

**TECHNOLOGICAL DEVELOPMENT
ON ELDER CARE IN CHINA:
A STATUS UPDATE**

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Synopsis in English, [Chinese](#), [French](#) and [Spanish](#)

China's demographic shift towards an ageing population, with 264 million individuals aged 60 and above, or 18.7% of its 1.4 billion populace, has spurred the Ministry of Industry and Information Technology into action. Recognising the need for an elderly-friendly digital society, the ministry aims to integrate retirees into mainstream society by prioritising inclusivity over exclusivity. This vision is actualised through a multifaceted approach encompassing health care, mobility, digital services, entertainment and recreation. The ministry's "Work Plan for Promoting the High-Quality Development of Digital Technology for Ageing Adaptation" serves as the blueprint, with administrative guidance issued to stakeholders, including private sector firms and industry associations, to align with its objectives. Key to success is ensuring that tech services are accessible and tailored to the consumption habits of increasingly affluent, tech-savvy and educated senior generations. With China's silver economy currently valued at approximately RMB7 trillion (or US\$974 billion), and projected to reach RMB30 trillion by 2035, there are significant financial incentives for mobile payment apps and online services, including 96% of bank branches, to become age-appropriate and age-friendly.

Chinese:

中国养老技术发展：状态更新

中国的人口结构正在向老龄化方向转变，60岁及以上人口有2.64亿，占其14亿人口的18.7%，这促使工业和信息化部采取了行动。该部认识到建立一个对老年人友好的数字社会的必要性，旨在通过优先考虑包容性而非排他性，使退休人员融入主流社会。这一愿景是通过包括医疗保健、移动、数字服务、娱乐和休闲在内的多方面方法来实现的。该部以《促进适应老龄化数字技术高质量发展工作方案》为蓝本，向私营企业和行业协会等利益相关者发布行政指导，以配合其目标。成功的关键是确保技术服务易于获取并适合日益富裕、精通技术和受过教育的老年人的消费习惯。目前中国的白银经济价值约为7万亿元人民币（或9,740亿美元），预计到2035年将达到30万亿元人民币，因此，对于移动支付应用和在线服务（包括96%的银行网点）来说，有重大的财政激励措施，以实现老龄化。适当且适合年龄。

French:

DÉVELOPPEMENT TECHNOLOGIQUE CONCERNANT LES SOINS AUX PERSONNES ÂGÉES EN CHINE: MISE À JOUR

Le vieillissement de la population en Chine, avec 264 millions de personnes âgées de 60 ans et plus, soit 18,7 % de sa population de 1,4 milliard d'habitants, a incité le ministère de l'Industrie et des Technologies de l'information à agir. Reconnaissant la nécessité d'une

société numérique adaptée aux personnes âgées, le ministère vise à intégrer les retraités dans la société en privilégiant l'inclusivité sur l'exclusivité. Cette vision se concrétise à travers une approche multidimensionnelle englobant les soins de santé, la mobilité, les services numériques, le divertissement et les loisirs. Le « Plan de travail du ministère pour promouvoir le développement de haute qualité des technologies numériques pour l'adaptation au vieillissement » sert de modèle, avec des directives adressées aux parties prenantes, y compris les entreprises du secteur privé et les associations industrielles, afin que celles-ci s'alignent sur ses objectifs. La clé du succès est de garantir que les services technologiques soient accessibles et adaptés aux habitudes de consommation de personnes âgées de plus en plus aisées, férues de technologie et instruites. Alors que la silver économie chinoise est actuellement évaluée à environ 7 000 milliards de RMB (soit 974 milliards de dollars américains) et qu'elle devrait atteindre 30 000 milliards de RMB d'ici 2035, il existe d'importantes incitations financières pour que les applications de paiement mobile et les services en ligne, y compris 96 % des succursales bancaires, deviennent appropriés et adaptés aux personnes âgées.

Spanish:

**DESARROLLO TECNOLÓGICO EN EL CUIDADO DE MAYORES EN CHINA:
UNA ACTUALIZACIÓN DE ESTADO**

El cambio demográfico de China hacia una población que envejece, con 264 millones de personas de 60 años o más, o el 18,7% de sus 1.400 millones de habitantes, ha impulsado al Ministerio de Industria y Tecnología de la Información a actuar. Reconociendo la necesidad de una sociedad digital favorable a las personas mayores, el ministerio pretende integrar a los jubilados en la sociedad en general priorizando la inclusión sobre la exclusividad. Esta visión se actualiza a través de un enfoque multifacético que abarca la atención sanitaria, la movilidad, los servicios digitales, el entretenimiento y la recreación. El “Plan de trabajo para promover el desarrollo de alta calidad de la tecnología digital para la adaptación al envejecimiento” del ministerio sirve como modelo, y se emite orientación administrativa a las partes interesadas, incluidas empresas del sector privado y asociaciones industriales, para alinearse con sus objetivos. La clave del éxito es garantizar que los servicios tecnológicos sean accesibles y se adapten a los hábitos de consumo de generaciones mayores cada vez más ricas, conocedoras de la tecnología y educadas. Dado que la economía plateada de China está valorada actualmente en aproximadamente 7 billones de RMB (o 974 mil millones de dólares estadounidenses) y se prevé que alcance los 30 billones de RMB en 2035, existen importantes incentivos financieros para que las aplicaciones de pagos móviles y los servicios en línea, incluido el 96% de las sucursales bancarias, se vuelvan anticuados, apropiado y adaptado a las edades.

Executive Summary

1. Based on the seventh population census in 2020, 264 million Chinese were over 60, making up 18.7% of its 1.4 billion population. The Chinese Ministry of Industry and Information Technology (MIIT) has been working to create an elderly-friendly digital society to bridge the digital divide.
2. The State Council came up with a senior-inclusive technological plan to innovate new products, services and tech ecosystems, and provide offline services for the elderly in state services such as health care, finance, ecommerce, entertainment, work productivity, travel and mobility.
3. The MIIT has unveiled a “Work Plan for Promoting the High-Quality Development of Digital Technology for Ageing Adaptation” to reconfigure the digital industry by end-2025 with the goal of improving standards and intensifying “age-appropriate digital technology”.
4. The plan seeks to enhance the effectiveness of offline and online collaboration for elderly-compatible digital services. All industry and information technology (IT) departments, communications administration departments, major telecom companies and pertinent industry associations are advised to implement the recommendations.
5. As China’s population ages, the increasing economic influence of wealthier, more educated and technologically savvy senior consumers emerging from the economic reform era of the 1980s/1990s becomes too important to ignore in terms of their lifestyle needs, changing social attitudes or consumption pattern.
6. China’s silver economy is valued at approximately RMB7 trillion (or US\$974 billion) in size and projected to hit RMB30 trillion by 2035. The Two Sessions in 2024 saw an inadequacy in the existing standards of senior care products and services in meeting elderly consumption.

7. The state is eager to upgrade the digital literacy of seniors by motivating tech firms to construct ergonomic interfaces and train volunteers to educate the seniors on the utilisation of smart machines.
8. There appears to be an all-of-society approach to improving investments in elderly, “age-friendly” transformation as evidenced by the fact that over 96% of bank branches are advancing age-friendly adaptations and mobile payment apps are ranking highly for senior-friendly services.
9. Companies seeking to enter the silver market and forge long-term sustainable relationships with their silver customers would need to study the age group’s preferences and values, highlighting their products’ features of trust, loyalty, digital accessibility, reliability, consistency in quality and so on.
10. Meanwhile, lower-tier cities are taking a leaf out of the successes of higher-tiered ones. Richer cities like Shanghai, or provinces like Zhejiang province have been approached by elderly care homes in lower-tier cities for their experience and technology supplier contacts.