouse, children married and have children	Teacher
H	Male	Beijing/ Local	Early 1960s	<5 years	Active Senior	100,000 - 200,000 RMB	Bachelor	Living with spouse, children married and have children	Private Enterprise Employee
I	Female	Beijing/ Local	Late 1960s	5-10 years	Active Senior	200,000 RMB and above	Bachelor	Living with spouse and children, children unmarried and have children	State-owned Enterprise Worker
J	Female	Beijing/ Local	Late 1960s	5-10 years	Active Senior	200,000 RMB and above	Master	Living with spouse and children, children unmarried and have children	Foreign IT Company Employee
K	Female	Beijing/ Local	Late 1950s	>10 years	Active Senior	100,000 - 200,000 RMB	College	Living with spouse, children married and have children	State-owned Enterprise Employee
L	Female	Shenzhen/ Migrant	Early 1950s	>10 years	Active Senior	Less than 100,000 RMB	College	Living with spouse, children married and have children	State-owned Enterprise Employee
M	Female	Shenzhen/ Local	Late 1950s	>10 years	Active Senior	100,000 - 200,000 RMB	Bachelor	Living with spouse, children married and have children	State-owned Enterprise Worker
N	Female	Shenzhen/ Local	Late 1960s	5-10 years	Semi-disabled Senior	100,000 - 200,000 RMB	Bachelor	Living with spouse, children unmarried and have children	Private Enterprise Employee
O	Male	Shenzhen/ Local	Early 1960s	<5 years	Active Senior	100,000 - 200,000 RMB	College	Living with spouse, children married and have children	Private Enterprise Employee
P	Female	Chengdu/ Local	1960s	5-10 years	Active Senior	200,000 RMB and above	College	Living with spouse, children unmarried and have children	Self-employed
Q	Female	Chengdu/ Migrant	Late 1950s	>10 years	Active Senior	100,000 - 200,000 RMB	College	Married, children married and have children	State-owned Enterprise Worker
R	Male	Chengdu/ Local	Early 1960s	<5 years	Active Senior	100,000 - 200,000 RMB	High School	Divorced, remarried, children married and have children	Self-employed

Note: "Local" is defined as born and married in the residence; "Migrant" is defined as "settle in the residence after retirement."

Phase Two: Quantitative Research

Building on the findings from the field research, a large-scale quantitative survey was conducted to validate the results. The survey was distributed online, collecting 1,000 valid responses from residents in first-tier, new first-tier, and high-tier second-tier cities. The sample included 750 women and 250 men aged 50-54, 55-59, and 60-65, all classified as active seniors. The survey also gathered multidimensional data, including regional economic and cultural attributes, income levels, occupations, and health conditions.

Phase Three: Data Analysis, Model Calibration, and Report Compilation

All collected survey data underwent cleaning and analysis. Insights from the field research and desk research were integrated to derive key conclusions, which were then compiled into the final report.

Research Findings

From a fundamental living perspective, the new silver demographic enjoys financial stability with a high rate of homeownership. They also have ample free time, with more than 10 hours of personal discretionary time per day, which serves as a foundation for expanding their activity radius and generates diverse needs in socialization, travel, and entertainment.

In terms of retirement concepts, the new silver demographic generally holds an open attitude toward retirement homes. Traditional notions such as "sacrificial caregiving" and "raising children for old-age support" are gradually dissolving. They are willing to spend money on themselves, focus more on personal well-being, and exhibit an upgraded demand for a quality retirement life.

Generational differences are evident in information acquisition and e-commerce penetration. The study finds that smartphone penetration is high,

and individuals aged 50-59 are more proficient in using smartphones and processing complex online information. They are capable of handling online return processes, reducing their resistance to e-commerce platforms. As content-driven e-commerce flourishes, the silver demographic is also adopting a new consumption pattern: discovering restaurants and cafés online, purchasing group deals through local life platforms, and then visiting these locations in person.

The study finds that the new silver demographic does not intentionally save but instead exhibits a consumption philosophy characterized by self-rewarding consumption (a high proportion of spending on cultural and entertainment activities) and rational consumption (advocating moderate spending and seeking value for money). They also have four core common needs: enriching retirement life, maintaining health, upgrading food quality, and maintaining an elegant and presentable appearance.

Finally, from a demand-driven perspective, the study proposes several industry development opportunities. It identifies four industries that stand to benefit from the expansion of the silver population, their increasing purchasing power, and the growing internet penetration within this demographic:

1. Health and wellness consumption, including health foods and beverages, nutraceuticals (functional foods with medicinal properties), and community-based wellness services.

2. Cultural and recreational consumption, particularly mid-to-high-end tourism catering to retirees.

3. Offline retail models benefiting from aging trends, such as community-based fresh food stores offering high-quality, value-for-money products and discount retail formats covering a wide range of categories.

4. Essential yet underpenetrated medical devices, such as hearing aids and wheelchairs. Each of these industries presents numerous subcategory growth opportunities as aging accelerates.



The Silver Demographic from a Macroeconomic Perspective

1. The silver population is large, with a vast and growing cohort of retirees.
2. The silver population enjoys economic stability, with high homeownership rates and strong housing satisfaction.
3. The infrastructure for elderly care is well-developed and continuously improving

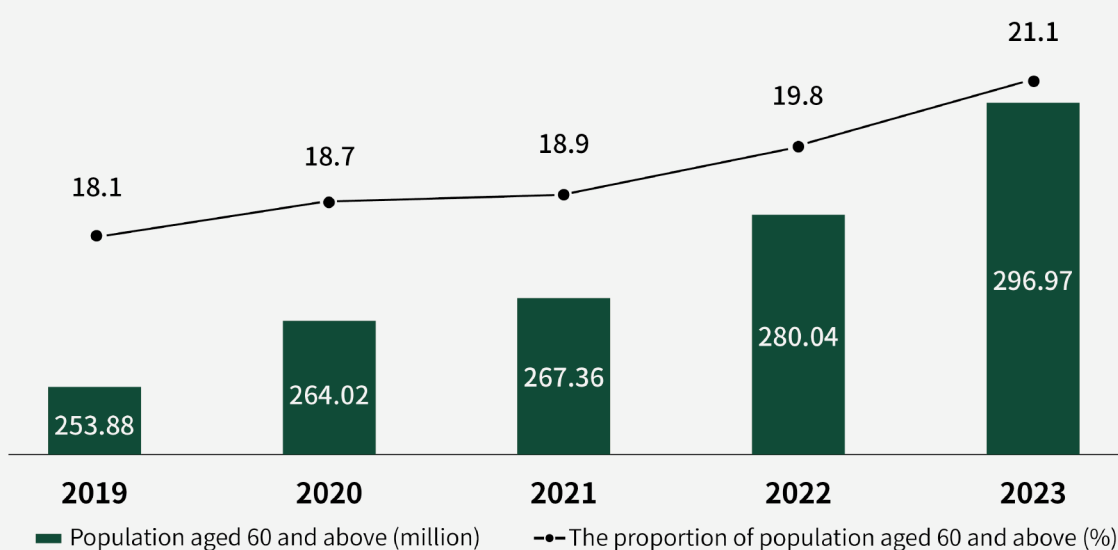
For decades, the number and proportion of elderly people worldwide have been rising, while the number and proportion of children and young people have begun to decline. By 2050, the population aged 65 and above is expected to double, exceeding 1.6 billion.

Population aging has become a defining global trend. Actively addressing aging has been elevated to a national strategy in China, aiming to ensure that the elderly have access to care, medical services, and social support, allowing them to enjoy a dignified and secure old age.

1 The silver population is large, with a vast and growing cohort of retirees.

On October 11, 2024, the Ministry of Civil Affairs and the National Office on Aging released the 2023 National Report on Aging Development. As of the end of 2023, China's elderly population aged 60 and above had reached 296.97 million, accounting for 21.1% of the total population. The population aged 65 and above stood at 216.76 million, making up 15.4% of the total. By 2035, the population aged 60 and above is projected to rise to 30% of the total population, reaching 400 million. This means that by then, nearly one in three people in China will be part of the silver demographic.

Figure 2: China's elderly population aged 60 and above and its proportion of the total population in 2019-2023

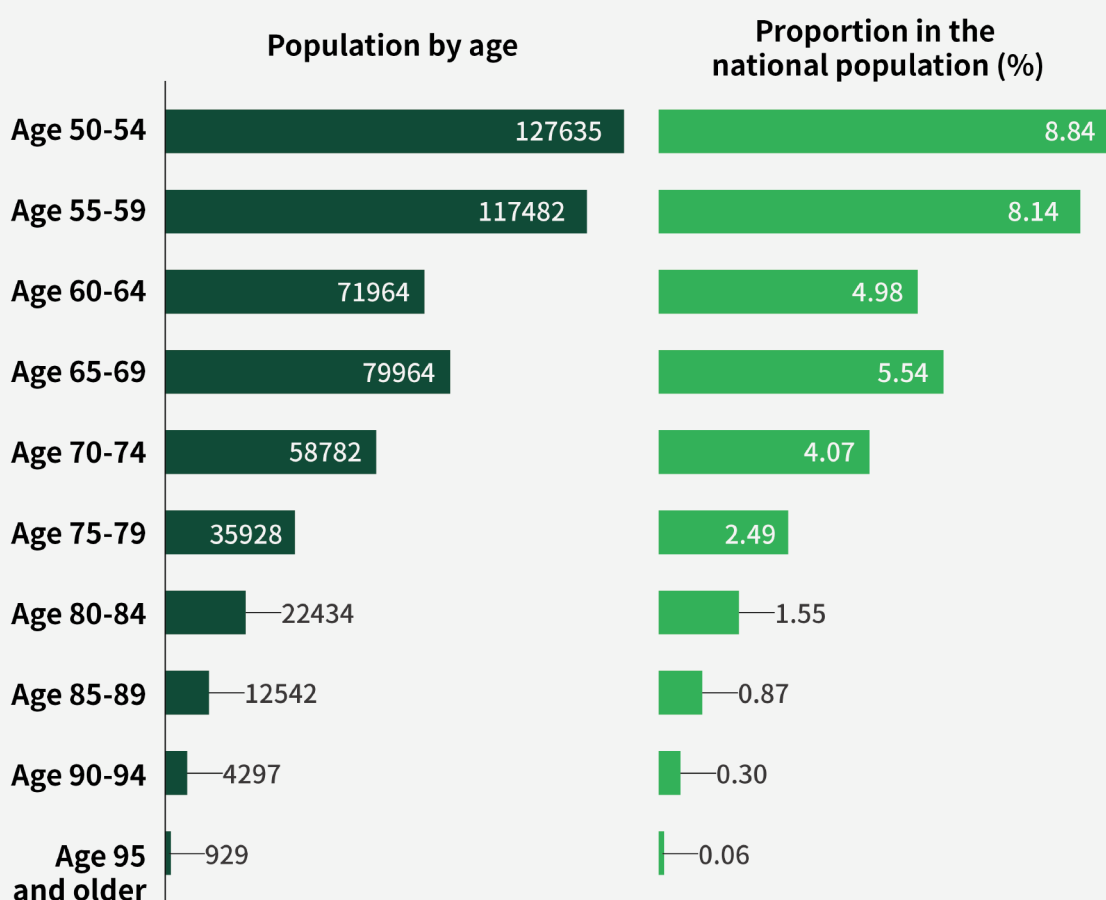


Sources: China National Committee on Ageing, National Bureau of Statistics

For the purpose and scope of this study, the silver demographic is defined as individuals aged 50-65. According to the China Statistical Yearbook 2023, as of the end of 2022, China's population aged 50-64 had reached 317.08 million, accounting for 21.96% of the total population. Among them, the 50-54 and 55-59 age groups had the highest proportion across all age segments, together making up approximately 16.98% of the total population.

According to the Social Development Research Institute of the China Academy of Macroeconomic Research, between 2023 and 2029, the cohort born in the 1960s will be retiring at an average rate of 20 million people per year. This indicates the presence of a massive and steadily expanding retiree population.

Figure 3: Population over 50 by age and its proportion in the national population (2022)



This table is the sample data of the National Population Change sample Survey in 2022, with a sampling ratio of 1.023%

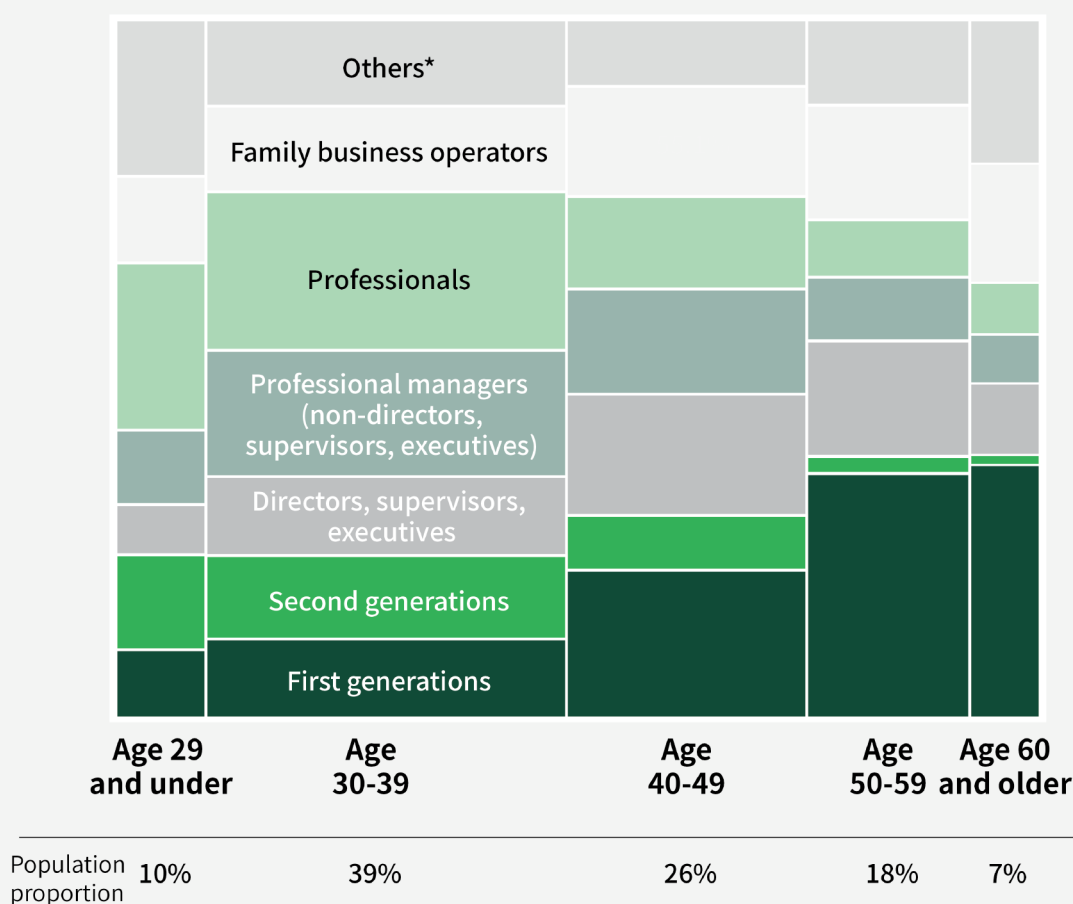
Sources: the China Statistical Yearbook 2023

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The silver population enjoys economic stability, with high homeownership rates and strong housing satisfaction.

The new silver demographic set to retire between 2023 and 2029 is not only large in scale but also boasts higher educational levels, as well as greater per capita income and wealth accumulation.

Figure 4: High-net-worth individuals in China by age and occupation in 2023



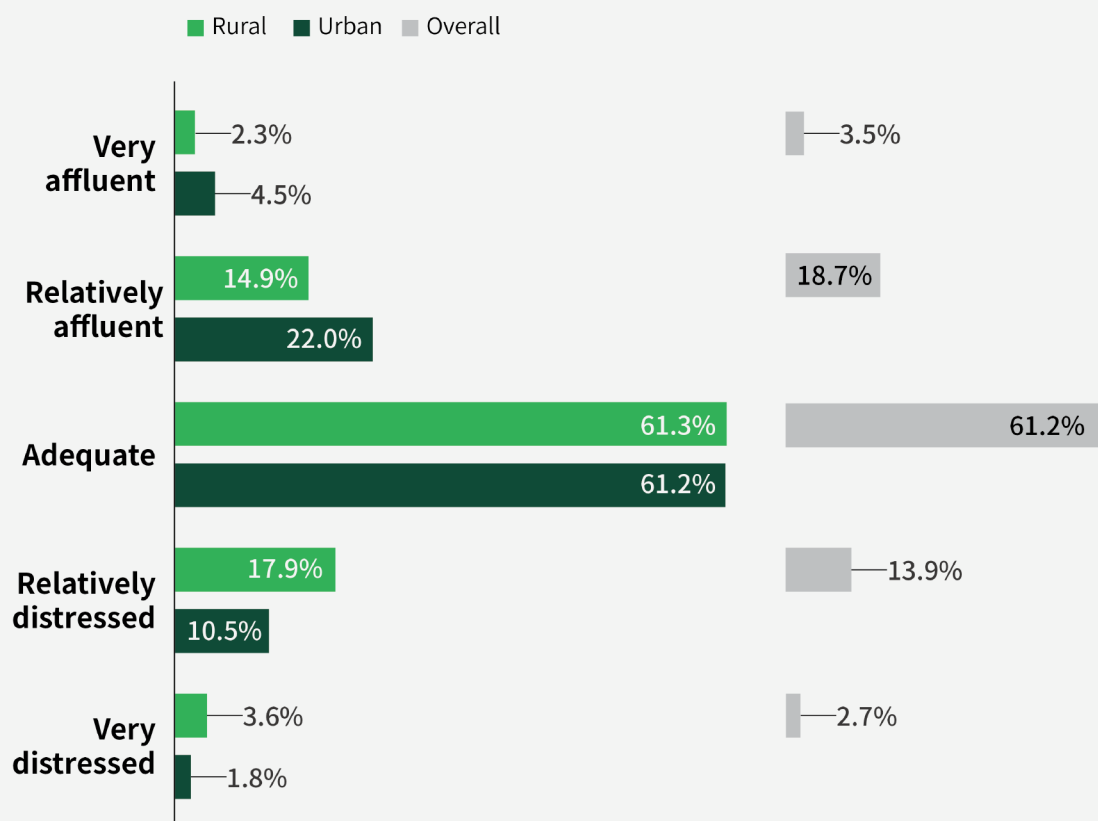
Sources: Income-wealth distribution model of high-net-worth individuals of Bain & Company

According to data cited by the Social Development Research Institute of the China Academy of Macroeconomic Research, in 2020, the proportion of individuals aged 51-57 with a college diploma or higher was 7.41%, which is 2.56 percentage points higher than the 60-64 age group. Additionally, according to the

2023 China Private Wealth Report jointly published by China Merchants Bank and Bain & Company, among high-net-worth individuals in China with investable assets exceeding 10 million RMB, 18% belong to the 50-59 age group, primarily composed of family business operators and wealth creators, significantly higher than the 7% proportion of individuals aged 60 and above.

The new silver demographic aged 50-59 enjoys superior economic conditions, but the overall economic situation of the silver population in China remains stable. In October 2024, the China National Ageing Association released the basic data report from the fifth sampling survey on the living conditions of elderly people in urban and rural China. The survey targeted Chinese citizens aged 60 and above (excluding Hong Kong, Macau, and Taiwan). Regarding self-assessed economic conditions, 3.5% of the elderly population considered themselves "very affluent," 18.7% considered themselves "relatively affluent," and 61.2% felt their income was "adequate."

Figure 5: Self-assessed economic conditions of elderly people in urban and rural China in 2021

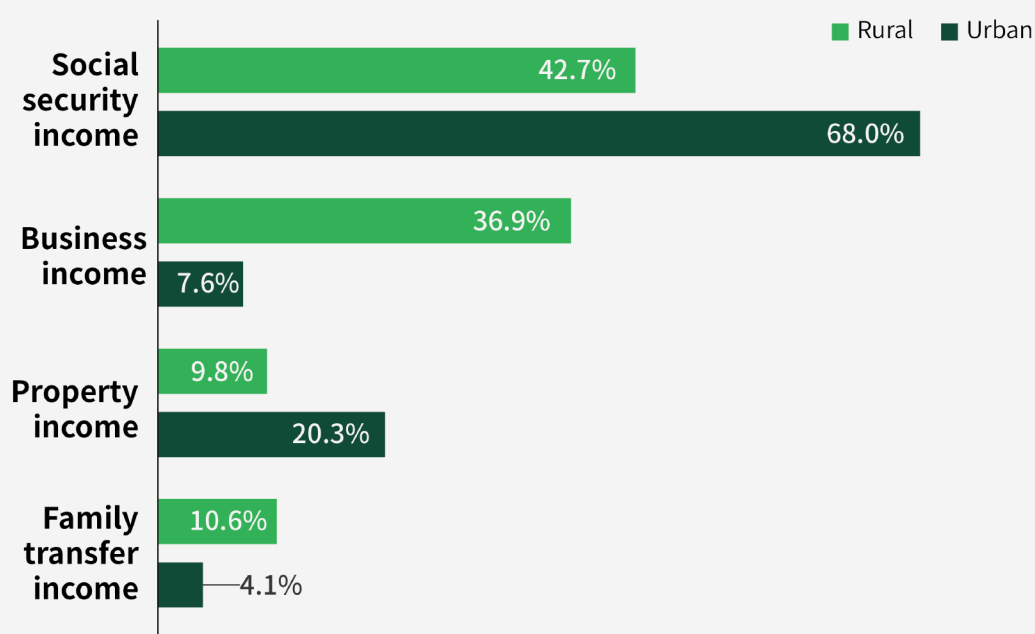


Sources: The basic data report from the fifth sampling survey on the living conditions of elderly people in urban and rural China

In terms of homeownership, the silver population aged 60 and above in China has a relatively high rate of homeownership. In 2021, 70.1% of elderly individuals owned a property either personally or with their spouse. The average housing area for elderly households was 121.7 square meters. Regarding housing satisfaction, 71.8% of elderly individuals reported being either very satisfied or fairly satisfied with their housing.

The income composition of China's silver population can be divided into: social security income, business income, property income, and family transfer income. There are both similarities and differences in the income contributions between urban and rural areas. Urban elderly individuals primarily rely on social security income (68%) and property income (20.3%), while rural elderly individuals depend more on social security income (42.7%) and business income (36.9%). Additionally, family transfer income constitutes a larger proportion (10.6%) among rural elderly individuals.

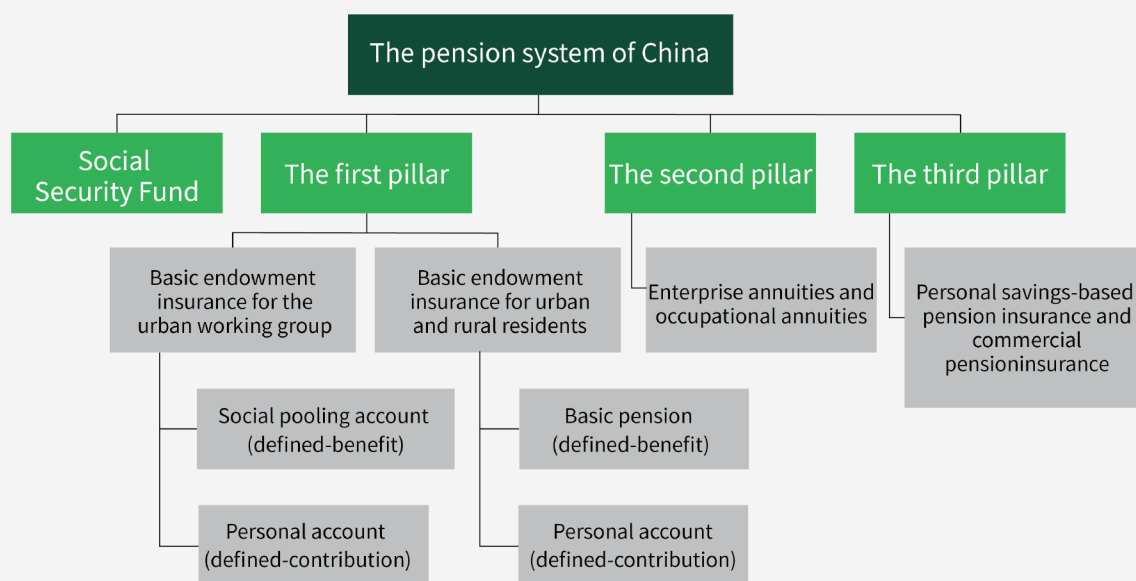
Figure 6: Income structure of the elderly people in urban and rural China in 2021



Sources: The basic data report from the fifth sampling survey on the living conditions of elderly people in urban and rural China

To build a secure and dignified life for the silver population, ensuring they are well-cared for in their later years, China's pension system has undergone a transformation—from non-existent to its current form, progressing from small-scale pilot programs to nationwide coverage. Over the past three decades, significant strides have been made in public pension security. China has now established a preliminary pension system consisting of a three-pillar structure: the basic pension insurance as the foundation, supplemented by enterprise annuities and occupational annuities, and integrated with personal savings-based pension insurance and commercial pension insurance.

Figure 7: The three-pillar structure of the pension system of China



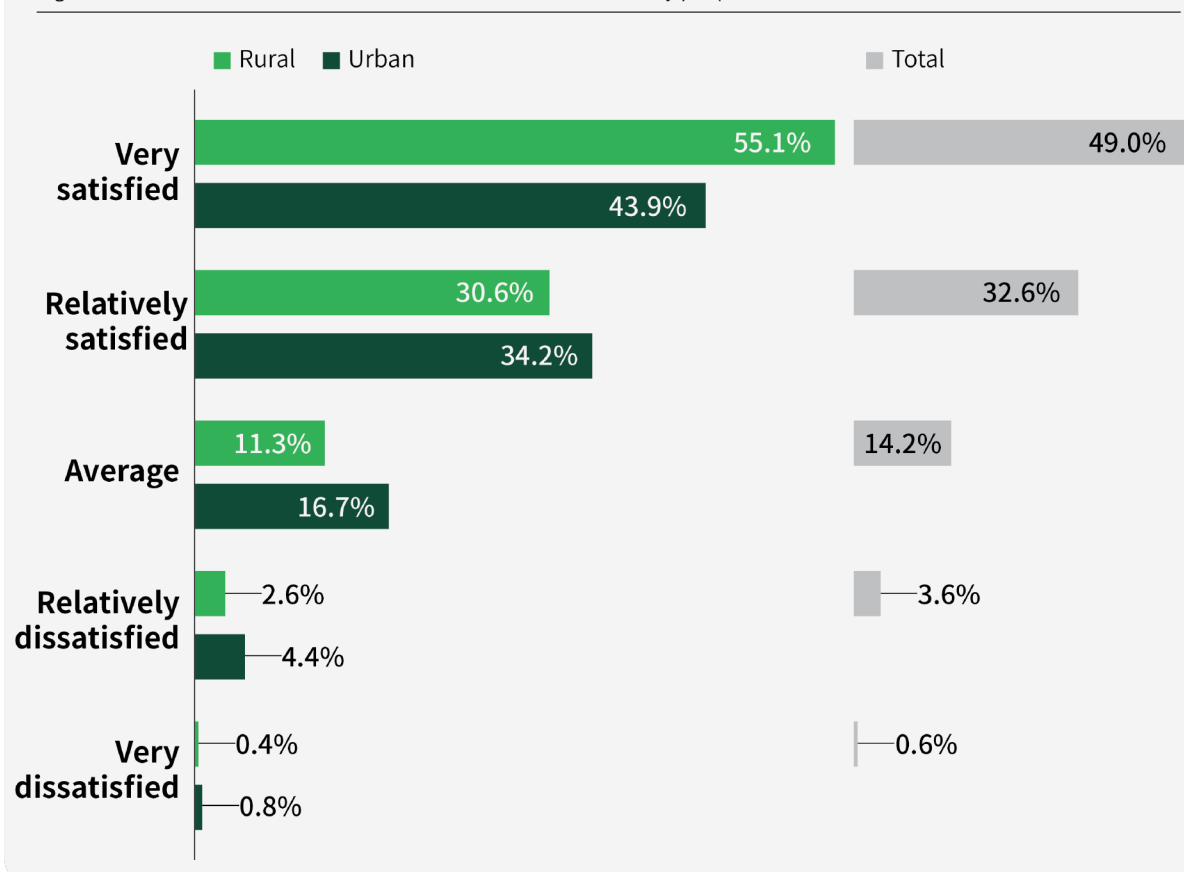
Sources: Public information

3 The infrastructure for elderly care is well-developed and continuously improving

3.1 The Establishment of the Basic Medical Security System: The Foundation for Elderly Healthcare

As a key component of the social operating foundation, China's basic medical security system meets the healthcare needs of the silver population with its extensive coverage and accessibility, alleviating their financial burdens. According to the basic data report from the fifth sampling survey on the living conditions of elderly people in urban and rural China, in 2021, 98.5% of the population aged 60 and above had access to various forms of medical insurance. According to the *2023 National Health and Health Development Statistical Bulletin*, 81.6% of elderly individuals in China reported being either very satisfied or fairly satisfied with medical and health services in 2021.

Figure 8: Satisfaction with medical and health services of the elderly people in urban and rural China in 2021



Sources: The basic data report from the fifth sampling survey on the living conditions of elderly people in urban and rural China

For a long time, the world's largest basic medical security network has been continuously improving. The National Medical Insurance Administration has added 744 new drugs to the national medical insurance catalog over the past six years, with an average price reduction of over 50% through centralized procurement.[1] In terms of the average number of hospital beds per 1,000 people, although China still lags behind Japan, which had 12.59 beds per 1,000 people in 2022, and South Korea, which had 12.84 beds in the same year, the number of beds has been steadily increasing in recent years. [2] By the end of 2023, China's healthcare institutions had 10.17 million beds, with a bed density of 7.23 per 1,000 people, up from 5.11 per 1,000 people in 2015.[3]

3.2 Enhancing the Quality of Elderly Life Across Multiple Dimensions: Clothing, Food, Housing, and Transportation

Beyond healthcare, a series of infrastructure developments focused on aging are continuously improving the quality of life for the silver population, covering aspects such as food, housing, transportation, and communication.

In terms of housing, many communities are undergoing age-friendly renovations. With the support of the Ministry of Housing and Urban-Rural Development, by 2023, 53,700 old residential communities nationwide began undergoing renovations, benefiting 8.97 million households. The Ministry has also guided local governments to prioritize public rental housing allocations for qualifying silver individuals. By the end of 2023, a total of 7.16 million individuals aged 60 and above had access to public rental housing. [4]



Elderly-oriented elevator installation project in Shanghai Hongkou district, photographed by BA

In outdoor spaces, the silver population has gained a more accessible travel environment. By the end of 2023, 3,476 convenient living zones were built across 150 pilot areas nationwide, covering 788,000 commercial points such as elderly care services and community dining. Additionally, 13,000 accessible restroom stalls and 21,000 accessible parking spaces were constructed at highway service areas nationwide. The Ministry of Transport also guided local governments to complete renovations of over 3,800 public bus and tram stations. [4]

Community canteens, spread across the country, are helping elderly individuals, especially the elderly silver population, with cooking and dining needs. Currently, there are over 6,000 community canteens in operation nationwide. [5] These canteens typically adopt the "public construction, private operation" model: for example, in Shanghai, catering services are provided by contracted companies, while the government offers free venue and hardware, as well as subsidies on utilities such as water, electricity, and gas, to balance affordable dining services with the profitability of the operators.



Shanghai Xietu Road Community Canteen (10% discount for seniors aged 60-69), photographed by BA

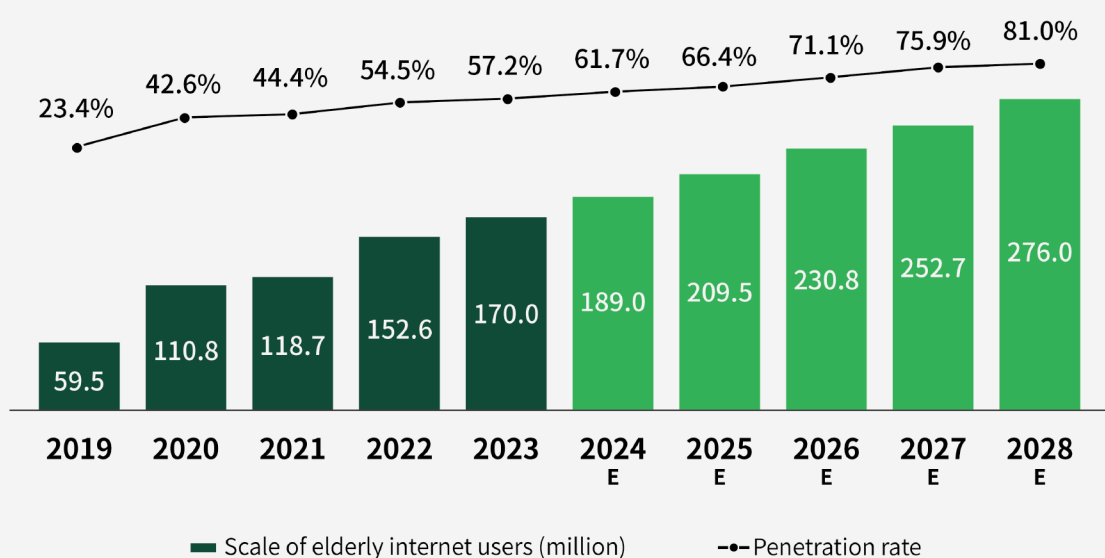
3.3 The Continuously Increasing Internet Penetration Rate

Beyond physical spaces, online aging-friendly transformations are also underway. According to a briefing by the State Council Information Office, 2,577 websites and mobile apps commonly used by the silver population have been modified to cater to their needs, offering features such as voice search and senior-specific sections. On the hardware side, relevant authorities have established aging-friendly standards for mobile devices and smart TVs, driving over 140 million domestic smartphones and televisions to undergo adaptations for elderly users.

The development of short video applications has lowered the barrier for the silver population to use the internet. Short videos, presented in an information flow format, require only simple up-and-down swiping for interaction, making them an important medium for the elderly to engage with the internet. According to feedback from the survey conducted in this study, Douyin was mentioned most frequently as a source of information by the 50-65 age group.

By the end of 2023, the number of internet users aged 60 and above in China reached 170 million, with an internet penetration rate of 57.2% among senior users, 2.44 times that of 2019. [6]

Figure 9: The scale of elderly internet users and internet penetration rate, 2019-2028E



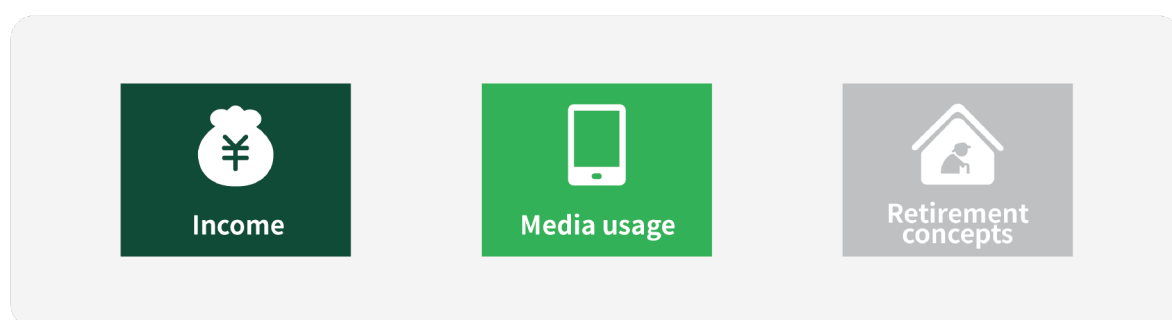
Sources: China Internet Network Information Center; Frost & Sullivan

Basic Consumer Landscape of the Active Silver Population

1. Financial Stability and Enjoyable Living
2. High Internet Penetration Rate: 50-59 Age Group of Silver Consumers Confident in Handling Returns and Exchanges, Reduced Resistance to E-commerce
3. Embrace self-care, live a life of quality



This chapter will compare the differences between the 50-59 age group and the 60-65 age group of the silver population in terms of income, media usage, and retirement concepts, in order to outline the lifestyle of the 50-59 age group of the new silver population. Based on this, we will understand their consumption behavior and consumption philosophy.



According to field research and quantitative surveys, this study found that the silver population living in first-tier, new first-tier, and second-tier cities has a high economic standard and a high rate of homeownership. They also have ample leisure time, and a large amount of personal disposable time forms the basis for expanding their activity radius, which fosters rich demands for socializing, traveling, and self-entertainment.

Generational differences are reflected in media use and retirement concepts. The study found that the popularity of smartphones is high, and the 50-59 age group of the new silver population is more proficient in using smartphones and handling complex online information. They are less resistant to online shopping returns, resulting in a higher e-commerce penetration rate compared to the 60-65 age group. Moreover, with the booming development of content e-commerce, the new silver population is also adopting a new consumption model that connects "online recommendations for restaurants/coffee shops - local life platform group buying - offline consumption."

In terms of retirement concepts, the silver population generally holds an open attitude toward nursing home care, but expresses a clear demand for an upgrade in quality. In terms of how they use their income and their attitude toward helping grandchildren, the 50-59 age group of the new silver population has begun to focus more on themselves, rather than holding onto the traditional "sacrificial" or "raising children to support old age" concepts.

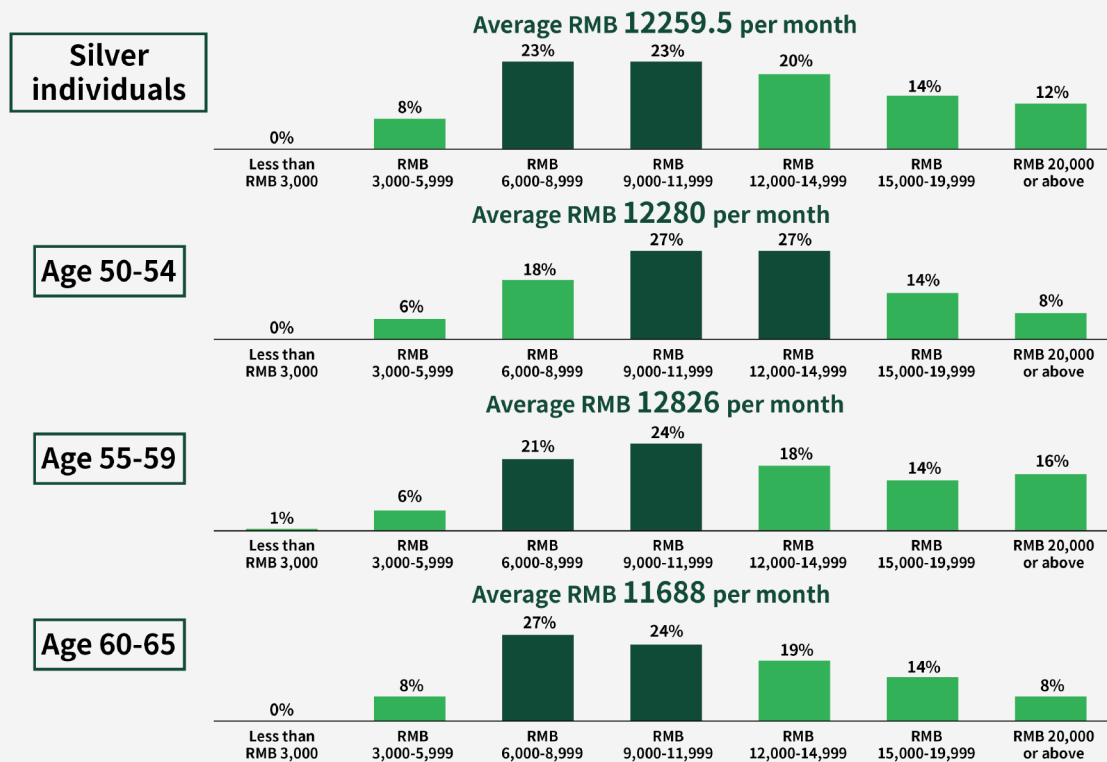
1 Financial Stability and Enjoyable Living

1.1 Economic Affluence and Diverse Income Sources

The quantitative survey targeted silver individuals aged 50-65 residing in first-tier, new first-tier, and second-tier cities, with a sample size of 1,000 participants. According to the survey results, this demographic enjoys economic affluence and a diverse income structure.

The findings indicate that the average monthly personal pension of the surveyed silver individuals is RMB 4,732. When considering household income—including spousal salary, insurance, financial investments, and rental income—the average monthly household income reaches RMB 12,259.5, equating to an annual household income of approximately RMB 147,000.

Figure 10: Monthly household income of silver individuals in different generations



Sources: BA Capital 2024 Active Silver Population Consumer Survey

In terms of generational differences, both personal pensions and total household income for the 50-59 age group are somewhat higher than those of the 60-65 age group. Among the surveyed 60-65-year-old silver individuals, the average monthly personal pension is RMB 4,226, while the average monthly household income is RMB 11,688, resulting in an annual household income of approximately RMB 140,000.

Due to regional economic disparities in China, this study classifies high pension income into three tiers based on city level: RMB 7,000 and above for first-tier cities, RMB 6,000 and above for new first-tier cities, and RMB 5,000 and above for second-tier cities. According to the quantitative survey results, the proportion of high pension earners in first-tier, new first-tier, and second-tier cities is 25%, 26%, and 26%, respectively.

While the proportion of high pension earners remains relatively consistent across city tiers, the average monthly pension in first-tier cities is RMB 5,661, significantly higher than in new first-tier cities (RMB 4,700) and second-tier cities (RMB 3,835).

In terms of household income, silver individuals in first-tier cities also have a higher average monthly income compared to those in new first-tier and second-tier cities. When converted to annual figures, the annual household income of silver individuals in first-tier cities is RMB 27,000 higher than that of their counterparts in second-tier cities.

	Low Pension Income	Medium Pension Income	High Pension Income
First-tier cities	2500-4000 (excluding 4000)	4000-7000 (excluding 7000)	7000 and above
New first-tier cities	1500-3000 (excluding 3000)	3000-6000 (excluding 6000)	6000 and above
Second-tier cities	1500-2000 (excluding 2000)	2000-5000 (excluding 5000)	5000 and above

Beyond pensions, the surveyed silver individuals generally have more diverse sources of income, including business and asset-based income.

For example, in field interviews: Ms. Liu (57 years old, relocated from Guangxi to Shenzhen, semi-independent silver individual) owns two properties in Shenzhen. Her household monthly income reaches RMB 35,000, consisting of her personal pension, her still-employed husband's salary, rental income, and investment returns. Ms. Xiao (59 years old, from Chengdu, formerly engaged in

wholesale clothing business) owns two properties in the city. Her personal monthly income is RMB 20,000, derived from pension payments, commercial property income from her previous business investments, and financial returns.

Among the 18 silver individuals surveyed in the field study, the homeownership rate was 100%, with 83% owning two or more properties.

1.2 An Average Life Satisfaction Score of 7.9

This section aims to provide a clear picture of the daily lives and overall satisfaction of the silver population through insights gathered from field interviews.

Among the 18 silver individuals interviewed, 17 provided a clear "life satisfaction" score, with an average rating of 7.9 out of 10. The surveyed individuals generally expressed a high level of satisfaction with their lives.

Two key factors contribute to this high life satisfaction:

1. Improved and Secure Material Well-being

Many silver individuals have moved past the high-pressure career phase and entered a financially stable stage. Additionally, China's well-established pension and welfare system provides them with a steady monthly income.

Ms. Guo (73 years old, a former state-owned manufacturing enterprise employee, originally from Northeast China, now living in Shenzhen) shared that her happiest moment each month is going to the bank to withdraw her pension.

"People used to say picking up money off the ground takes effort. But now, I just need to remember my password! I always withdraw my pension on time—not because I urgently need the money, but simply to enjoy the feeling of getting paid just for being alive!"

2. A Lighthearted and Positive Outlook on Life

Mr. Huang (61 years old, Beijing, former state-owned enterprise administrator) described retirement as a liberating experience:

"To be honest, after retiring, there's no more work stress or obligations. I also worry less about my children. My daughter has been married for years but doesn't want kids, and I don't interfere. Society is changing so fast—what defines happiness today? Young people have their own way of living. If we, as parents, interfere less, our kids feel more at ease, and we, in turn, feel lighter and happier too!"

Figure 11: Key words of life evaluation of active silver population

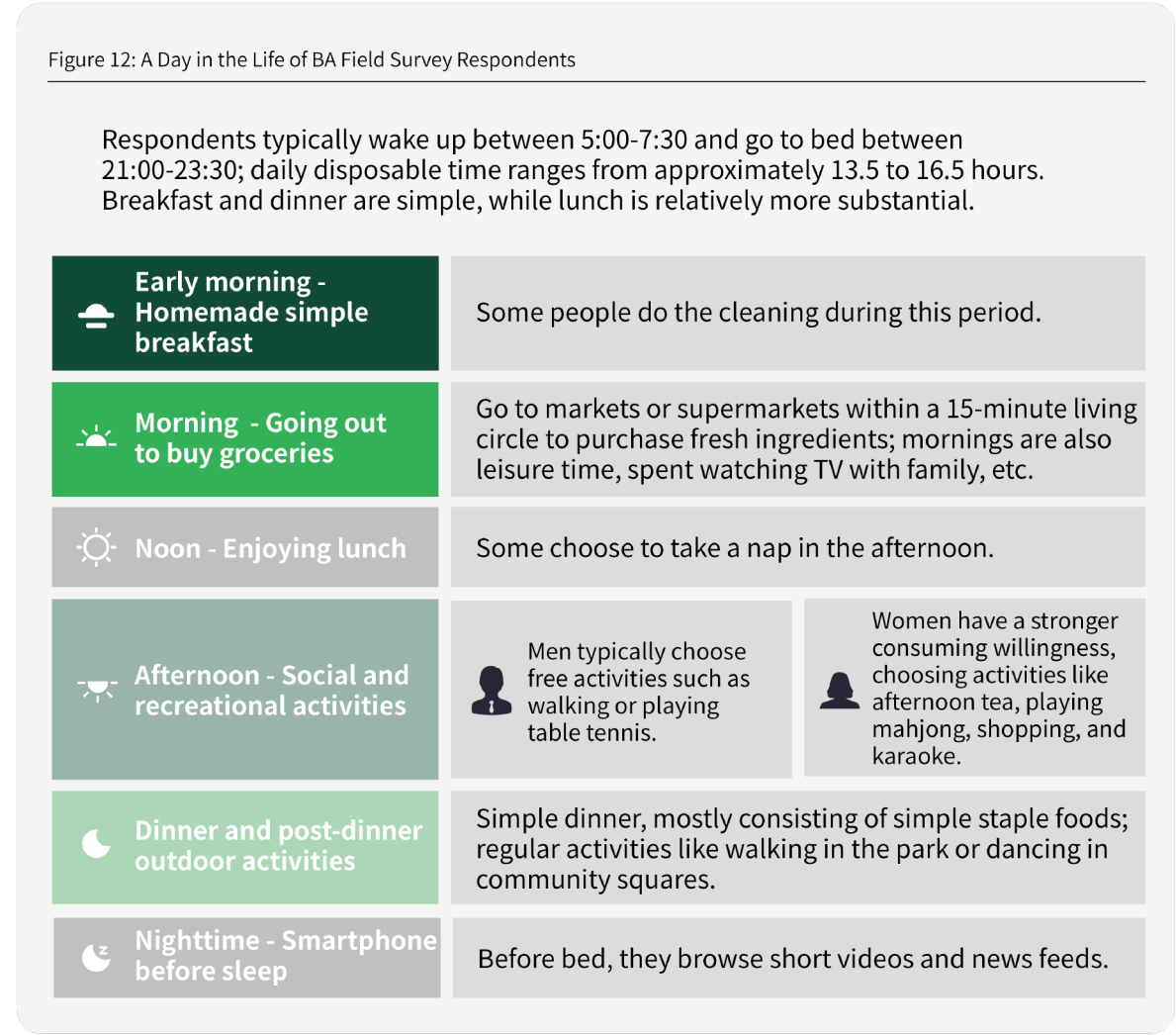


Sources: BA Capital 2024 Active Silver Population Consumer Survey

Among the 18 silver individuals interviewed in the field study, in addition to financial freedom in consumption, they also enjoy freedom of time, with 13.5 to 16.5 hours of daily discretionary time.

Social activities are mostly concentrated in the afternoon or evening. Even on days without social gatherings, silver individuals still go out daily, mainly for grocery shopping, walking, exercising, or chatting in the community.

Daily mobile phone usage ranges from 3-4 hours at the low end to 6-8 hours at the high end. Their activities primarily include: 1) watching and creating short videos, 2) watching TV shows (more common among female respondents) and 3) reading news and financial information (more common among male respondents).



Sources: BA Capital 2024 Active Silver Population Consumer Survey

In this field study, two respondents rated their life satisfaction below 7 points: Ms. Li (56 years old, from Shanxi, stayed in Beijing after the college entrance exam, spends a lot of time on part-time work post-retirement) with a satisfaction score of 6.5, and Ms. Liu (56 years old, from Beijing, husband not retired) with a score of 6. From their feedback, it's clear that events such as the passing of parents or close individuals, the unsettled status of their children's lives, and the transition from work to retirement, which often brings feelings of loneliness and lack of purpose, all affect their life satisfaction. These factors can influence their satisfaction in terms of time and psychology, and also lead to certain differences in their consumption behavior.

For instance, the death of loved ones makes respondents more focused on health, which increases their spending on health products, therapies, and similar items. Difficulty adjusting to the abundance of leisure time after retirement leads to feelings of lack of purpose. Respondents express a need for healing and socializing, which manifests in behaviors like attending regular yoga sessions or enjoying morning tea, and preferring venues that are popular with younger people.

2 High Internet Penetration Rate: 50-59 Age Group of Silver Consumers Confident in Handling Returns and Exchanges, Reduced Resistance to E-commerce

This study found that due to the penetration of short video apps, the diversity and precision of information passively obtained by the silver population have significantly increased. This has led to the development of a new consumption pattern: "discovering restaurants/cafes online - local lifestyle platform group buying - offline consumption and check-ins." Among them, the 50-59 age group, due to their more proactive information acquisition and processing abilities, can handle returns on e-commerce platforms. This has reduced their resistance to e-commerce, leading to a significant increase in e-commerce penetration. This is reflected in the variety of products purchased, purchasing frequency, and other related aspects.

2.1 Diverse Information Acquisition Channels, Douyin Has the Highest Mention Rate

The silver population has a mix of traditional and emerging media as their main information acquisition channels. In the quantitative survey on "frequent sources of information for the silver population," the top five mentioned channels were Douyin, Kuaishou, WeChat Moments, WeChat group messages, and television. Among them, Douyin had the highest usage rate (68%).

Figure 13: Information acquisition channels of silver population by age

	Overall	Age 50-54	Age 55-59	Age 60-65
WeChat group messages	41%	45%	40%	30%
WeChat Moments	51%	54%	48%	53%
WeChat Channel	32%	36%	32%	18%
Television	41%	40%	41%	41%
Douyin	68%	68%	76%	70%
Kuaishou	54%	50%	50%	62%
PDD	15%	14%	13%	13%
Toutiao	30%	31%	26%	28%
Rednote	17%	13%	23%	31%
Bilibili	4%	4%	3%	6%
Weibo	12%	14%	11%	11%
Taobao	18%	17%	15%	20%
Wechat Public Account	30%	38%	28%	25%

Sources: BA Capital 2024 Active Silver Population Consumer Survey

In terms of generational differences, the frequency with which respondents aged 60-65 mentioned acquiring information through Kuaishou was significantly higher than that of the 50-59 age group. On the other hand, the 50-59 age group mentioned WeChat group messages and WeChat Video Channels more frequently than the 60-65 age group.

In addition to media preferences, generational differences also exist in how information is acquired—whether through "active search" or "passive reception." Compared to the 60-65 age group, who tend to passively receive information, the 50-59 age group shows a more active inclination in using social media, searching for, comparing, and even purchasing information.

Ms. Ren (58, from Shanghai, a Xiaohongshu and Bilibili user) shared, "Xiaohongshu is now my Baidu. Whenever I want to buy something, I go to Xiaohongshu to compare." Mr. Huang (61, from Beijing, a self-driving tour organizer) uses Douyin for travel accommodation searches: "The main media I

use to get information is Douyin, for news, military, and finance. I also buy restaurant vouchers from Douyin's live streams. Next week, I'm planning to go to Rizhao in Shandong, and I searched for Rizhao homestays on Douyin, and happened to see a homestay owner doing a live broadcast. I clicked to see the conditions and prices."

2.2 The 50-59 Age Group's Greater Familiarity with Smartphones Drives the Increase in E-commerce Penetration

According to the "Blue Book on Digital Consumption Development Powered by the Internet" released by the China Internet Network Information Center (CNNIC) in June 2024, the online shopping usage rate for internet users aged 60 and above is 69.8%.

This field research found that the convenience of returns is a key factor influencing the elderly population's use of e-commerce. The changes in e-commerce traffic platforms require lower information processing capabilities, which naturally lowers the usage threshold for the elderly. With the improvement of both hardware and software adaptation to the elderly, and with the 50-59 age group being more skilled in using smartphones, these factors together reduce the elderly's concerns and resistance towards e-commerce returns, thus boosting e-commerce penetration.

For example, Mr. Wang (62, from Hubei, relocated to Shenzhen, previously purchased an English online live class) mentioned that the convenience of returns is the key factor for him when considering using e-commerce: "Even if I am not satisfied with the product after receiving it, as long as I can apply for a return and refund within the 7-day period, I will continue to make purchases." Mr. Huang (61, from Beijing, purchased self-driving tour equipment through online shopping) said that he prefers using Pinduoduo because "I find this platform simpler and the return and after-sales services better than those on Taobao."

3 Embrace self-care, live a life of quality

This study primarily explores the elderly population's retirement concepts in three areas: their tendency to save or enjoy their personal retirement funds, their attitude toward helping children with childcare, and their views on traditional versus open approaches to retirement living.

Differences in attitudes toward personal retirement fund usage reflect the elderly's willingness to consume. Whether or not they help with childcare also impacts the amount of disposable time they have, affecting both their willingness to spend and their consumer behavior, depending on how busy or free they are. Their attitudes toward retirement living provide further insight into their thoughts on family relationships and the concept of quality retirement living.

According to the quantitative results of this study, significant generational differences are reflected in these three areas.

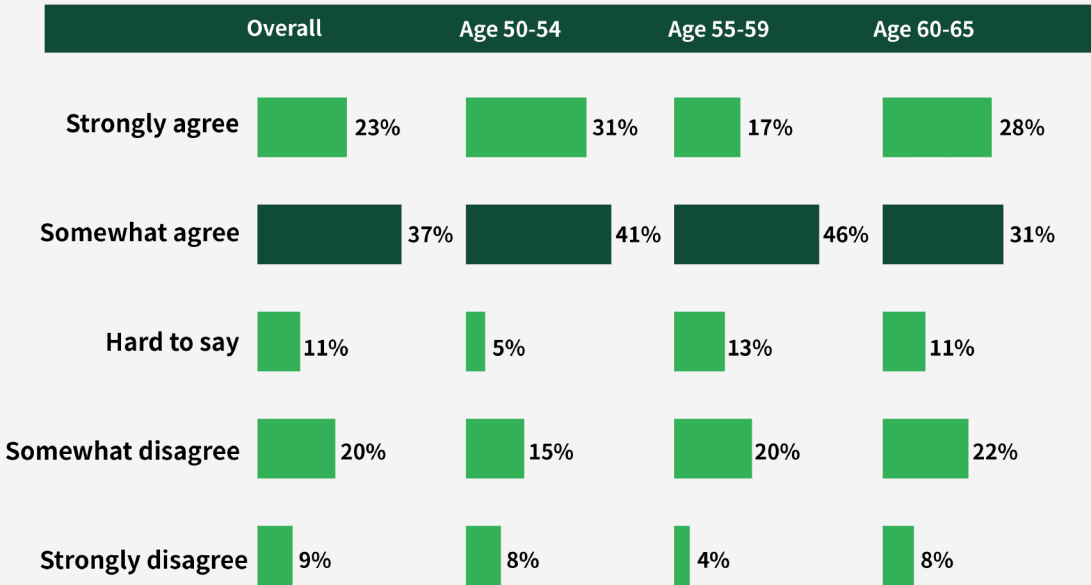
3.1 Financial Attitudes: Willing to Spend Money on Themselves

When asked whether they agree with the statement, "There's no need to leave retirement funds for children; enjoying life is the priority, especially now when we should enjoy life," 60% of respondents agreed (including strongly agree and somewhat agree).

Among the 50-59 age group, the proportion of agreement was higher than in the 60-65 age group. Among respondents aged 50-54, 72% agreed; 63% of those aged 55-59 agreed; and 59% of those aged 60-65 agreed.

In field interviews, respondents generally expressed the same or similar views: spending money on themselves and leaving property for their children. Mr. Meng (67, from Shanghai, owner of three commercial properties) shared, "Regarding money, I think we should spend all our income, not leave anything for the children. They should work hard for their own wealth. With societal development, medical advances, and improved welfare, children's generation will have a better life than us. We just need to save some emergency funds. I told my daughter, the older generation saved and lived frugally for you, but it's just small amounts to you, so why bother?"

Figure 14: Attitudes of different generations toward "Pension does not need to be left to children, enjoying life is the first priority, especially now to enjoy life"



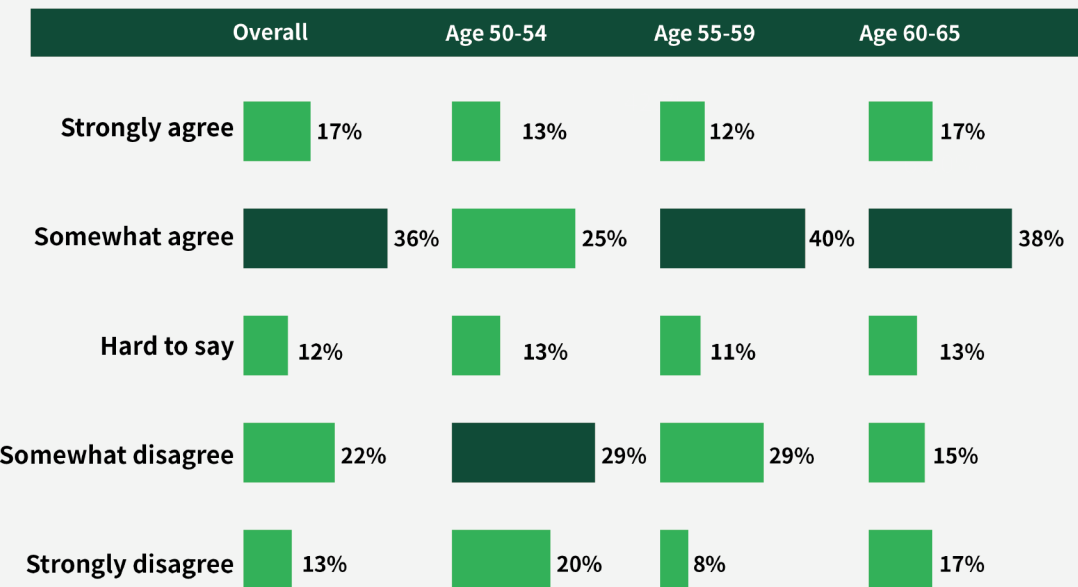
Sources: BA Capital 2024 Active Silver Population Consumer Survey

3.2 Helping with Childcare: Nearly Half of the 50-54 Age Group Believes It's Not Their Responsibility

When asked whether helping children with childcare is their responsibility and obligation, less than 40% of respondents in the 55-59 and 60-65 age groups disagreed (including somewhat disagree and strongly disagree). However, in the younger 50-54 age group, 49% disagreed.

In field interviews, the study found that more and more new silver individuals express that when their children's economic or time conditions allow for other childcare options, they prefer not to help with childcare. Ms. He (56, retired and relocated to Chengdu, daughter married with children) shared, "I actively volunteered not to help my daughter with childcare. On one hand, our educational views are very different from those of younger people, and if we're together, we'll just end up arguing and not doing a good job. When young people take care of the kids themselves, the children listen more obediently. On the other hand, taking care of children is really tiring, and my daughter also feels bad for me. So if she can hire someone, she does. If she really needs help, I'll take turns with my mother-in-law, but we still need to keep time for ourselves to rest."

Figure 15: Attitudes of different generations toward "Helping children with childcare is my responsibility and obligation "



Sources: BA Capital 2024 Active Silver Population Consumer Survey

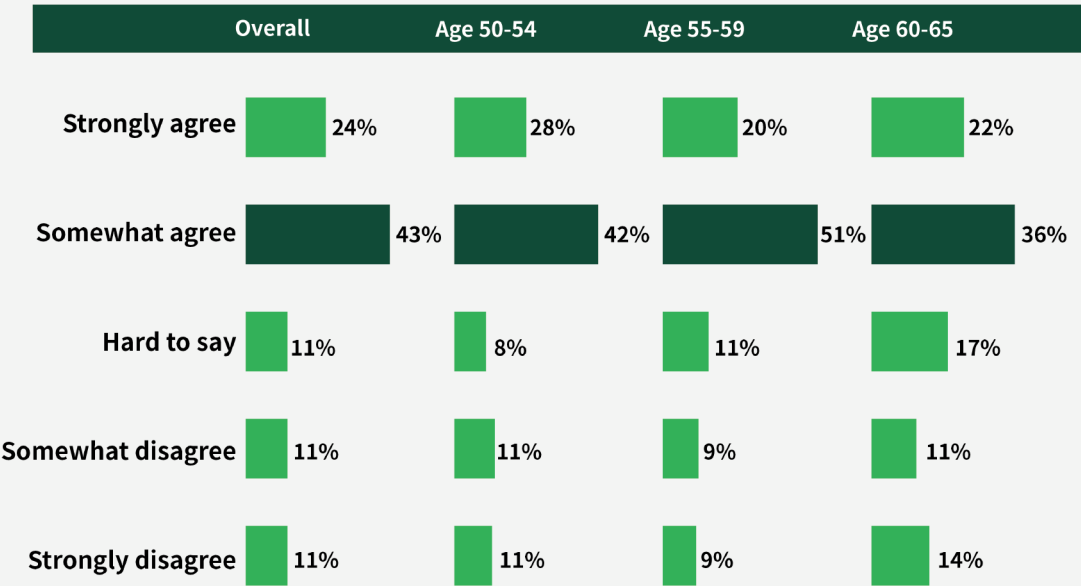
3.3 Attitude Toward Retirement Homes: Demand for Quality Upgrades Evident

In the survey regarding silver individuals' attitudes toward retirement homes, the results show that both generational and income differences impact their attitudes: younger or higher-income silver individuals tend to have a more open attitude toward retirement homes.

When asked, "If I become unable to care for myself in the future, I would choose to live in a retirement home," 70% of 50-54-year-old silver individuals agreed, while 71% of 55-59-year-olds agreed (both strongly agree and somewhat agree). In the 60-65-year-old group, 58% agreed. Despite some generational differences, it is clear that more than half of the silver individuals in each age group expressed agreement that they would choose a retirement home if they could no longer care for themselves.

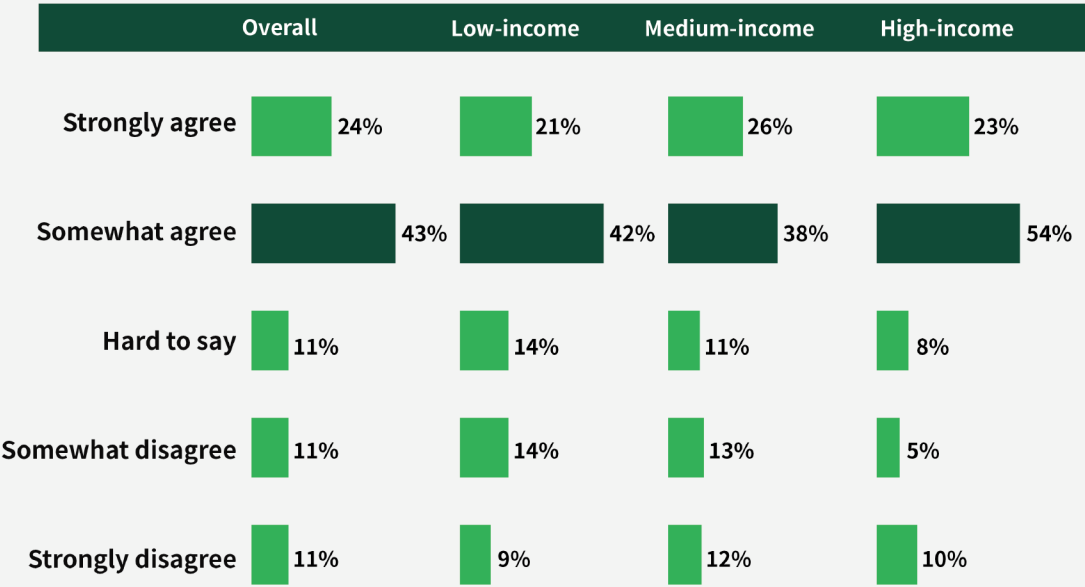
Income differences also influence the results of this question. Among high-income individuals, 77% agreed, while 63% of low-income individuals agreed.

Figure 16-1: Attitudes of different generations toward "If I become unable to care for myself in the future, I would choose to live in a retirement home"



Sources: BA Capital 2024 Active Silver Population Consumer Survey

Figure 16-2: Attitudes of different income groups toward "If I become unable to care for myself in the future, I would choose to live in a retirement home"



Sources: BA Capital 2024 Active Silver Population Consumer Survey

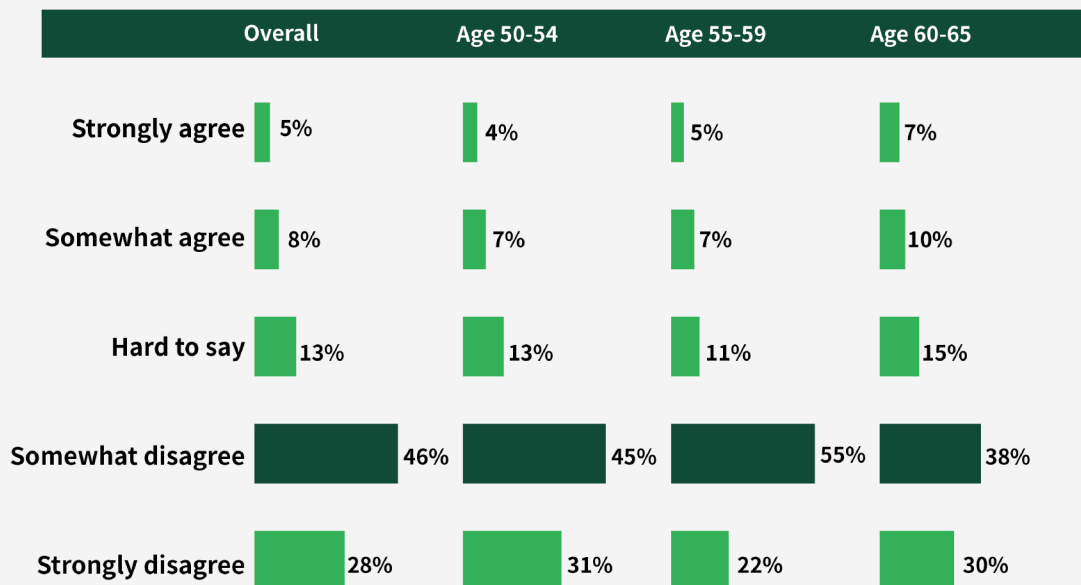
In the field interviews, the research found that most respondents had either directly visited or heard about newer, higher-quality retirement homes, such as Taikang Retirement Homes. This on-site research changed their traditional perceptions of retirement homes, and they began to recognize the professionalism of retirement homes in terms of service, healthcare, and other areas.

On the other hand, silver individuals are aware of the work-life pressures faced by their children and do not expect them to personally handle their care. Mr. Wang (62 years old, from Hubei, relocated to Shenzhen, former stockbroker) shared, "I'm willing to go. It might even be better than having my son take care of me. As they say, no son is truly filial when a parent is bedridden for a long time. Plus, my son is careless, so it's likely that the service in a retirement home will be more attentive!"

For a long period, having children send their parents to a retirement home was often seen as an act of unfilial behavior. According to the quantitative

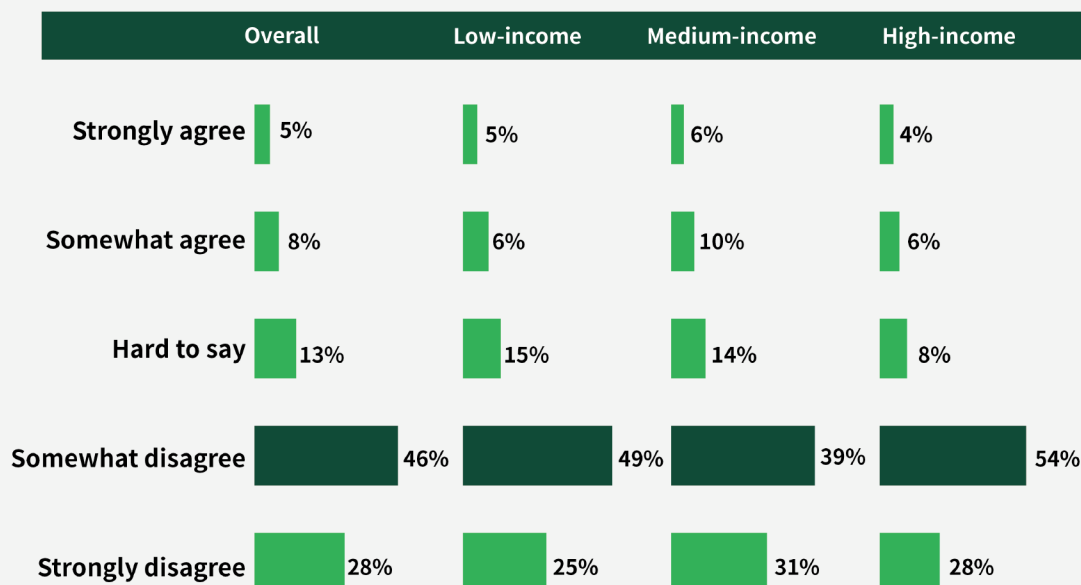
research, regardless of generational or income differences, most respondents disagreed with this view. Among younger respondents or those with higher incomes, the proportion of those who disagreed with this idea was even higher.

Figure 17-1: Attitudes of different generations toward "If children send me to a retirement home, they are unfilial"



Sources: BA Capital 2024 Active Silver Population Consumer Survey

Figure 17-2: Attitudes of different income groups toward "If children send me to a retirement home, they are unfilial"



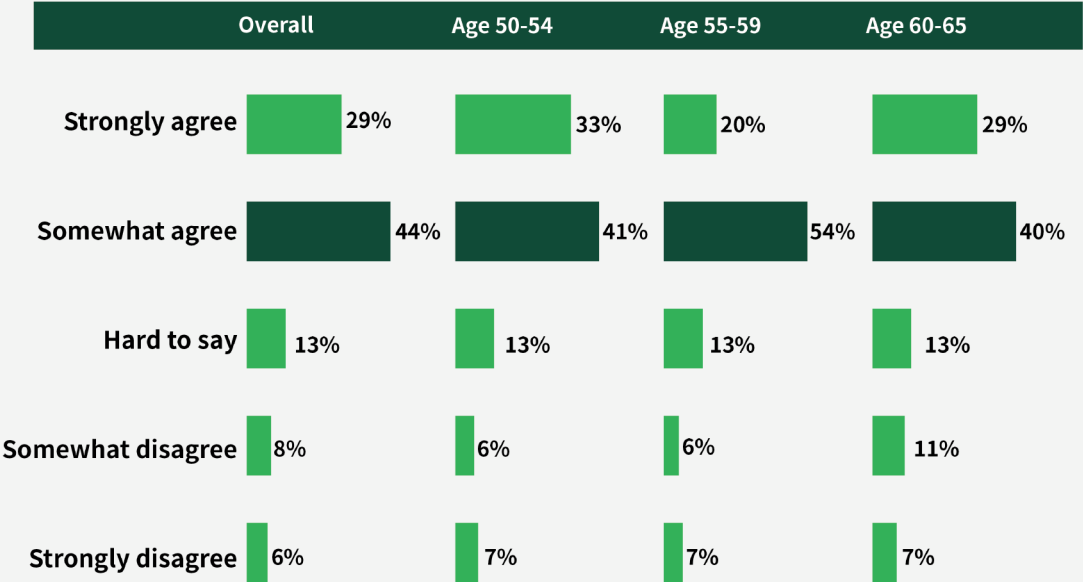
Sources: BA Capital 2024 Active Silver Population Consumer Survey

However, the interviewed silver individuals generally have reservations about the "lack of freedom" in retirement homes. In addition to the requirements for hardware facilities, they place great importance on the freedom of choice and autonomy in daily life, which they view as an essential component of a high-quality life. As a result, they consider retirement homes as a last resort, only when they are much older, unable to move independently, and require care.

In the field interviews, respondents commonly mentioned: "The schedule in retirement homes is fixed. If they tell you to sleep at a certain time, you have to go to bed. If they dictate certain activities at specific times, you have to do them. There's no freedom like being at home. Moreover, once you enter, you can't come and go freely. Things like visiting parks or traveling become impossible..."

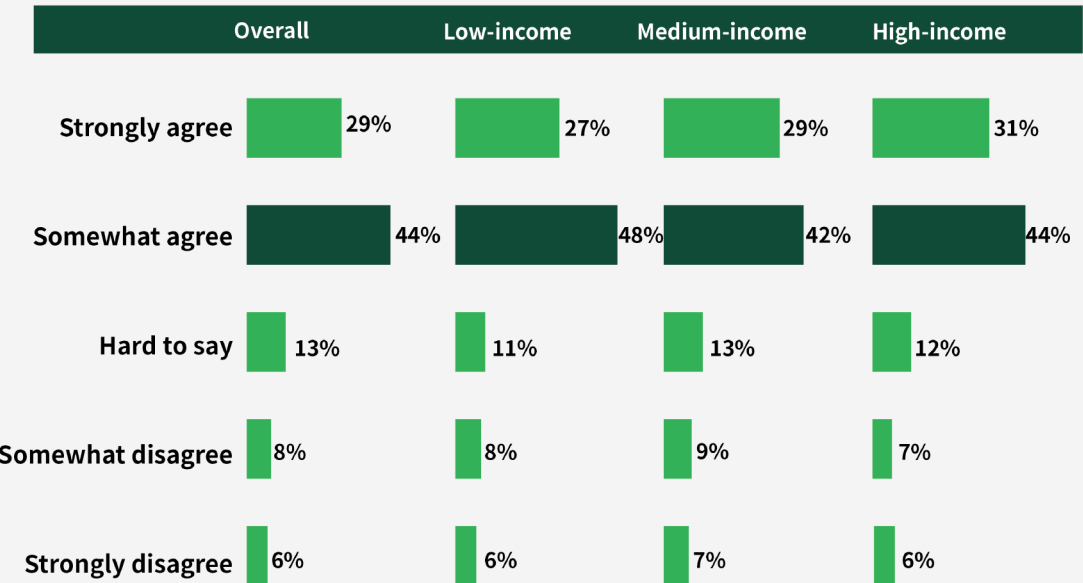
Silver individuals expressed more interest in "home-based services retirement," "travel-based retirement," or "retirement homes that offer escort services," which provide more freedom. Quantitative research also showed that about 70% of respondents expressed willingness to try newer forms of retirement, such as travel-based retirement. Age and income differences did not significantly affect these results.

Figure 18-1: Attitudes of different generations toward "I am willing to try newer forms of retirement, such as travel-based retirement"



Sources: BA Capital 2024 Active Silver Population Consumer Survey

Figure 18-2: Attitudes of different income groups toward "I am willing to try newer forms of retirement, such as travel-based retirement"



Sources: BA Capital 2024 Active Silver Population Consumer Survey

The background image is a scenic view of a park. In the foreground, the back of a wooden bench is visible, with two people sitting on it, their heads and shoulders seen from behind. They are looking towards a pond. The pond is calm, reflecting the surrounding greenery. In the middle ground, there are several colorful pedal boats on the water. The background is filled with lush green trees and foliage, with some sunlight filtering through the leaves. A green semi-transparent banner is overlaid on the top half of the image, containing the title and list.

Interpretation of the Consumption Needs of the Active Silver Population

1. Active Silver Consumption Philosophy
2. Common Needs of the Active Silver Generation

1 Active Silver Consumption Philosophy

1.1 Free Consumption, Not Focused on Saving

The new generation of silver people is more generous with their spending and has a relatively weak saving mentality. Ms. Zhang (66 years old, relocated from Northeast China to Shenzhen in 1998, the youngest in her family) mentioned: "My older brother and sister had a more difficult childhood, so they didn't live like I do. I dare to spend money, and now the local government in Shenzhen offers great benefits for middle-aged and elderly people, so I freely spend my pension." Similarly, Ms. Gao (57 years old, from Shanghai, who stated she wouldn't leave cash for her children) said: "We've learned from the previous generation's mistakes. Now, I just spend my own money. My parents saved their whole life, and when they passed, they left the money to my brother. My brother said, 'Mom and Dad saved their whole life, and I made it all back in one year,' which really struck me."

1.2 Self-Centered Consumption, Enjoyment for Oneself

After retirement, the new silver generation has shifted their life focus from family to themselves, and their consumption structure shows a strong "self-pleasing" attribute. According to our field interviews, cultural and travel expenses account for more than 50% of the annual spending for many in this group. Mr. Huang (61 years old, from Beijing, with a married daughter who has no children) said: "After retirement, whenever there's an opportunity, I travel. In the next five years, I want to visit all the beautiful places in China. When I was working, I could only take about 20 days of paid vacation a year. Now that my health is still good, I want to enjoy life—eat more, enjoy more."

1.3 Rational Consumption, Quality Consumption

The new silver generation generally makes rational consumption decisions, focusing on value for money. Although they currently live comfortably, those born in the 1950s and 1960s have worked hard to improve their lives, deeply understanding that earning money is not easy. With their rich life experience, they generally follow a rational consumption philosophy of "spending within their means." Their monthly expenditure limit is typically their pension, and for everyday necessities, they are accustomed to comparing prices or seeking recommendations from friends to ensure they get the best quality-to-price ratio in their purchases.

Figure 19: Income and Consumption Overview of Active Silver Population in BA Field Survey

Name	Residence	Birth Year	Annual Disposable Income	Annual Non-Medical Consumption Expenditure (Partially Including Household Expenditure)	Major Components		
					Travel (Including Shopping)	Dining	Health Supplements
A	Shanghai	Mid-1950s	Above RMB 200,000	RMB 120,000	RMB 30,000	RMB 20,000	Less than RMB 5,000
B	Shanghai	Mid-1960s	Above RMB 200,000	RMB 180,000	RMB 50,000	RMB 30,000	Less than RMB 5,000
C	Shanghai	Mid-1950s	Above RMB 200,000	RMB 60,000-70,000	RMB 10,000	RMB 5,000-10,000	RMB 5,000-10,000
D	Shanghai	Late 1950s	RMB 100,000-200,000	RMB 30,000-40,000	RMB 10,000-20,000	RMB 5,000	RMB 10,000
E	Shanghai	Mid-1960s	RMB 100,000-200,000	RMB 50,000-60,000	RMB 30,000	RMB 5,000-10,000	RMB 10,000
F	Shanghai	Late 1960s	RMB 100,000-200,000	RMB 60,000	RMB 20,000	Less than RMB 5,000	Less than RMB 5,000
G	Beijing	Early 1960s	RMB 100,000-200,000	RMB 90,000-100,000	RMB 50,000	RMB 10,000-20,000	Less than RMB 5,000
H	Beijing	Late 1960s	Above RMB 200,000	Above 200,000 RMB	RMB 100,000	RMB 70,000	RMB 30,000-40,000
I	Beijing	Late 1960s	Above RMB 200,000	RMB 100,000-200,000	RMB 20,000-30,000		RMB 10,000
J	Beijing	Late 1950s	RMB 100,000-200,000	RMB 180,000	RMB 100,000	RMB 20,000-30,000	RMB 10,000
K	Shenzhen	Early 1950s	Less than RMB 100,000	RMB 60,000	RMB 20,000-30,000	RMB 20,000-30,000	Less than RMB 5,000
L	Shenzhen	Late 1950s	RMB 100,000-200,000	RMB 40,000-60,000	RMB 20,000-30,000		RMB 5,000-10,000
M	Shenzhen	Late 1960s	RMB 100,000-200,000	RMB 180,000	RMB 30,000-40,000		RMB 5,000-10,000
N	Shenzhen	Early 1960s	RMB 100,000-200,000	RMB 180,000	RMB 30,000	RMB 70,000-80,000	RMB 5,000-10,000
O	Chengdu	1960s	Above RMB 200,000	RMB 120,000	RMB 30,000	RMB 30,000-40,000	RMB 20,000
P	Chengdu	Late 1950s	RMB 100,000-200,000	RMB 60,000	RMB 40,000-50,000	RMB 20,000-30,000	RMB 5,000-10,000
Q	Chengdu	Early 1960s	RMB 100,000-200,000	RMB 70,000-80,000	RMB 60,000		

Note: 1) Considering the specialty of the respondents and the fact that the feedback data is based on verbal communication, the sum of subcategories does not reach 100%; 2) Some respondents' annual non-medical consumption expenditure includes part of household expenditure, so it may exceed their annual disposable income.

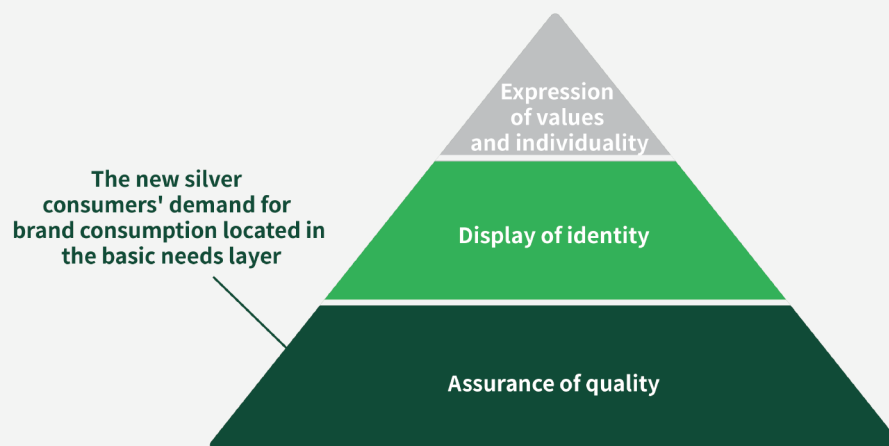
Sources: BA Capital 2024 Active Silver Population Consumer Survey

1.4 Understanding Brand Consumption Concepts

Brand Equals Quality

The study suggests that consumers' demand for brand consumption can be categorized into three levels: Basic Needs Layer – Assurance of quality; Intermediate Needs Layer – Display of identity; Top Needs Layer – Expression of values and individuality.

Figure 20: New silver consumers' demand for brand consumption



Sources: BA Capital 2024 Active Silver Population Consumer Survey

Field research reveals that the brand consumption demand of the new silver generation primarily falls within the "quality assurance" tier—where brand equals quality. Their consumption habits are pragmatic and rational. With fewer business and social interactions after retirement, the need for identity signaling diminishes, and they rarely exhibit the high-level demand for value-based self-expression seen in younger demographics. Instead, they prioritize the functional value of products, using branded goods as a means to efficiently identify high-quality items and reduce decision-making costs.

As a result, in high-ticket categories such as home appliances, Western health supplements, and hair dyes—where quality is harder to assess and decision-making costs are higher—brand consumption is highly prevalent. Conversely, for categories with lower decision-making difficulty and cost, such as clothing and everyday household items, there is a noticeable trend of brand-neutral consumption among the new silver consumers.

Passive Awareness of New Brands but High Brand Loyalty

Field research indicates that the silver generation has limited ability to assess product quality and often harbors skepticism due to societal narratives of scams targeting older adults. Even among the new silver group, there is little motivation to try unfamiliar brands; they prefer well-known, long-established brands they already trust.

On the other hand, they are more sensitive to service quality than product quality. As a result, a "high-quality service + product" model is more effective in building brand trust. For example, some silver women in the study chose to purchase in-salon beauty products because they trusted their beauticians, valued their service, and saw visible results.

Overall, their awareness of new brands is typically passive, coming mainly from recommendations by children, friends, or experts, or from brands present in their trusted shopping channels such as Watsons or high-end offline malls. However, this also means that once trust is established, silver consumers tend to be highly brand-loyal and rarely switch to other brands.

2 Common Needs of the Active Silver Generation

2.1 Enriching Retirement Life

• Underlying Reasons for This Need

After retirement, the silver population experiences a significant increase in free time. This is especially true for the 50-59 age group, who are less inclined to take on the responsibility of caring for grandchildren. Their daily routines shift from work and family obligations to focusing on personal freedom and self-fulfillment. As Ms. Liu, a 56-year-old retiree from Beijing, shared, "In the past, my daily schedule depended on my work hours and my child's needs. Now, my day starts with 'me'—today I want to go cycling, tomorrow I want to meet a friend, and the day after, I'll go singing. Through this process, I have rediscovered my interests—it's like living a new life all over again!"

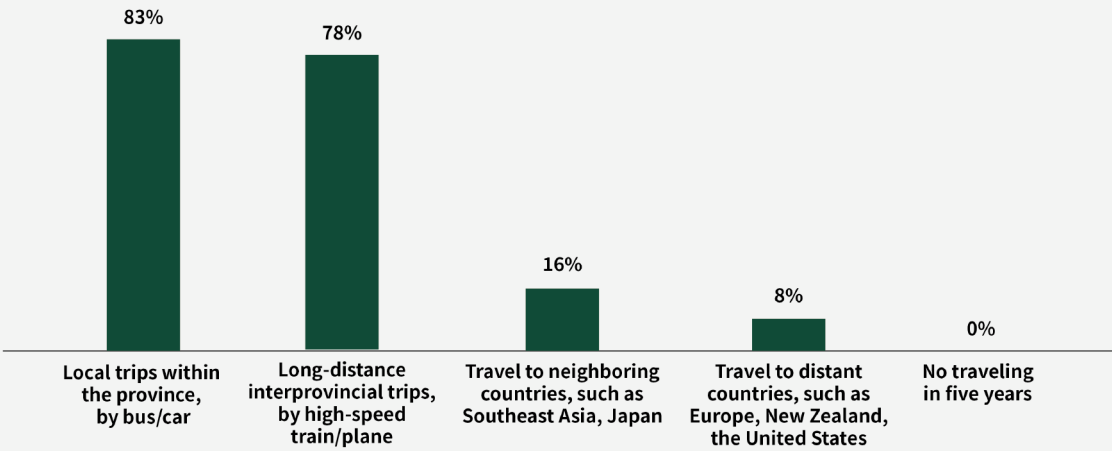
Additionally, the rise of short-video platforms and local lifestyle apps has introduced the silver generation to a broader range of high-quality, diverse lifestyle choices and consumption options.

• Existing Solutions & Generational Differences in Consumption Behavior

Travel has become the primary leisure activity for the new silver generation. Quantitative research shows that 100% of surveyed seniors have traveled within their province, to other provinces, or internationally in the past five years. The most common types of travel are local trips within the province (83%) and long-distance interprovincial trips (78%), with most traveling alongside their spouse. In-depth interviews further revealed that frequent travel is a defining part of retirement life, with many retirees recalling their trips as the highlights of their year. As Ms. He (56, relocated to Chengdu after retirement, living alone) excitedly shared, "Oh my, Beijing Universal Studios was SO much fun!"

Figure 21: Traveling destinations in the past 5 years of the surveyed silver generation

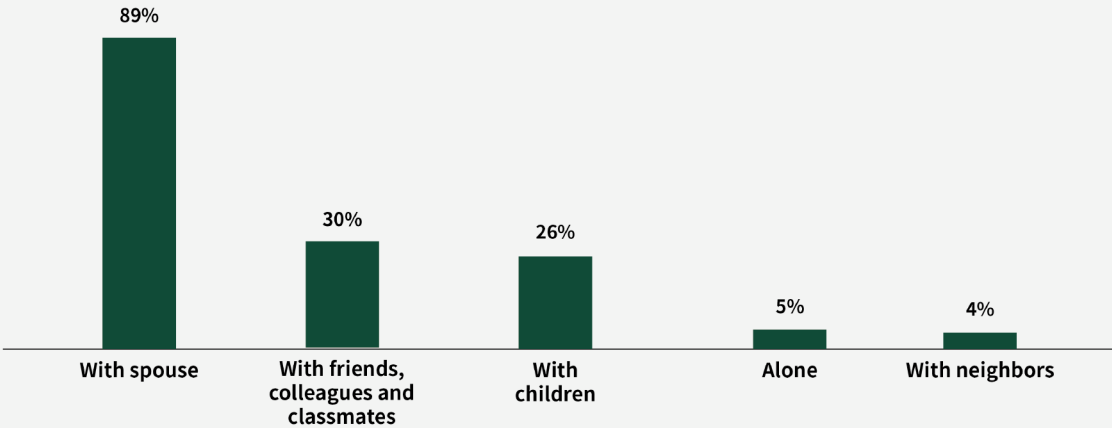
Total sample size N=1000



Sources: BA Capital 2024 Active Silver Population Consumer Survey

Figure 22: Traveling companions in the past 5 years of the surveyed silver generation

Total sample size N=1000



Sources: BA Capital 2024 Active Silver Population Consumer Survey

Weekly and monthly social gatherings with like-minded former colleagues and classmates are also a significant part of the daily lives of the new silver generation. These gatherings typically take the form of afternoon tea meetups, food exploration, or short suburban trips. When choosing locations, platforms like Douyin and Dianping serve as important information sources, while group-buying deals help them discover new dining spots and ensure a good price-to-quality ratio.

Additionally, many retirees now have more time to invest in personal hobbies, including square dancing, karaoke, modeling, photography, and fishing. Their choice of hobbies is often a continuation of their past interests or is influenced by their social circles. Ms. Peng (66, Beijing, with over 1,000 Douyin followers) joined a senior modeling team after being introduced by younger peers. She shared, "We have professional instructors, and after practice, I feel more energetic and confident! I even learned to edit Douyin videos. Every afternoon, I take my phone to the park, practice, and film. If the video turns out well, I upload it. Our team also organizes outings, coordinating outfits and finding scenic spots in the city to shoot videos. Before I knew it, I had gained over a thousand followers!"

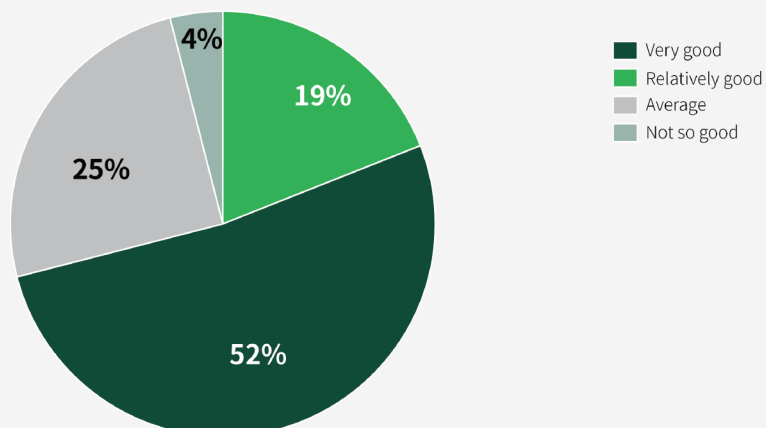
2.2 Preventive Health Maintenance: Staying in Good Shape

• Underlying Needs

With improved living standards and healthcare access, the silver population in this study generally self-evaluates their health condition positively, with 71% considering themselves in good shape. As a result, their primary health concern is daily maintenance rather than reactive medical treatment. Field research shows that their main health issues tend to be chronic conditions common in aging, such as hypertension, high blood sugar, osteoporosis, poor sleep, and eye strain. To maintain their "optimal state", they emphasize long-term body conditioning and proactive care rather than waiting until they fall ill.

Figure 23: Silver population self-evaluates their health condition

Total sample size N=1000



Sources: BA Capital 2024 Active Silver Population Consumer Survey

Another key driver of premium and branded health consumption among the new silver generation is the rising health awareness of their children. Many of them lack confidence in evaluating health products and instead rely on recommendations from their Millennial children (born in the 90s). For example, Ms. Pan (58, Shanghai, suffers from chronic conditions like frozen shoulder and pharyngitis) shared her experience, "I never believed in health supplements before. In the past, scams and MLM schemes ruined their reputation. But then my daughter, who was studying in the UK, saw a doctor who prescribed supplements for her. So, I started taking Swisse Women's Multivitamins every day. When COVID-19 first hit, I never got infected... So now I believe supplements are important. I even convinced my friends to start taking multivitamins too!"

• Existing Solutions

Daily consumption of health supplements, tonic foods is the main method of maintenance for the silver population. The penetration rate of health supplements in both quantitative and field research subjects reached 100%. Overall, 38% of the silver population uses both Chinese herbal tonics and Western health supplements, 34% of the silver population uses mainly Western health supplements, and 28% uses mainly Chinese herbal tonics. Their general demand for Western medicine is precise supplementation, while their demand for Traditional Chinese Medicine is gradual conditioning. From the perspective of generational differences, the proportion of people using both Chinese and Western health products is significantly higher in the 50-54 age group compared to the 60-65 age group.

Among Western health supplements, the following categories are most common: Fish oil to alleviate high blood pressure, cholesterol, and triglycerides; glucosamine and calcium tablets for joint care; and lutein and multivitamins for eye protection. The brands are mostly imported from overseas. For Chinese tonics and medicinal food products, there are currently many categories with no prominent

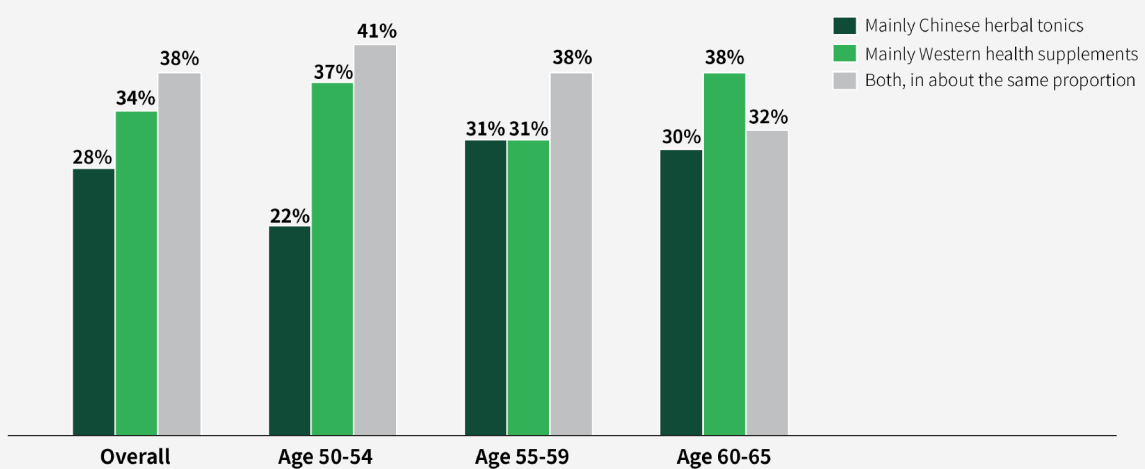
brands. The main selection logic for consumers is based on the efficacy and place of origin, such as:

Sea cucumber - Qingdao - High protein

Dendrobium - Huoshan - Aids digestion

American ginseng - Canada - Tonifies Qi and blood

Figure 24: Preference for Chinese and Western health supplements among silver-haired population of different ages



Sources: BA Capital 2024 Active Silver Population Consumer Survey

This field research found that the silver population lacks the ability to distinguish the quality of products themselves, and their purchasing decisions are mainly based on direct purchases or gifts from children or acquaintances. As a result, brand loyalty is relatively high. Some silver individuals with relatively narrow social circles or strong research abilities will purchase products through trusted channels, such as Lei Yun Shang, Watsons, pharmacies, and Hong Kong JEBN.

Offline community health and therapeutic services are also highly prevalent as daily health maintenance methods. Taking moxibustion as an example, 69% of the silver population in this study has the habit of practicing moxibustion regularly, and moxibustion during the "three hottest days" is deeply ingrained. In most

consumer scenarios, silver individuals choose massage therapy or moxibustion primarily for body relaxation, rather than with a specific treatment requirement.

In addition, "walking 10,000 steps a day" and square dancing are also very common daily exercise options among the silver population.

2.3 Focus on Diet, Simple Meals without Compromising Quality

• Underlying Reasons for the Demand

Field research found that after their children become independent, the number of people eating at home decreases, and as they enter middle and old age, the appetite of the silver population tends to decrease. As a result, the meals they prepare at home tend to become simpler. However, with an increased awareness of health, the new silver generation tends to favor meals that are "simple but more nutritious."

• Existing Solutions and Generational Differences in Consumption Behavior

When both spouses are retired, the common arrangement for meals is "a full lunch and light meals for breakfast and dinner." In family dining scenarios, the new silver-haired population prefers "high-quality fresh produce" and "healthy seasonings."

In terms of purchasing fresh produce, the silver population still prefers offline channels where they can directly select the quality, mainly through community stores and street-side shops. For long-lasting vegetables like winter melon and apples, or local specialties, they occasionally use online platforms such as Duoduo Maicai or Pinduoduo. Additionally, higher-income new silver individuals prefer

using membership-based stores like Sam's Club and high-end supermarkets with specialized fresh food sections. After building trust in these channels, some new silver consumers gradually switch to "online ordering with home delivery" for convenience.

Our research also shows that the silver population has more upgraded demands and purchasing considerations for fresh food stores. For example, aside from the basic requirements of freshness and affordability, they want the store environment to be bright, clean, odor-free, and air-conditioned. In terms of meat, eggs, and dairy products, they seek quality upgrades and have a high degree of loyalty to specific channels and product brands based on product quality. For example, Mr. Meng (67 years old, from Shanghai, prefers food supplements) says, "I usually buy milk from Guangming or Qingmei, with a shelf life of under 7 days—the shorter the shelf life, the better." Ms. Liu (56 years old, from Beijing, focuses on the origin and channel of fresh products) adds, "Sam's Club guarantees quality, but if Sam's doesn't have discounts, I'll go specifically to Huimin Supermarket on Nanxiaojie for eggs. They have a wide variety... My husband and children only want Sam's grass-fed beef."

Regarding cooking methods, the silver population generally prefers healthier cooking with less oil, salt, and MSG. Therefore, the use of seasonings tends to be simple, with a preference for well-known brands and products with clean ingredient labels. Some of the silver individuals exposed to foreign cultures, who cook dishes like steak, use compound seasonings like black pepper sauce and barbecue sauce.

For breakfast, while seeking simplicity and convenience, the silver population also looks for nutritional upgrades. Our research found that the most pre-packaged meals in their daily diet are breakfast items. "Short shelf-life frozen foods," such as steamed buns, dumplings, and buns, have become staples in the silver population's refrigerators. At the same time, to supplement their breakfast

nutrition, the silver population often drinks goat milk powder or camel milk powder for a quick protein boost in the morning. We also observed that some silver individuals have begun consuming convenient, ready-to-eat health foods like Ejiao cake to meet their breakfast and snack needs.

2.4 External Elegance and the Pursuit of "Age-less" Look

• Underlying Needs Origin

After reaching the age of 50+, the silver population begins to show signs of aging at a physiological level. The primary signs observed during our field research include increased facial wrinkles, the appearance of age spots, reduced hair volume, more gray hair, changes in body shape, and enlarged foot size. The 50-59-year-old new silver group tends to adopt a more proactive approach to aging, believing that spending time on grooming and dressing up is the key to maintaining a "youthful feeling" and distinguishing themselves from the "elderly" look.

• Existing Solutions

The overall demand for footwear and clothing consumption is gradually decreasing, with a focus on cost-effectiveness and "elegant and appropriate" dressing. Our field research found that although the new silver group, with higher income and consumer willingness, generally has stronger brand awareness and aesthetic demands for clothing, the reduction in "business social" scenarios after retirement has led to a decline in both the frequency of purchasing shoes and clothes and their demand for brand symbols and fashion. Therefore, clothing consumption has overall returned to focusing on cost-effectiveness, emphasizing fabric, tailoring, and price. They prefer a "elegant and appropriate" style, which means simple colors, minimalist designs, and high-quality, comfortable fabrics.

Footwear, compared to clothing, has a higher reliance on brand names, with clear functional demands for comfort, ease of wear, and slip resistance. This research found that although the silver group shows a trend toward de-branding in clothing, they still prefer well-known brands for footwear as a basic guarantee of quality. Additionally, there are more differentiated demands for footwear, such as anti-slip soles, lightweight materials, and easy-to-wear and remove shoes. During our field interviews, we found that Skechers slip-on shoes have become a standard choice for new and first-tier silver households.

When purchasing shoes and clothing, the new silver group also tends to prefer high cost-performance outlets or offline department stores. For example, Ms. Pan (59, from Shanghai, who prefers international big brands) said, "The clothes in the outlets are suitable and of good quality, I buy them because they are affordable! If it's close by, I go every day."

Hair dyeing for gray hair coverage is also a common appearance need among the silver group. Our quantitative research shows that 69% of respondents engage in hair dyeing, with 43% having a regular dyeing habit, averaging about two times per year. In terms of product preference, the silver group favors Japanese, European, and American big brands, as well as plant-based dyes to ensure health and safety. We also observed that, due to reduced hair volume, some silver individuals opt for high-end custom wigs to address both hair thinning and gray hair issues.

In terms of beauty and skincare, anti-aging is the core demand for female silver individuals. Their skincare methods and brand preferences are strongly linked to their income levels and are significantly influenced by the skincare consumption behaviors of their social circles, especially their daughters. The quantitative study further reveals that, when it comes to skincare products, domestic brands are the mainstream choice for the silver group (55%), but high-income individuals have a stronger preference for imported brands. Specifically, 27% of high-income female

silver individuals prefer international big brands, which is significantly higher than that of middle and low-income groups. Additionally, our field research found that some high-spending new silver individuals, under the recommendation of acquaintances and daughters, are beginning to try non-surgical beauty treatments and medical aesthetics, purchasing salon-brand products. Due to their preference for natural beauty and fear of invasive surgery, they tend to prefer non-invasive procedures like mesotherapy, Thermage, and other light medical aesthetic treatments. Subsequent repurchases depend on personal efficacy perceptions and the quality of customer relations management at beauty salons.

The background image shows a modern urban environment. In the foreground, there is a paved walkway made of light-colored bricks, bordered by a low concrete curb and a strip of green grass with small plants. To the left, a brick building with large windows and a modern design is visible. Several trees with green leaves are scattered throughout the scene, some in the foreground and others in the background. The sky is clear and blue.

Industry Opportunities

1. Health and wellness consumption
2. Spiritual and entertainment consumption
3. Offline retail formats benefiting from aging demographics, such as community fresh food stores and all-category discount retailers focused on high-value products
4. Essential low-penetration consumption: household medical devices, represented by hearing aids

The Study attempts to identify industry development opportunities from a demand perspective. It suggests that four types of industries stand to benefit from the growing silver-haired population, increased spending power, and rising internet penetration within this demographic.

They are:

1. Health and wellness consumption, including health foods and beverages, dietary supplements/medicinal food products, and community-based health and wellness services.
2. Lifestyle and entertainment consumption that enriches the retirement life of the silver population, such as mid-to-high-end tourism.
3. Offline retail formats benefiting from aging demographics, such as community fresh food stores offering high-quality, cost-effective products and full-category discount retail models.
4. Essential medical devices with low penetration rates, such as hearing aids, wheelchairs, and other assistive equipment.

Each of these opportunity categories presents numerous sub-sector growth opportunities as the aging process accelerates.

1

Health and Wellness Consumption

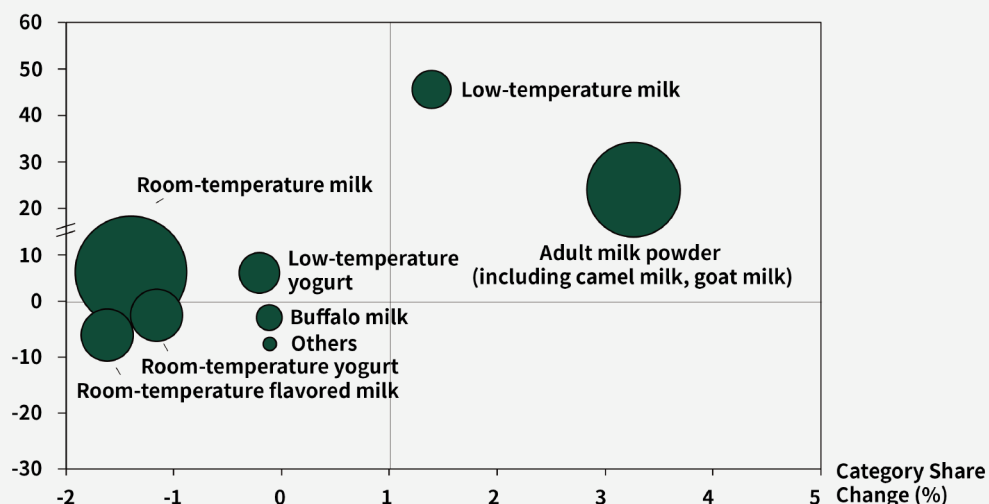
1.1 Healthy Diet

Field research indicates that the silver-haired population has developed a greater and more precise demand for nutritional intake in their daily diet. Some have begun scientifically planning their meals based on the Chinese Dietary Guidelines, creating opportunities for product upgrades in categories such as food, beverages, and condiments.

The growing demand for high-protein intake at breakfast has driven upgrades in the dairy category. Seniors are shifting from traditional shelf-stable milk to short-shelf-life fresh milk, better-tasting buffalo milk, or adult milk powders such as goat milk powder and camel milk powder, which offer convenient and efficient nutritional supplementation. Camel milk, for instance, is rich in protein and vitamins while being low in lactose, making it well-suited for middle-aged and elderly consumers. In recent years, the establishment of national standards, improvements in upstream supply chains, and marketing efforts by leading industry players have accelerated consumer education. As a result, top brands in this segment have experienced strong revenue growth.

Figure25: Growth of subcategories of "Dairy Products" on Tmall, JD.com, and Douyin from 24/1 to 24/11

Year-on-Year Sales Growth (%)



Sources: Meritco-group data platform

The health-related demands of seniors for condiments remain largely unmet. Field research reveals that due to health concerns, many seniors have reduced their use of seasonings, limiting themselves to basic options like soy sauce and salt while cutting down on overall consumption. This compromises their ability to enhance flavor in meals. Condiment products that can simultaneously deliver great taste and health benefits, coupled with appropriate marketing strategies and distribution channels, have the potential to capture the growing demand in this segment.

Additionally, seniors suffering from chronic conditions such as diabetes still face significant dietary challenges. Research indicates that diabetic seniors primarily resort to substituting refined grains with whole grains to prevent post-meal blood sugar spikes, often at the expense of taste. In the future, low-GI (glycemic index) health foods that help regulate blood sugar levels are expected to see strong growth, driven by continuous product innovation, cost optimization, and improved consumer education on the supply side.

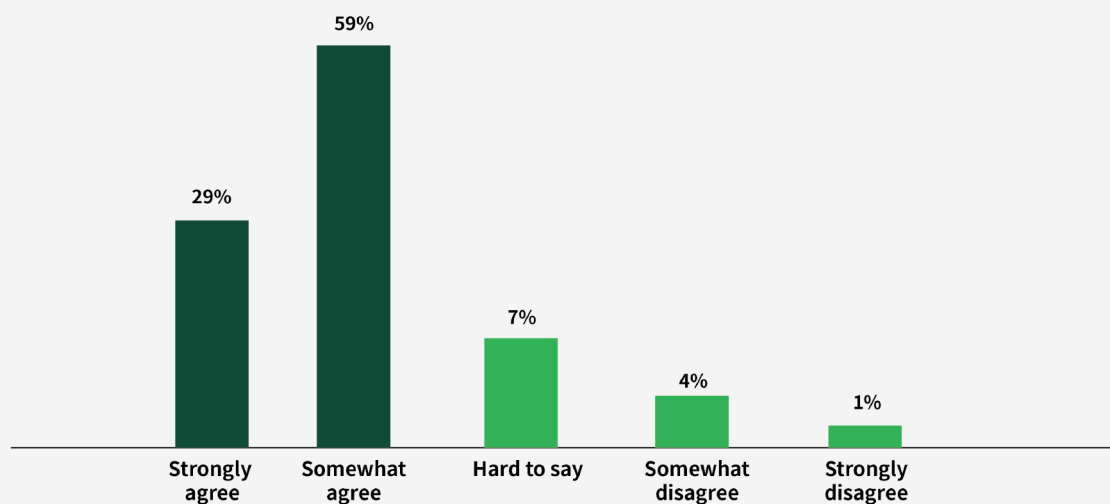
1.2 Health Supplements / Food-Medicine Integration

In the consumption patterns of the new silver-haired demographic, health supplements are a high-penetration, high-brand-awareness category. As e-commerce penetration and health awareness among seniors continue to rise, there is still room for innovation and channel breakthroughs in the health supplement sector. Field research reveals that traditional Chinese herbal supplements, which fall under the concept of food-medicine integration, have lower brand recognition and deep processing rates compared to Western health supplements. Categories like ginseng, dendrobium, and sea cucumber are still largely in the initial processing stage and lack established brands, with seniors primarily relying on product origin and purchasing channels to assess quality.

On the other hand, quantitative research shows that health supplements with natural ingredients are highly attractive to the senior population, with 88% of surveyed seniors preferring products with natural components. This reflects the current imbalance between supply and demand. With advances in upstream active ingredient extraction and deep processing technologies, Chinese herbal food-medicine integration products have the potential to achieve brand development through product innovation in the future.

Figure 26: Attitudes towards the viewpoint "All medicine is somewhat toxic, and health supplements are no exception. Choose natural ones."

Total Sample Size N=1000



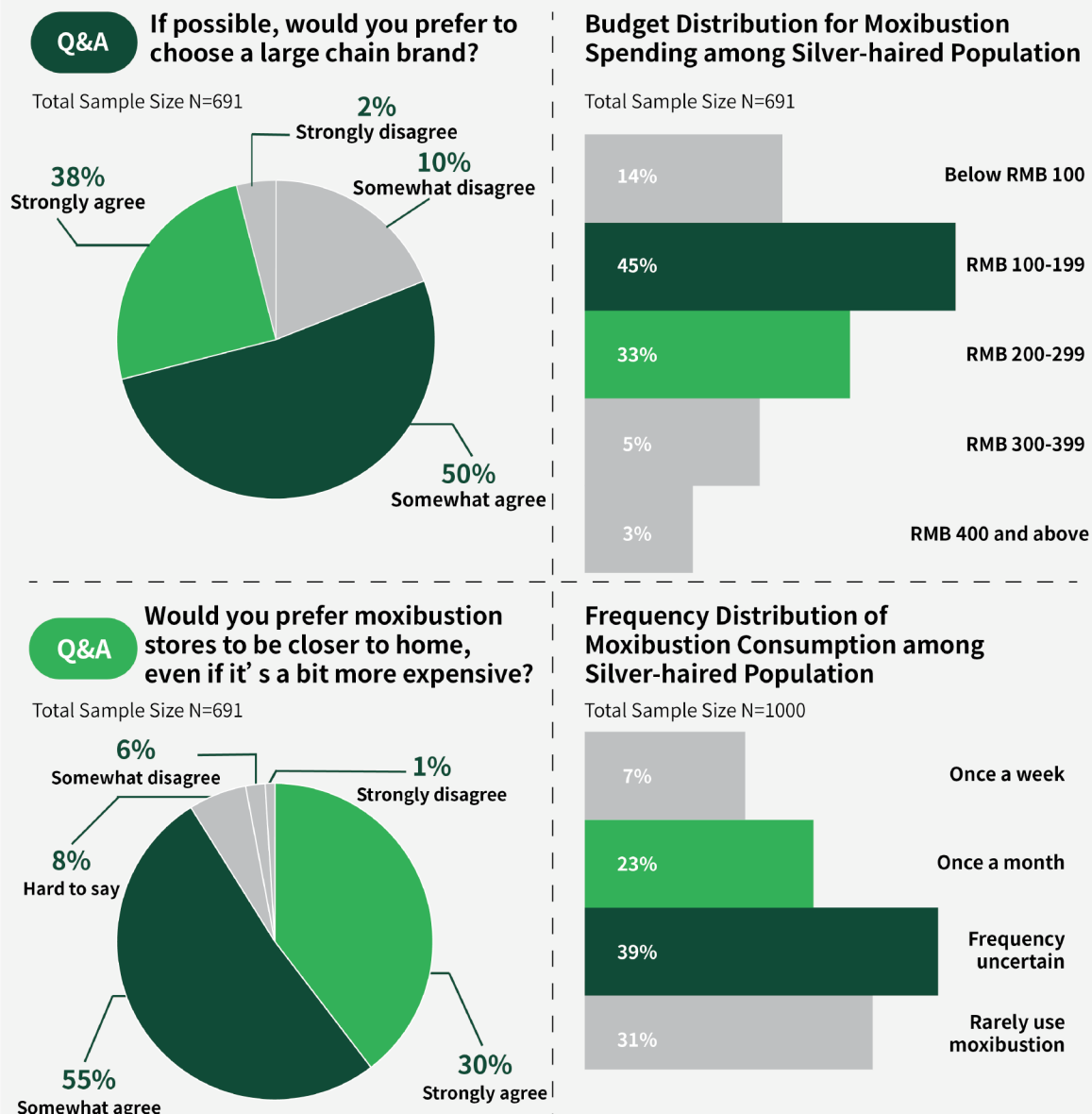
Sources: BA Capital 2024 Active Silver Population Consumer Survey

Western health supplements, which focus on precise nutritional supplementation, are highly segmented, with ingredient upgrades in universal demand categories offering growth opportunities for new brands. The rise of the "filial piety economy" and the increased penetration of short-video platforms have accelerated the education on new ingredients and the reach of new brands. For example, the fish oil category, which targets the reduction of high blood pressure, high cholesterol, and high blood sugar, has experienced rapid growth in recent years. New, high-end ingredients like seal oil and krill oil have been introduced, building on traditional fish oil. Similarly, melatonin supplements have evolved, with newer formulations now incorporating GABA (gamma-aminobutyric acid) to further enhance sleep aid benefits.

1.3 Offline Health Services

As mentioned earlier, the new silver-haired demographic prefers preventive health care and self-care consumption. With the increasing density of elderly populations in communities, offline community-based health and wellness services will benefit from significant traffic growth. Taking moxibustion (a traditional Chinese therapy) as an example, its penetration rate among the senior population in the survey has reached nearly 70%. The demand is largely driven by impulsive consumption at irregular intervals, with proximity to home and chain-brand stores being particularly favored by seniors.

Figure 27: Moxibustion Consumption Survey among Active Silver



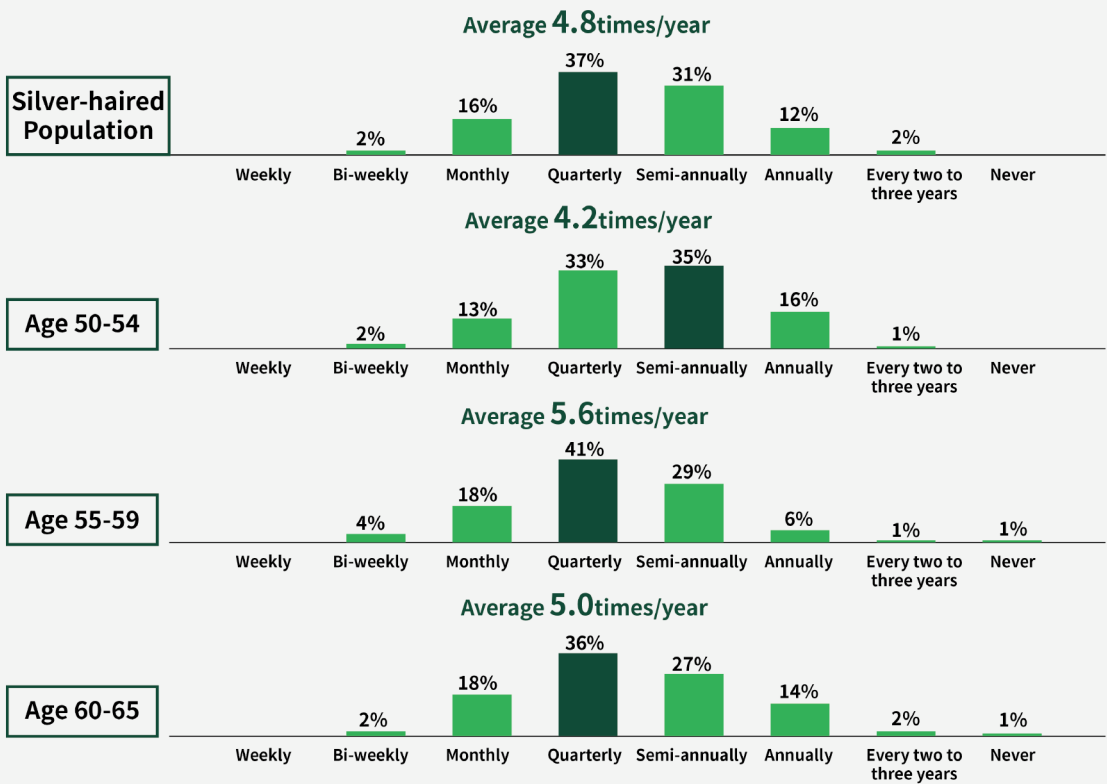
Sources: BA Capital 2024 Active Silver Population Consumer Survey

2 Spiritual and Entertainment Consumption

Travel is one of the highest expenditure categories for the new senior demographic. As senior women gradually adjust to retirement and couples retire together, their frequency of domestic and international travel, as well as their travel budgets, are increasing. Additionally, looking at intergenerational demand differences, the family travel budget for seniors aged 55-59 is significantly higher than that of seniors aged 60-65, indicating strong growth potential for the senior travel market in the future.

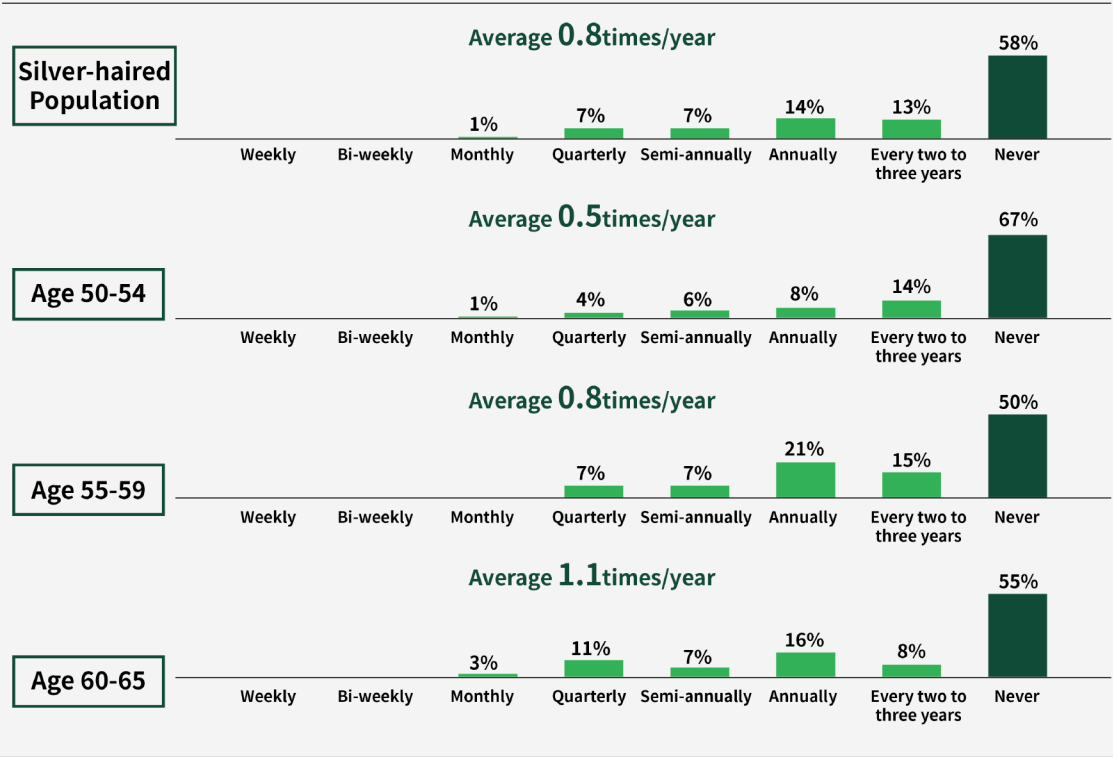


Figure 28: Frequency of Domestic Travel among Silver-haired Population by Different Age Groups



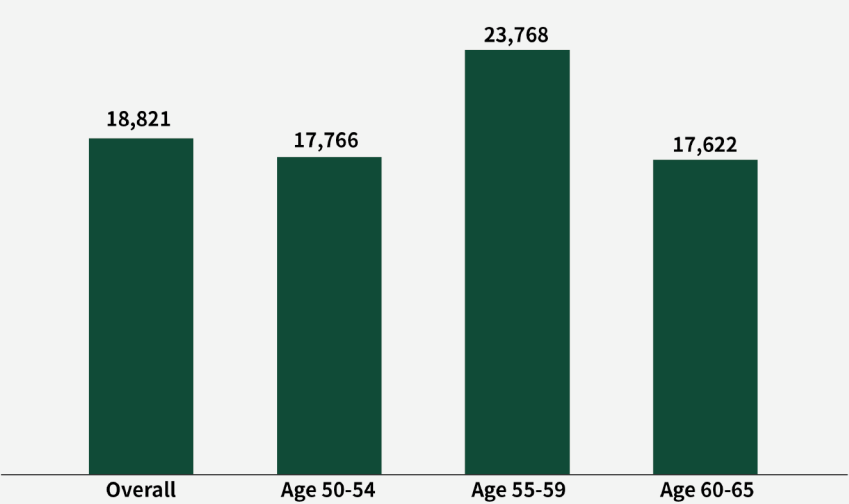
Sources: BA Capital 2024 Active Silver Population Consumer Survey

Figure 29: Frequency of International Travel among Silver-haired Population by Different Age Groups



Sources: BA Capital 2024 Active Silver Population Consumer Survey

Figure 30: Annual Family Travel Budget (in RMB) among Silver-haired Population by Different Age Groups



Sources: BA Capital 2024 Active Silver Population Consumer Survey

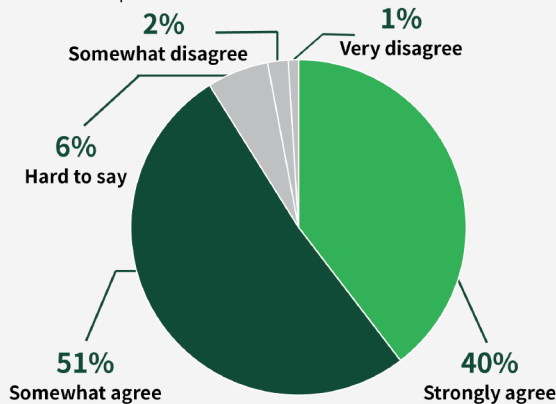
The differences in the senior population's travel product demands, information acquisition methods, and purchasing channels—distinct from younger generations—will determine whether there are independent industry opportunities in the senior travel sector.

From a product demand perspective, 91% of seniors believe that the travel needs of retirees should differ from those of younger people. On the one hand, they tend to prefer group travel, especially small high-end or chartered tours. On the other hand, they favor slow-paced trips with an emphasis on good food, drinks, and accommodations. Furthermore, quantitative results show that 73% of surveyed seniors are open to trying "travel + elderly care" products, a new concept combining tourism with retirement living.

Figure 31: Travel Demand Survey among Active Silver

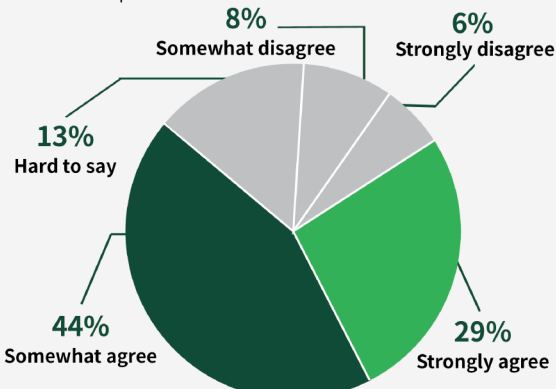
Q&A Is there a difference in travel demands between retired people and young people?

Total Sample Size N=1000



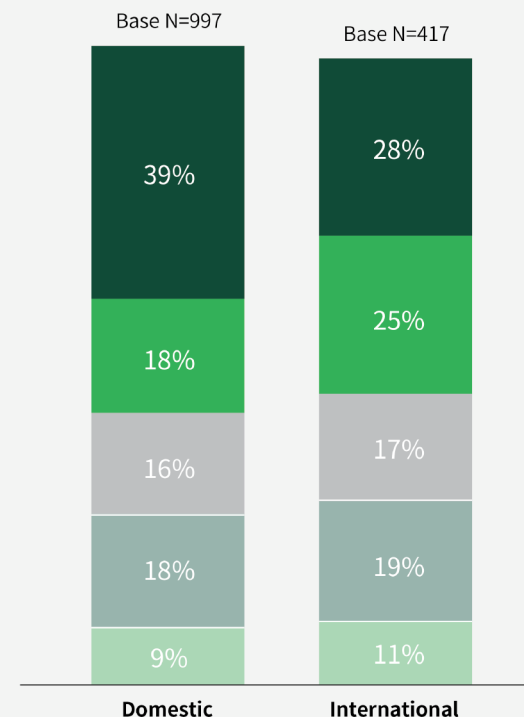
Q&A Do you want to try the new retirement lifestyle of "travel + elderly care"?

Total Sample Size N=1000



Travel Form Distribution

- Free travel
- Group Travel (only with acquaintances)
- Private group (4-6 people)
- Private group (8-10 people)
- Large group (15+ people)

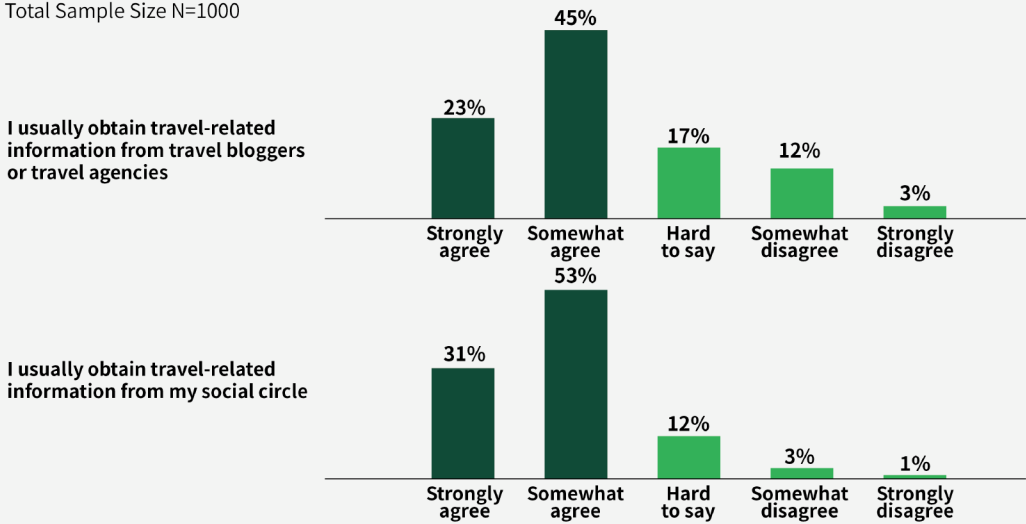


Sources: BA Capital 2024 Active Silver Population Consumer Survey

In terms of travel information sources and purchasing channels, recommendations from acquaintances, travel agencies, and travel bloggers are important channels for acquiring travel information. Offline stores remain crucial for purchases. During field interviews and market tracking, we also found that some senior-focused travel companies have achieved rapid growth by combining online and offline customer acquisition methods, such as using short videos and private group chats to drive traffic to physical stores.

Figure 32: Channels for Obtaining Travel Information among Active Silver Population

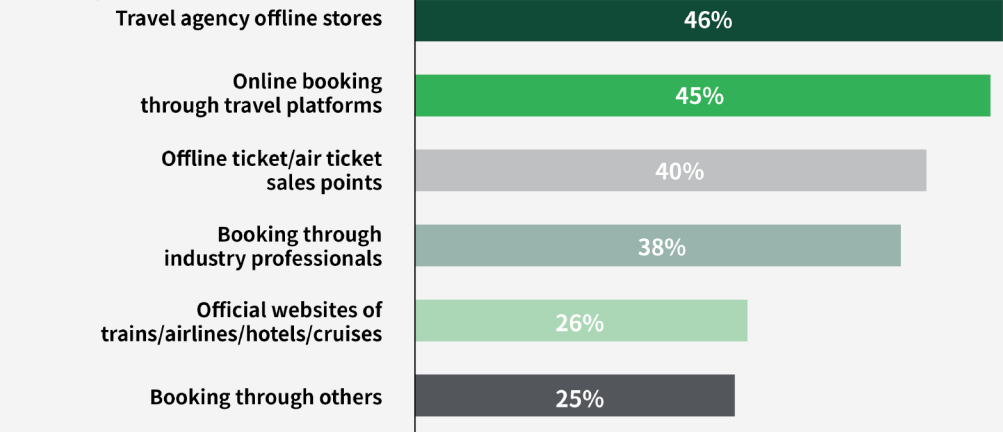
Total Sample Size N=1000



Sources: BA Capital 2024 Active Silver Population Consumer Survey

Figure 33: Channels for Purchasing Travel Products among Active Silver Population (%)

Total Sample Size N=1000



Sources: BA Capital 2024 Active Silver Population Consumer Survey

3

Offline Retail Formats Benefiting from Aging Demographics

The research suggests that the aging process and the consumption power of the new silver-haired demographic will benefit the development of community and discount retail formats.

"Buying groceries" is the most frequent consumer behavior among seniors. Fresh food consumption by the new silver-haired demographic is characterized by a high dependence on offline shopping, a strong willingness to upgrade, and high channel loyalty. Field research reveals that fresh food retail channels that meet the senior population's demand for "high value for money" and "convenience" are highly favored. For example, seniors frequently mention high-quality steaks, desserts, and delivery services offered by Sam's Club and Costco. Community fresh food stores are praised for their good quality (freshness, short shelf life, and variety), as well as clean and odor-free stores. As the density of new silver-haired populations in communities continues to rise, community fresh food retail stores that offer high-quality, cost-effective products based on the needs of this demographic will have the opportunity to benefit from the traffic generated by the senior population.

Additionally, field research and visits by the BA Capital team to Aeon and Mitsukoshi department stores in Japan indicate that the release of consumption power from the new senior demographic will also create new opportunities for traffic in offline all-category retail formats. High-end retail formats that provide premium service experiences for seniors, as well as all-category discount retailers focused on offering high-quality, cost-effective products, are expected to benefit from this demographic's growth.

For instance, Mitsukoshi department store in Japan has implemented several

"senior-friendly" measures to better serve its "wealthy and leisurely" middle-aged and senior members. These measures include acquiring high-end travel agency Nikko Travel and opening an offline travel agency within their department store, setting up a high-end hearing aid store, and ensuring the mall's aisles are step-free, integrating senior-friendly concepts into both the store's hardware and software services.

Meanwhile, outlet discount formats, known for their value for money, are also expected to see new growth opportunities due to the favor of the new senior demographic. We have also observed the rapid development of "Urban Outlets," a more everyday shopping-oriented version of outlet malls.

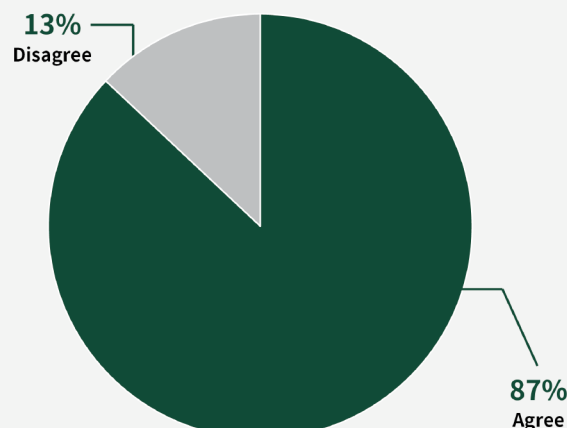
4 Essential low-penetration consumption: household medical devices, represented by hearing aids

As people age, the natural decline in physiological functions is common, and with extended periods, home medical devices like hearing aids, walking aids, and wheelchairs have significant potential for increased penetration. To complement this research, we conducted field interviews with six seniors experiencing hearing loss and two semi-disabled seniors to understand their demand for essential medical devices and home care.

Taking hearing aids as an example, the natural decline in hearing is widely recognized. Quantitative research shows that 87% of respondents report a noticeable decline in hearing as they age. However, there has not been significant intergenerational improvement in the awareness of using hearing aids to prevent further hearing loss. Seniors aged 50-54 and 55-59 are more likely to agree with the view that "hearing loss is a normal phenomenon and there is no need to wear hearing aids" compared to those aged 60-65. Additionally, the issue of "disease stigma" has not significantly improved across generations. When asked about the view that "wearing hearing aids makes me feel like a patient, and I don't want to wear them unless absolutely necessary," 44% of seniors aged 50-54 and 52% of those aged 55-59 agreed with this statement, compared to 37% of those aged 60-65.

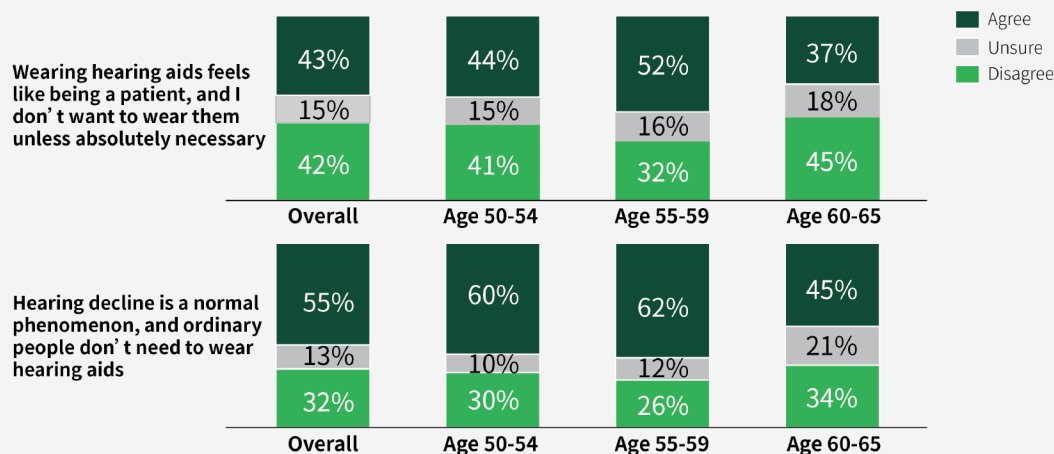
Figure 34: Perception of "Noticeable Hearing Decline with Age" among Active Silver Population

Total Sample Size N=1000



Sources: BA Capital 2024 Active Silver Population Consumer Survey

Figure 35: Comparison of Hearing Health Awareness among Active Silver Population



Sources: BA Capital 2024 Active Silver Population Consumer Survey

However, most seniors with hearing loss experience a significant improvement in their communication and quality of life once they begin wearing hearing aids, both for themselves and their children, and they show high willingness to recommend them. For example, Ms. Cao (71 years old, from Shanghai, wearing a Siemens hearing aid for more than two years) mentioned: "I think the hearing aid I bought is worth every penny. I told a hearing-impaired colleague from my old workplace that they must buy a good hearing aid, or people around them will be frustrated talking to them. I must introduce him to the hearing aid store I went to." This suggests that if the industry continues to focus on consumer education, there is significant potential for increased penetration of hearing aids and other essential medical devices.

Our research also found that there is still a significant supply-demand imbalance in rehabilitation equipment, and product innovation on the supply side may be an effective way to reduce the stigma and improve penetration. Ms. Liu (57 years old, originally from Guangxi, now living in Shenzhen, recovering from a stroke) mentioned: "I hope there are devices that can help me walk further with more confidence. Right now, my family is not at ease. The caregiver only lets me walk to the nearby park... The cane I use now is not aesthetically pleasing and is too noticeable. I really need some assistance devices, but I hope they can be designed to be fashionable and comfortable, without looking like something only sick people would use."



Industry Perspective: Opportunity Insights

Health and Wellness Consumption

From China Feihe Ltd.:

As people age, their basal metabolism and digestive absorption capabilities decline. Inappropriate dietary choices and habits can lead to insufficient nutrient intake, increasing the risk of chronic diseases. The nutritional needs of the silver population have evolved from basic health maintenance to high-quality, personalized nutrition. There is a growing demand for foods tailored to the physical condition of middle-aged and elderly individuals, providing high-quality protein and other essential nutrients without adding extra burdens.

In response to the common issue of bone health among the silver population, an innovative approach has been introduced—"Supplementing Bone and Muscle Together." This has led to the launch of Aiben Active Protein Nutrition Powder. Additionally, to address the core health concerns of this demographic, a range of functional nutritional products has been introduced, covering liver protection, cardiovascular health, and comprehensive high-age nutrition, continuously expanding the functional nutrition food portfolio.

Benefiting from Aging: Offline Retail Formats

From Bailian Commercial Investment:

The demand of the silver population for chain pharmacies mainly focuses on tonic products and chronic disease-related medications, such as: Medicinal and edible homologous products, tonic pastes, functional foods, hypertension and cardiovascular medications. From recent development trends, the health needs of the silver population have gradually shifted from "treating existing illnesses" to "preventing future illnesses," with health expectations transitioning from "not getting sick" to "being less prone to illness."

Chain pharmacies that can provide more diverse services and a richer selection of products will have stronger consumer loyalty in the future. On one hand, pharmacies can extend past in-hospital services into pharmacy settings, such as offering BMI testing, smart blood pressure management, arterial sclerosis warnings, retinal disease screenings, lung function analysis, and lung care SPA services, continuously optimizing chronic disease management capabilities. On the other hand, pharmacies can integrate into communities, assembling medical devices for blood sugar and blood pressure monitoring, respiratory health, sleep management, and home rehabilitation around the needs of home-based elderly care, making it convenient for consumers to compare and select products, thereby expanding the reach of medical device categories.

Conclusion





In China's vast consumer market, the silver population is a structural opportunity that cannot be ignored. On one hand, the silver demographic will continue to expand, with the population aged 60 and above projected to reach 30% of the total national population by 2035—meaning that nearly one in three people nationwide will be a senior citizen. On the other hand, the new generation of silver individuals has benefited from China's market-oriented reforms and economic dividends, experiencing asset appreciation while developing stronger consumption capabilities and willingness.

Understanding the needs of this new generation of silver consumers and using this insight to drive innovation in both supply and marketing strategies is crucial for unlocking their spending potential and advancing commercial and social evolution. This study found that silver individuals in high-tier cities have disposable income and leisure time, high life satisfaction, and strong digital engagement. Their perspectives on money, relationships with children, and views on retirement have undergone significant generational shifts. They are shifting their focus back onto themselves, displaying stronger spending willingness and capacity compared to previous generations. Structurally, their consumption leans heavily toward experiential and self-indulgent spending, while in essential categories, they demand strong value for money.

At the same time, the silver demographic is a broad concept, encompassing significant differences in needs and spending patterns across different age groups, income levels, education backgrounds, and family structures. Precisely segmenting these groups and understanding their specific needs is key to capturing growth opportunities within the aging population.

Furthermore, both field and quantitative research indicate that the key drivers of spending among active seniors are not simply "aging" but rather "wealth" and "leisure." Many consumption concepts and behaviors observed in this group also exist across all age groups in non-medical categories. For

businesses looking to capitalize on the silver economy, innovation in products, services, and business models—rooted in fundamental consumer needs—may be a more viable approach than simply segmenting by age.

Finally, research on silver consumer trends is just one facet of BA Capital's exploration of the silver economy. We believe that improvements in government policies, enhancements in elderly care and medical infrastructure, and innovations in supply-side products and business models will further empower silver consumers, making them more willing and confident to spend. We will continue to share new insights and practical case studies on this evolving market.

Reference Materials:

- [1] 2023 Statistical Report on the Development of Medical Insurance Services
- [2] OECD Database
- [3] 2023 Statistical Bulletin on the Development of Health and Sanitation Services in China
- [4] 2023 Annual National Aging Development Bulletin
- [5] "The 'Happy Dining Table' for the Elderly at Community Canteens," People's Daily Online
- [6] 2024 China Silver Economy Development Report, Sullivan



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