

AgeTech Insights: Mobilizing Data to Drive Healthy Aging + Brain Health Innovation

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Scan to learn more and explore upcoming AgeTech Insights reports:



Why AgeTech Insights?

- Population aging is increasing demand for technologies that support brain health, dementia prevention, and independent aging.
- However, limited market and population intelligence on older adults' technology use continues to slow innovation, adoption, and scale up.
- To address this gap, the Centre for Aging + Brain Health Innovation (CABHI) launched AgeTech Insights.
- AgeTech Insights generates evidence on older adults' technology behaviours, needs, preferences, and adoption patterns, helping inform innovation, investment, adoption, public health strategy, and policy related to aging and brain health.

What is AgeTech Insights?

- A market intelligence series sharing insights from older persons aged 50+.
- Shares actionable insights, trend analyses, industry developments, and expert perspectives relevant to aging and brain health innovation.
- Designed for entrepreneurs, investors, innovators, policymakers, and ecosystem leaders.
- Supports the development of technologies, services, and business models that meet the real needs of older persons and care partners.
- Grounded in lived experience and real-world contexts of technology use

How We Generate Insights

- AgeTech Insights deploys surveys of older persons aged 50+ on topics including brain health, social connection, caregiving, digital literacy, and dementia risk reduction.
- Using a cross-sectional online survey design, the initiative has collected data from 6,000+ respondents to date.
- Survey findings are combined with market research and expert input to support real-world decision-making.
- Findings are translated into publicly accessible reports and knowledge products that support innovation, investment, policy, and practice.

What We Heard

from over 6,000 older persons 50+ across four studies

- Older persons are engaged and increasingly comfortable with digital tools.
- However, they're looking for better support for everyday functioning, independence, and brain health.
- Key barriers persist in usability, trust, accessibility, and perceived relevance of technologies.

To date, AgeTech Insights has released four reports:

- The Canadian 50+ Tech Market: Trends and Opportunities
- Designing Inclusive Innovation for the 50+ Market
- Supporting Brain Health During Menopause: The Role of Technology
- Dementia Prevention: Market Signals for Brain Healthy Lifestyles

What We Found

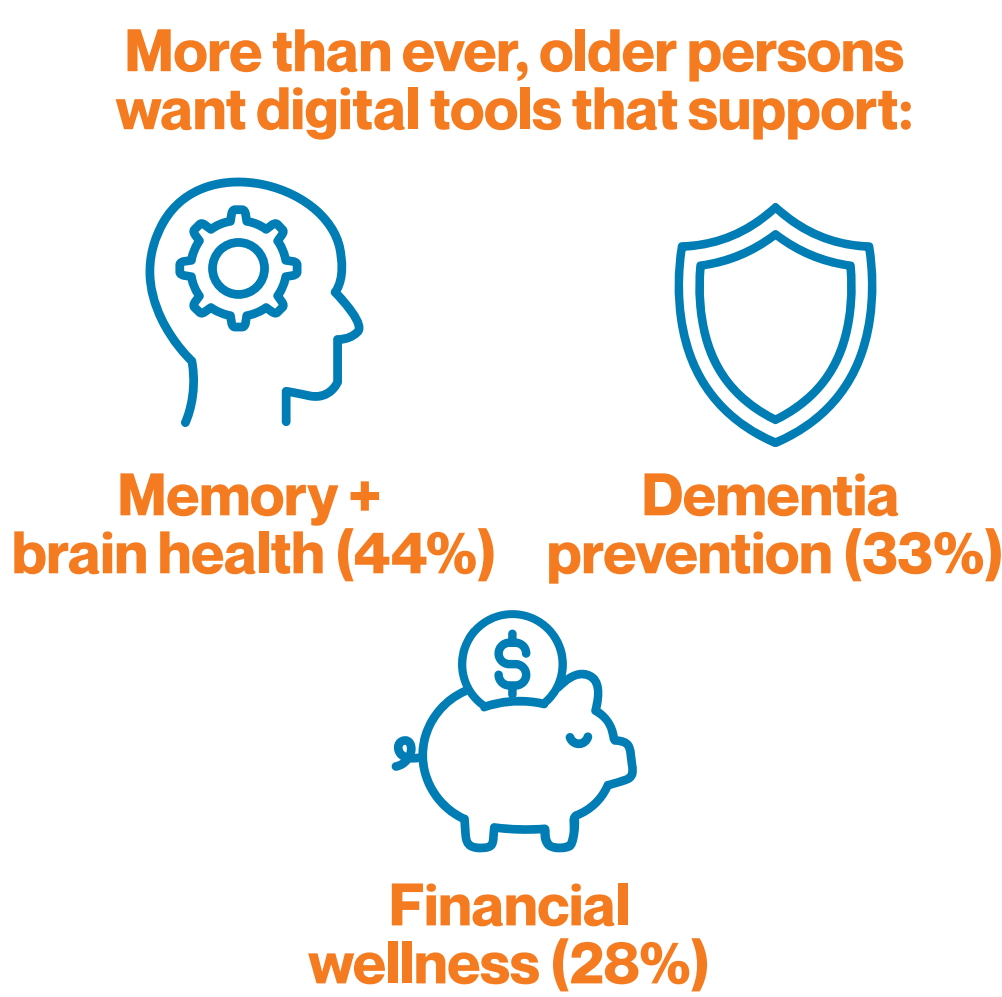
Technology is already part of everyday life, but adoption gaps remain

Findings from: *The Canadian 50+ Tech Market: Trends and Opportunities*

For most Canadians 50+, technology is routine, not new

- Daily use of smartphones, tablets, and computers is nearly universal
- 60% say technology has made life easier
- Growing adoption of wearables (41%) and smart home tools (39%)
- Main driver of use is social connection (88%), ahead of convenience or entertainment

Key takeaway: Design should prioritize co-design, ease of use, affordability, and trust



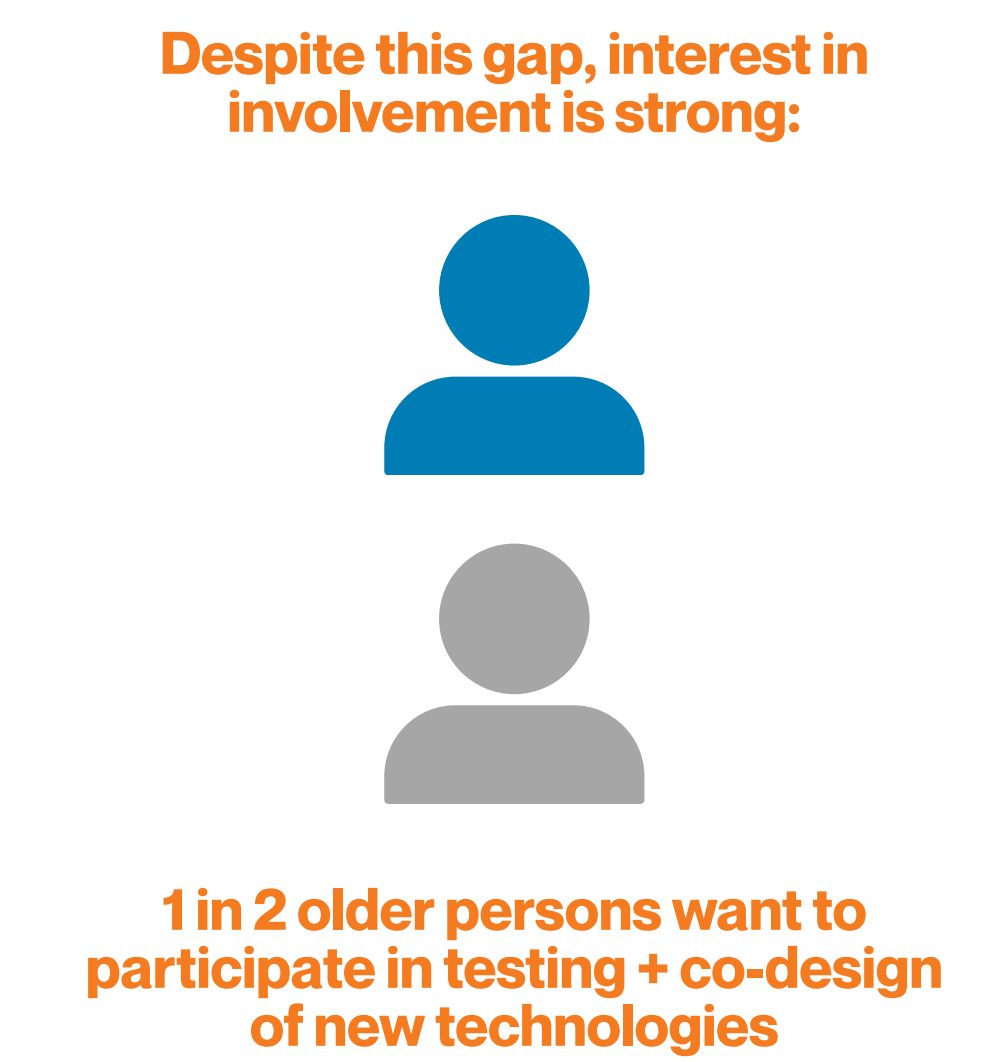
Technology use is high—but inclusion in design is low

Findings from: *Designing Inclusive Innovation for the 50+ Market*

Canadians 50+ are active digital users, but many do not feel reflected in the products they use

- Over 75% use technology daily for banking, connection, entertainment, or information
- Fewer than 1 in 3 feel technology is designed with them in mind
- Only 11% believe older persons are meaningfully included in design

Key takeaway: There is a clear opportunity to build more inclusive innovation practices, while also improving product-market fit and long-term scalability for innovators



The challenge of linking new knowledge to effective action

Findings from: *Dementia Prevention: Market Signals for Brain Healthy Lifestyles*

There is a growing market opportunity to support brain healthy behaviours

- Up to 45% of dementia cases may be preventable through brain healthy lifestyles
- An estimated two-thirds of adults now believe that dementia risk can be reduced through preventative actions in midlife – a major shift from earlier decades
- But only 17% feel strongly confident in their ability to put this knowledge into action

Key takeaway: Solution designs must address the distinct barriers related to dementia prevention practices

