



THE FUTURES OF LONGEVITY

- May 2025

**FORE
SIGHT** **ACA
DEMY**

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IS LONGEVITY THE NEXT GREAT HUMAN ADVENTURE?

— and what it means for our societies, economies, and futures

Longevity is currently a burning topic.

It is the subject of much discussion, publication and speculation, not to mention scientific research and new business synergies.

But ...

What exactly are we talking about?

Where do we stand?

How are people experiencing it?

What opportunities, but also risks need to be anticipated, if this future reality is also to be a success, on both, an individual and collective scale?

Longevity,

defined as the extension of human life expectancy, has been a subject of fascination across cultures and eras.

From ancient myths like the *Epic of Gilgamesh* (composed nearly 4,000 years ago) to modern scientific pursuits, humanity has long sought to understand and achieve longer life spans.

Today, this quest has transitioned from myth to measurable reality, presenting profound implications across demographic, economic, and societal dimensions.



FOCUS

ARE WE ON THE ROAD TO A « HEALTHSPAN REVOLUTION »?

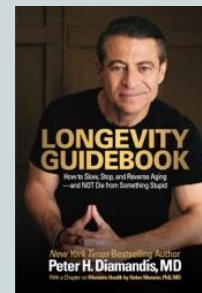
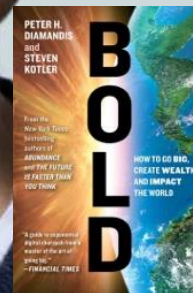
*“There’s a concept called **longevity escape velocity**, and it’s the notion that today, for every year that you’re alive, science and medicine are extending your lifespan by a certain amount of time, between a quarter of a year per year to a third of a year per year. But there will be a point at which, for every year that you’re alive, science extends your life for more than a year. Aubrey de Grey and Ray Kurzweil pioneered the idea, I’ve researched it, I’ve invested in it. And the current thinking is that **we’re going to hit longevity escape velocity** — if you’re of reasonable means and in good health — **sometime in the next decade**. And if that’s the case, you don’t want to miss it. You know, you want to be in good enough health, and you want to be here”.*

Peter Diamandis, TechCrunch, April 6, 2025



WHO IS PETER?

Named by Fortune as one of the “World’s 50 Greatest Leaders,” Peter H. Diamandis is a futurist with degrees from both MIT and Harvard, the founder of the XPRIZE Foundation, the executive founder of Singularity University, and a New York Times Bestselling author.



LONGEVITY, THE DEMOGRAPHIC EARTHQUAKE

NO ONE CAN IGNORE?

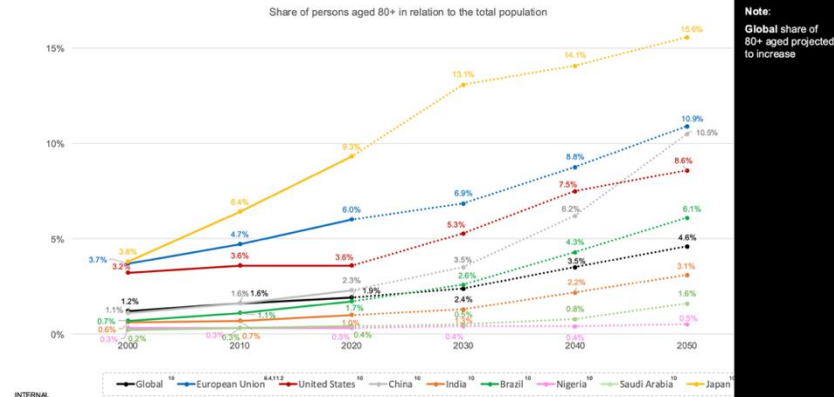
The global population is undergoing a significant transformation. According to the United Nations, the number of people aged 60 and older is projected to increase from 1.1 billion in 2023 to 1.4 billion by 2030.

This trend is particularly rapid in developing regions, while some countries, like those in sub-Saharan Africa, still have relatively young populations, **the global trend is clear: an aging humanity is our shared future.**

This demographic shift raises critical questions: are societies prepared to support an aging population? How will healthcare systems adapt? What are the implications for workforce dynamics and economic productivity?

Demography

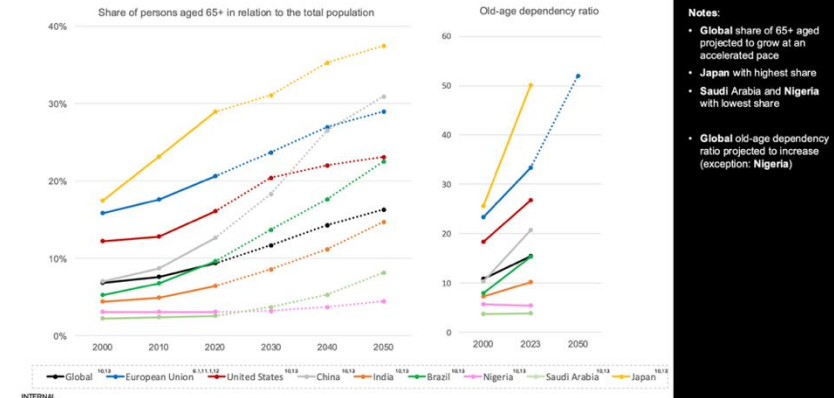
Share of persons aged 80+ in relation to the total population



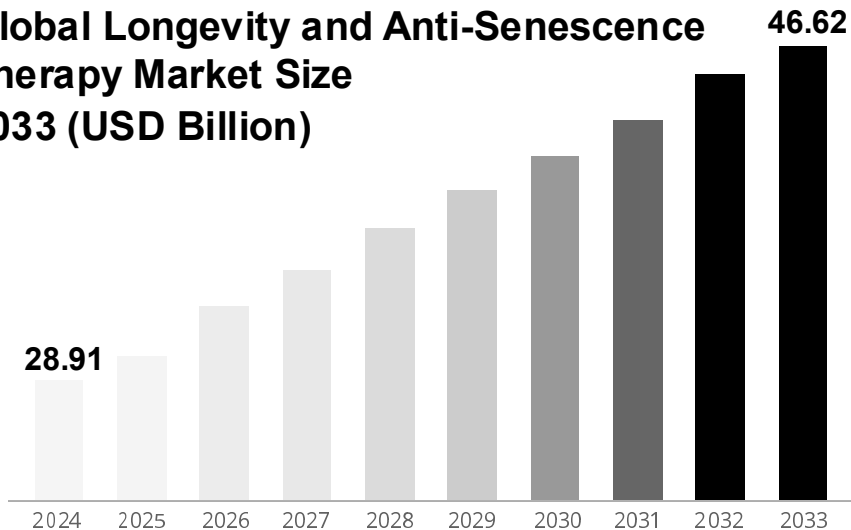
Note:
Global share of
80+ aged projected
to increase

Demography

Share of persons aged 65+ in relation to the total population



Global Longevity and Anti-Senescence Therapy Market Size 2033 (USD Billion)



REPORT INSIGHTS



MARKET SIZE

USD 28.91
BILLION
2024



MARKET SIZE

USD 46.62
BILLION
2033



CAGR
6.5%
2025-2033

Source : <https://www.businessresearchinsights.com/market-reports/longevity-and-anti-senescence-therapy-market-117720>

LONGEVITY, THE NEXT TRILLION-DOLLAR FRONTIER?

The pursuit of longevity has given rise to a burgeoning market and the race to unlock new business opportunities has already begun.

The global longevity and anti-senescence therapy market was valued at approximately USD 28.91 billion in 2024 and is projected to reach around USD 46.62 billion by 2033, growing at a CAGR of 6.5% . This market encompasses various industries, including biotechnology, pharmaceuticals, wellness, and healthcare services.

Investments are pouring into research areas such as gene therapy, stem cell therapy, and small molecule development aimed at extending healthy life spans. The potential economic benefits are substantial, but they also come with challenges related to accessibility, ethical considerations, and regulatory frameworks.

LONGEVITY, THE SOCIETAL TEST AHEAD?

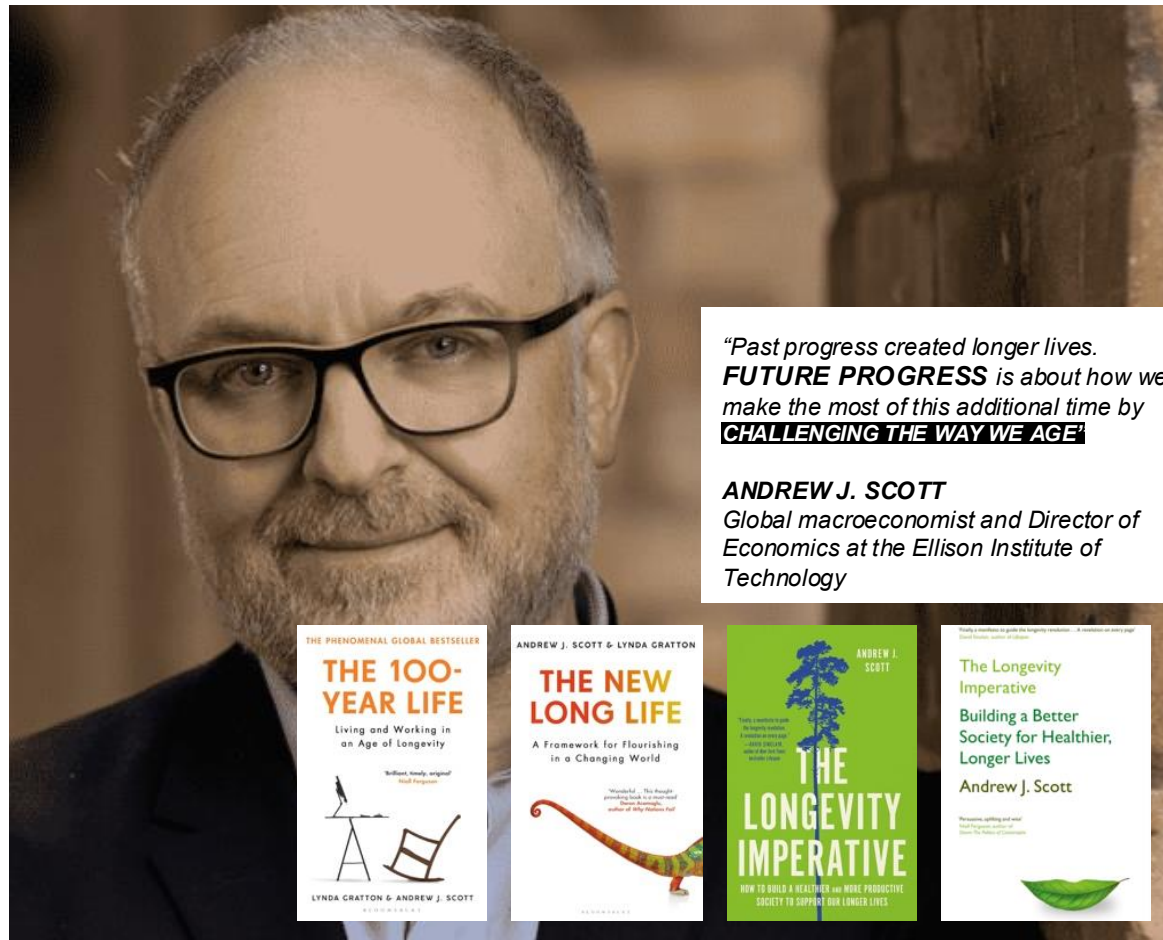
Can we redefine "aging together" ?

An aging population impacts more than just healthcare and the economy; it touches the very fabric of society.

Issues such as the sustainability of pension systems, the availability of caregivers, and the potential for increased social isolation among the elderly are pressing concerns.

Moreover, disparities in access to longevity-enhancing resources could exacerbate existing social inequalities.

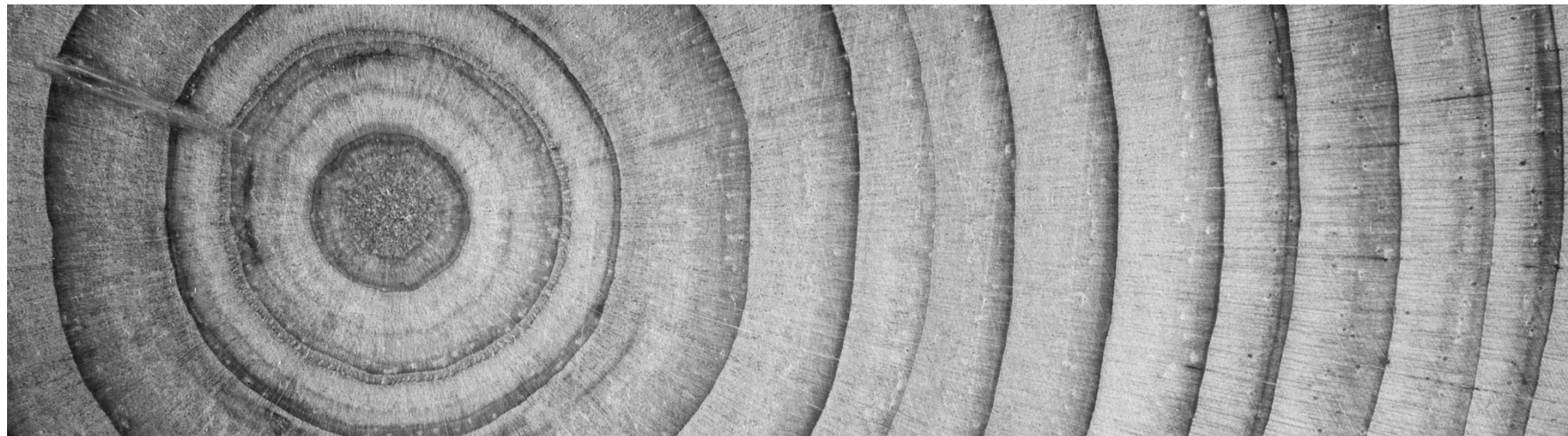
Addressing these challenges requires a holistic approach that includes policy reforms, community support systems, and initiatives aimed at promoting healthy aging across all segments of the population.



"Past progress created longer lives. **FUTURE PROGRESS** is about how we make the most of this additional time by **CHALLENGING THE WAY WE AGE**"

ANDREW J. SCOTT

Global macroeconomist and Director of Economics at the Ellison Institute of Technology



WHAT IF LONGEVITY BECOMES THE NEW NORMAL?

As we stand at the crossroads of this demographic evolution, several critical questions emerge:

Are we truly prepared to welcome longer lives as a positive horizon?
How can we make longevity a desirable and shared experience?
What new responsibilities and opportunities await industries and brands?

The following chapters will delve into these questions, exploring the current state of readiness, lived experiences of aging, and potential future scenarios to help societies, industries and brands embrace longevity not as a burden, but as a **defining opportunity for the 21st century**

HOW WE DID IT?

— our research process

1 BASE STUDY

TO ENSURE A SOLID FOUNDATION, the study began with a thorough review of demographics, healthcare systems, and longevity definition—combining historical data, current figures, and future projections across global, regional, and national landscapes, with targeted deep-dives into key markets like the EU27, US, China, India, Brazil, Nigeria, Saudi Arabia, and Japan as well as Slovakia, Germany, Bulgaria, and Türkiye

2 HORIZON SCANNING

TO MAP THE FORCES SHAPING THE LONGEVITY SHIFTS, an extensive horizon scanning was conducted

- identifying the most influential macro trends and critically assessing how prepared societies, markets, and individuals are to navigate these transformations. This phase combined deep trend analysis with an evaluation of readiness, spotlighting key drivers that could accelerate or hinder progress.

3 TREND RECEIVERS INTERVIEWS

TO CAPTURE THE LIVED REALITY OF LONGEVITY, a series of in-depth interviews was conducted with Trend Receivers* who experience its impact first-hand. Their insights revealed how extended life expectancy reshapes identities and daily life, while exposing key questions, fears, hopes, and expectations emerging in this new landscape.*

*see chapter 2 for definition

4 SCENARIO BUILDING

TO PROVIDE ACTIONABLE FORESIGHT, three rigorously developed scenarios were constructed to explore how longevity could reshape society by 2050. Grounded in data and Trend Receivers insights, each scenario offers a distinct vision of the future—highlighting structural tensions, emerging opportunities, and critical risks. This work equips societies, businesses, and brands with strategic guidance to navigate long-term uncertainty and make informed decisions today.

MANAGEMENT SUMMARY 1/4

— turning extra years into meaningful futures

THE GREAT DISRUPTION —LONGEVITY AS A GLOBAL CATALYST

For centuries, the dream of a longer life was wrapped in mythology. Today, it's a measurable reality: by 2050, two billion people will be over 60, shifting the human experience into uncharted territory. **But what if longevity is less about adding years and more about disrupting everything, we thought we knew—about health, society, and purpose?**

We are facing a dual transformation. On one side, **scientific progress** is pushing biological limits with regenerative medicine, gene therapies, and AI-driven health optimization. On the other, **societal inertia** keeps us tethered to outdated systems—retirement models designed for the 20th Century; health infrastructures optimized for acute care rather than long-term well-being.

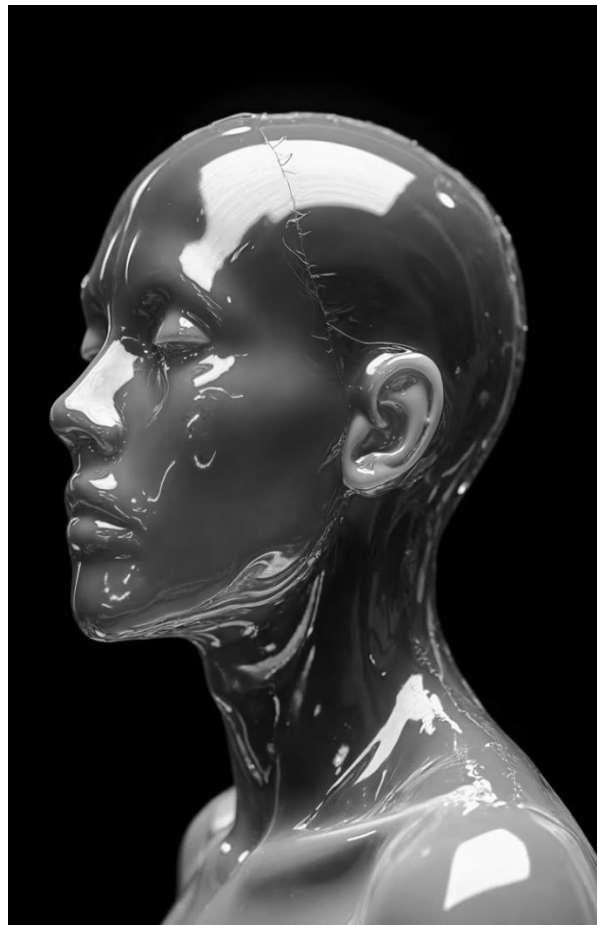
This is the paradox at the heart of the longevity revolution:

possibly, our bodies may be ready to live longer, but our systems—and mindsets—are not.

As we stretch life expectancy, we expose deep fractures:

economic inequality, underfunded healthcare, fragile pension systems, and rising environmental threats that could derail progress entirely.

Longevity is not a mere demographic trend; it's a mirror held up to humanity. It amplifies our strengths—innovation, resilience, adaptability—but also magnifies our blind spots. It forces us to rethink not just how we age, but how we live, work, and connect across the arc of a much longer life.



MANAGEMENT SUMMARY 2/4

— turning extra years into meaningful futures

THE LIVED REALITY —NAVIGATING NEW FRONTIERS OF AGING

If the first chapter reveals longevity as a systemic disruption, the second chapter brings us down to the human level—with pioneers who are living out this extended timeline in real time. Their stories shatter clichés: **aging isn't a passive state of decline but a dynamic, complex negotiation between autonomy, vulnerability, purpose, and reinvention.**

These individuals expose three key tensions:

- **Visibility vs. Invisibility:** more years don't guarantee relevance. Many fear not death, but **social erasure**—a fight to remain seen, valued, and engaged.
- **Control vs. Dependence:** the true challenge of aging lies not in physical frailty but in maintaining agency. **As bodies weaken, the desire for self-determination grows stronger.**
- **Reinvention vs. Fatigue:** while some embrace longevity as a “second spring,” others wrestle with the exhaustion of perpetual adaptation. **Longevity, they reveal, is not always a gift—it can be a burden when unsupported.**

The lived experience of longevity highlights a **disconnect between personal resilience and collective preparedness**. While individuals stretch to redesign their later lives, societal systems lag behind, offering patchy support at best.

Longevity is not just a biological journey—it is an existential and cultural challenge. It demands a **new literacy of aging:**

tools, narratives, and infrastructures that empower people to actively design their extended futures.



MANAGEMENT SUMMARY 3/4

— turning extra years into meaningful futures

THE STRATEGIC CROSSROAD —THREE FUTURES, ONE IMPERATIVE

The final chapter confronts us with strategic choices that will shape the trajectory of longevity for decades to come.

The report explores **three divergent scenarios for 2050**, each revealing what's at stake:



1 Happy Longevity:

a vision where **reinvention becomes a way of life**. Health, work, and community are redesigned to unlock human potential at every stage. Here, longevity is an asset—a shared success that fuels social cohesion and economic creativity.

2 Age-Based Society:

a hyper-efficient world where life is meticulously structured by age-zones and protocols. This model offers safety and order but at the cost of intergenerational connection and spontaneity, **turning aging into a managed condition rather than a lived experience**.

3 Longevity Fracture:

the dystopian path where longevity becomes a **privilege of the elite**, while the majority face extended years of struggle. Health, security, and opportunity splinter along socioeconomic lines, deepening divides and eroding social trust.

Rather than distant futures, these scenarios act as mirrors of today's decisions. **Our current choices—in policy, business strategy, and cultural narratives—are already laying the groundwork for one or another of these paths.**

MANAGEMENT SUMMARY 4/4

— turning extra years into meaningful futures

FROM PASSIVE ADAPTATION TO ACTIVE DESIGN

Healthy longevity is the defining force of the 21st century. But its success will depend on whether we dare to **move from passive adaptation to active design**.

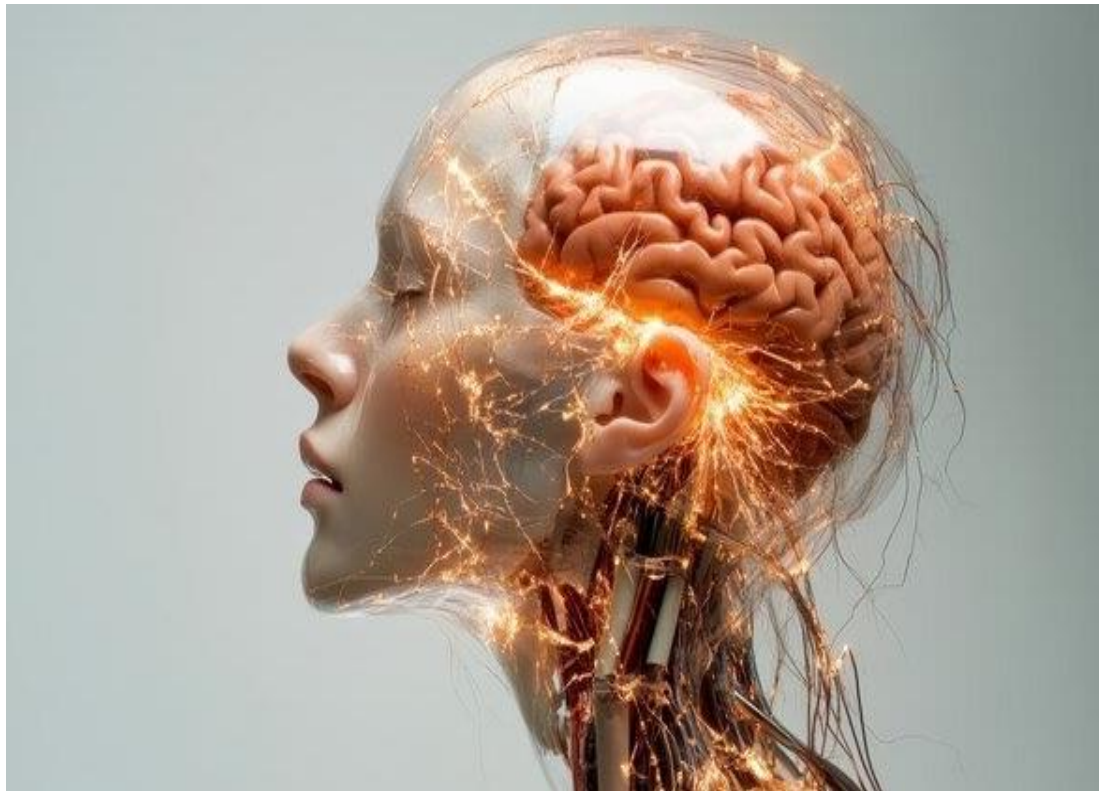
Brands, institutions, and policymakers have a pivotal role to play:

For society: rethink work, healthcare, and community frameworks to ensure that longer lives are not just longer but richer in purpose and dignity.

For industries: innovate boldly, moving beyond age-friendly products to create **age-intelligent systems** that embrace the full complexity of lifelong evolution.

For individuals: cultivate a mindset of lifelong learning, reinvention, and connection—because longevity is not just about survival, but about crafting a meaningful existence.

The question is no longer if we are ready for longevity—but whether we have the vision and courage to make it truly worth living.



01

LONGEVITY IS COMING. READINESS IS NOT

Facts and figures, the current state of research

By 2080, people aged 65 and over
will outnumber children under 18 (UN)

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LIFESPAN, IN HUMAN HISTORY

**We did not age differently,
we just died later**

For most of human history, life expectancy has fluctuated between 30 and 40 years.

Long life was rare because few people survived childhood.

In fact, the spectacular increase in life expectancy observed in the 20th century was made possible by sanitation, antibiotics, vaccines and maternal health.

As a result, average global life expectancy has almost doubled, not because we are ageing more slowly, but simply because we are dying later.



LONGEVITY, A MODERN INVENTION

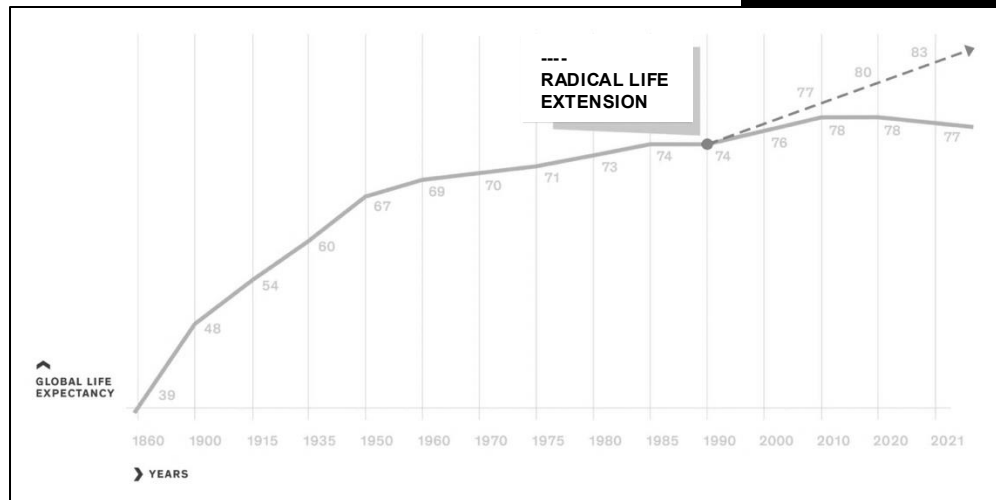
A century of progress...
now slowing down

A 2024 study by the University of Illinois Chicago found that after accelerating throughout the 20th century, **longevity gains have plateaued over the past three decades**

While we continue to live longer, **the rate of increase in life expectancy has flattened**, especially in high-income countries (US, Europe in particular).

This raises a fundamental question :
have we hit a natural ceiling?

LIFE EXPECTANCY GAINS ARE SLOWING



FOCUS

ARE WE APPROACHING A “GLASS MORTALITY FLOOR”?

The concept of a “*glass mortality floor*” refers to the idea that we may be **approaching the biological limits of human life** — a threshold that cannot be easily broken with current medical knowledge.

Originally popularized by researchers at the **Harvard T.H. Chan School of Public Health**, the term describes a paradox: despite dramatic increases in **average life expectancy**, the **maximum human lifespan** — the oldest age ever reliably recorded — has remained static for decades.

As an example, the oldest verified person, **Jeanne Calment**, died at age 122 in 1997 — a record that remains untouched.

According to recent analysis published in *Nature Aging* (2024), it is unlikely that significant further gains in maximum lifespan will occur **without breakthroughs in the biological mechanisms of aging** — such as reversing cellular damage or reprogramming senescent systems.



“Life expectancy may be reaching upper limits for now.”

— Prof. William Mair, Harvard T.H. Chan School of Public Health
Professor of Molecular Metabolism, Harvard Genetics of Aging, Metabolism Fasting/DR & Longevity

END OF THE LONGEVITY REVOLUTION? BEGINNING OF THE HEALTHSPAN REVOLUTION

Yet just as we begin to question whether human longevity has reached its biological threshold, **science is attempting to rewrite the narrative.**

A new wave of innovation aims not only to treat age-related diseases, but to **target aging itself** — pushing the boundaries of what we consider possible.

This opens a new chapter in the longevity story — one where the frontier is no longer just about lifespan, but about **healthy life expectancy.**



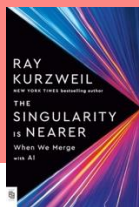
HEALTHY LONGEVITY

What science promises ...

Thanks to converging advances in biotechnology, gene editing, and artificial intelligence, **the field of aging is being redefined** around three-time horizons:

2029 - 2040

STOPPING
AGING

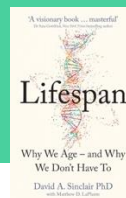


Genetic Reprogramming

By resetting cells to a youthful state, genetic reprogramming aims to halt aging at its root. Early advances show potential to maintain organ function and delay age-related decline

Potentially by 2050

REVERSING
AGING

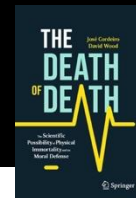


Information Theory of Aging

This theory suggests that aging results from the gradual loss of epigenetic "information" that tells cells how to function. Scientists are developing ways to restore this lost information, potentially reversing biological age

Latter half of century?

ACHIEVING
IMMORTALITY



Bioengineered Organs + Synbio

From lab-grown hearts to fully synthetic tissues, science aims to replace failing body parts. Combined with developments in synbio—where biology is designed and built like software—scientists envision a future where human bodies can be endlessly repaired or even augmented

HEALTHY LONGEVITY

What the data actually projects...

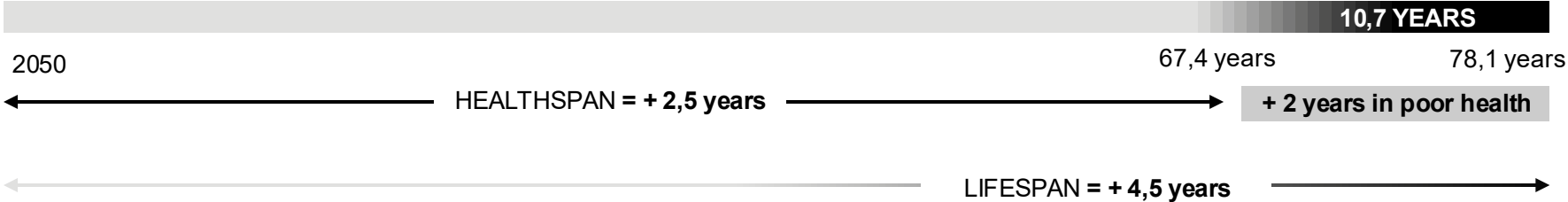
According to the Institute for Health Metrics and Evaluation (IHME), **healthy life expectancy is improving — but not fast enough**. By 2050, billions may live longer lives, but **the gap between lifespan and healthspan could widen**, especially in low-income and aging societies.

HEALTHSPAN–LIFESPAN GAP – Worldwide forecasts 2050

Global life expectancy to increase by nearly 5 years by 2050 despite geopolitical, metabolic, and environmental threats, reports new global study

Published May 17, 2024

BUT what's behind that figure?



Source: *The Institute for Health Metrics and Evaluation (IHME), May 2024*

THE PROMISE OF LIVING LONGER IN GOOD HEALTH BY 2050 REMAINS UNCERTAIN

Between cutting-edge hopes and demographic realities, the road ahead is anything but linear. Indeed, most of the necessary technologies are still in development — promising, but not yet mature.

This uncertainty is not a dead end — but an open space. **A space to act, to invent, and to support greater longevity.**

It is here — in this tension between biological limits and technological ambitions — that **the future of healthy aging will be shaped,**

...perhaps sooner than the projections suggest, as Moore's Law is no longer adapted to the speed of technological advances happening today.

HEALTHY LONGEVITY, A CHANCE FOR OUR SOCIETIES

The virtuous cycle of healthy longevity

« When older people thrive,
all people thrive »

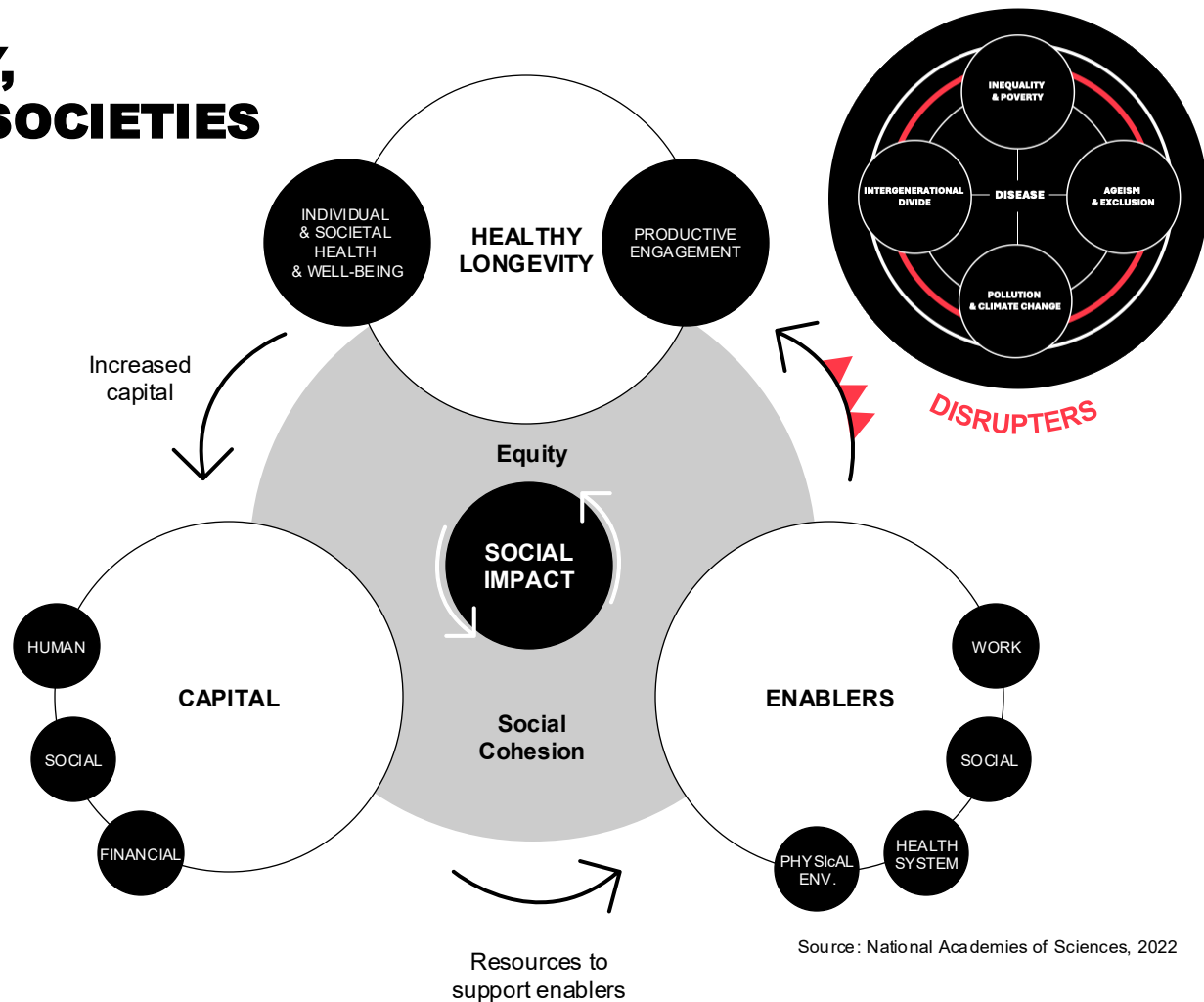
Healthy longevity is able to create a ripple
effect that benefits everyone.

When older adults remain in good health,
they can stay active, contribute to society,
and maintain strong social ties. This, in turn,
reinforces their sense of purpose and well-
being — which supports better health
outcomes.

A virtuous circle emerges:

- **Health enables activity**
- **Activity fosters connection**
- **Connection sustains health**

Building healthy aging isn't just a personal
goal — it's a lever for collective progress.



Source : National Academies of Sciences, 2022

HEALTHY LONGEVITY, STILL A LONG WAY TO GO

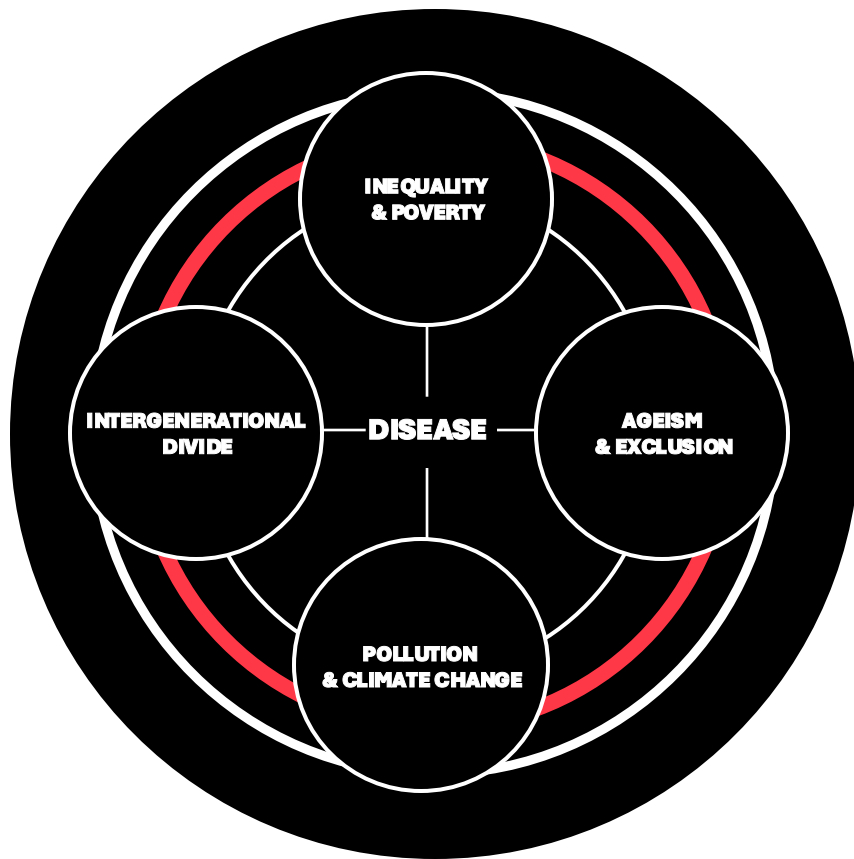
In most parts of the world, this circle is broken.

Access to preventive care, inclusive infrastructure, lifelong learning, and age-friendly work opportunities is still **unequal, limited or fragmented**.

Five global root causes have been identified which, if left unaddressed, will fracture the future of longevity — **and turn a collective opportunity into a new form of exclusion.**

Creating the conditions for healthy longevity at scale is not only a healthcare challenge — it's a societal design question.

Source: National Academies of Sciences, 2022



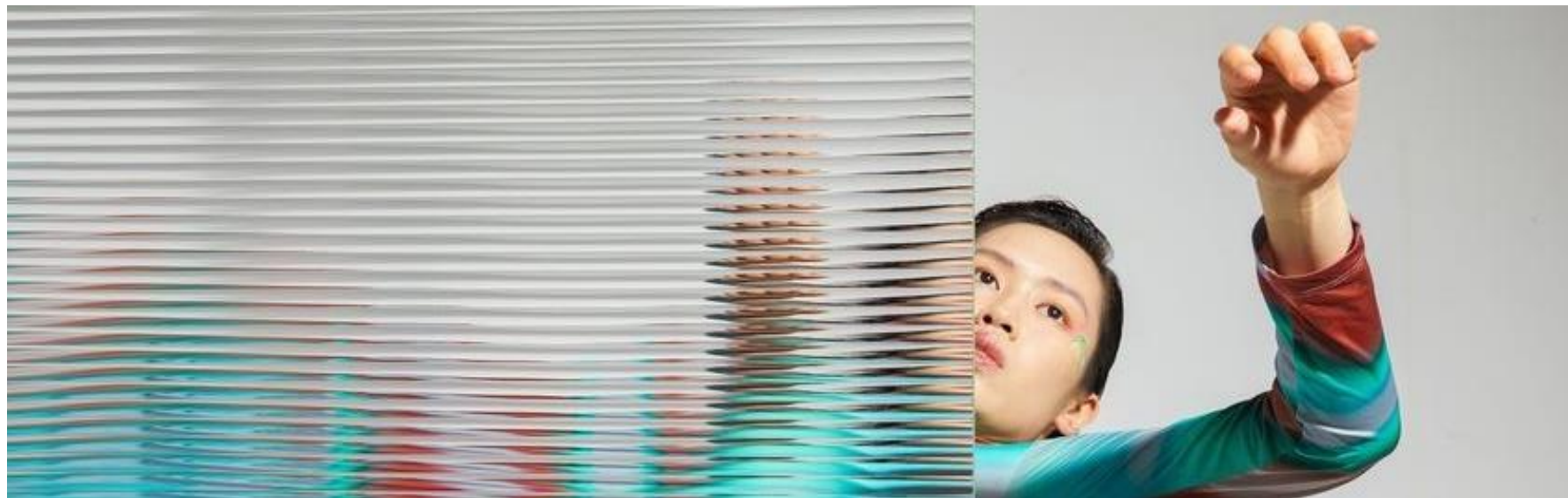
EXPLORING THE 5 KEY DISRUPTERS

(see next pages of this chapter)

Facing challenges to build meaningful solutions

In the following pages, we take a deep dive into five major disruptors—examining the risks they carry and the fractures they reveal—to map out where action is needed.

This is a crucial step. While it can feel uncomfortable to focus on difficult truths, there is no way forward without first understanding what is at stake. Anticipating tensions is what allows businesses to craft solutions that are innovative, but also meaningful and resilient over time.

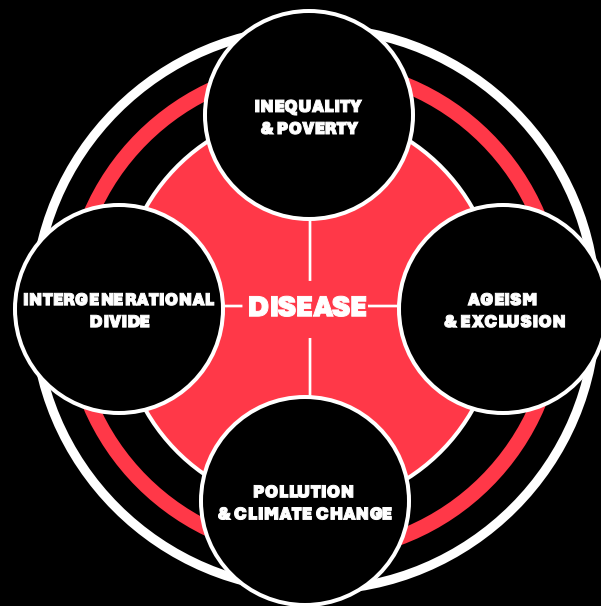


FOCUS – DISRUPTOR #1

DISEASE

3.7 million centenarians worldwide by 2050 - UN

Living longer...
but in what health condition?



PORTRAIT OF A 100-YEAR-OLD IN 2050

Current trajectory means living longer with ...

**TODAY, AS LIFE
EXPECTANCY
INCREASES, SO
DOES THE BURDEN
OF CHRONIC
ILLNESS.**



... DEMENTIA

As the global population ages, the number of people living with **dementia** is expected to triple **from 50 million to 152 million by 2050** (WHO)

... DIABETES

Among people aged **65 to 95**, **more than 20%** will have **diabetes**, with the **highest prevalence (24.4%) in the 75-79 age group** (The Lancet)

... CANCER

By 2050, **35.3 million cancer cases worldwide** are expected, a 76.6% increase from the 2022 estimate of 20 million. Knowing that, in 2022, **older adults (75+)** had a **Mortality-to-Incidence Ratio (MIR) of 64.3%**, showing that cancer is harder to survive at an advanced age (JAMA)

... CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD)

COPD is projected to be among the **top four causes of disability-adjusted life years globally by 2050**

Knowing that, in 2021, COPD was more prevalent in older age groups: 70 to 74 age group has the highest number of people with COPD (The Lancet)

A HEALTH SYSTEM — & A HUMAN BODY — UNPREPARED

As we push the boundaries of life expectancy, a dual reality emerges: our bodies are not biologically designed to function far beyond a certain age — and the systems meant to support us aren't built for it either.

Most healthcare systems remain optimized for acute, short-term conditions, not the complex, multi-dimensional needs of aging populations. There are persistent gaps in geriatrics, care infrastructure, and long-term support models — particularly in low- and middle-income countries, where 80% of older adults will live by 2050 (WHO, 2024)

Meanwhile, access to prevention, early detection, and integrated care remains limited or fragmented across much of the world. Without coordinated action, the additional years granted by science may become years marked by frailty, dependence, and suffering — for individuals and for entire health systems.

Extending life without redesigning how we live it — biologically and systemically — risks deepening the crisis we seek to solve. Over the next 10 years, business have a key role to play in helping people **live extra years IN BETTER HEALTH.**

“ WE NEED TO EMBRACE AGING AS A NORMAL PART OF LIFE AND DO ALL WE CAN KEEP SENIORS HEALTHY AND ACTIVE— STRONG, MOBILE, COGNITIVELY SHARP, ABLE TO BE INDEPENDENT.”



*Angela Patterson, DNP,
Vice President and Chief Nurse
Practitioner Officer,
CVS Health & MinuteClinic*

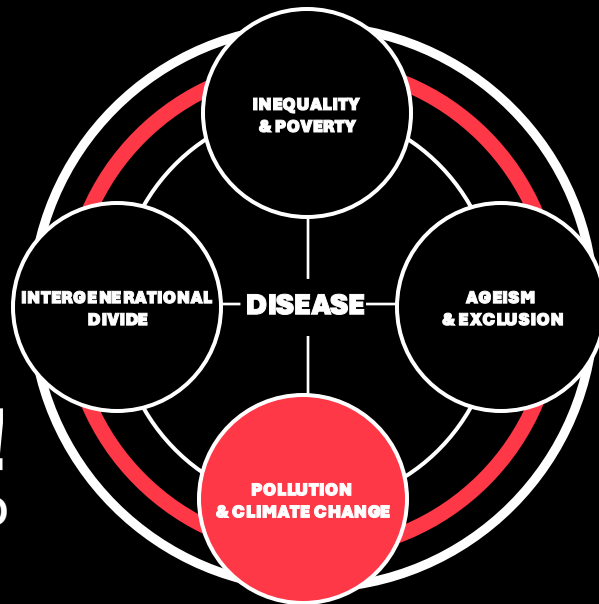
FOCUS – DISRUPTOR #2

POLLUTION & CLIMATE CHANGE

Air pollution: 6.6 million premature deaths in 2050!

- WHO

Living longer on a planet in poor
health...is it really possible?



THE COLLISION OF TWO CRISES

Today, two major global factors are accelerating simultaneously:

...the **ageing of the population**, with forecasts of around 2 billion people aged 60 and over by 2050 (UN).

...the **global warming**, with its pollution peaks, extreme weather phenomena and the degradation of ecosystems.

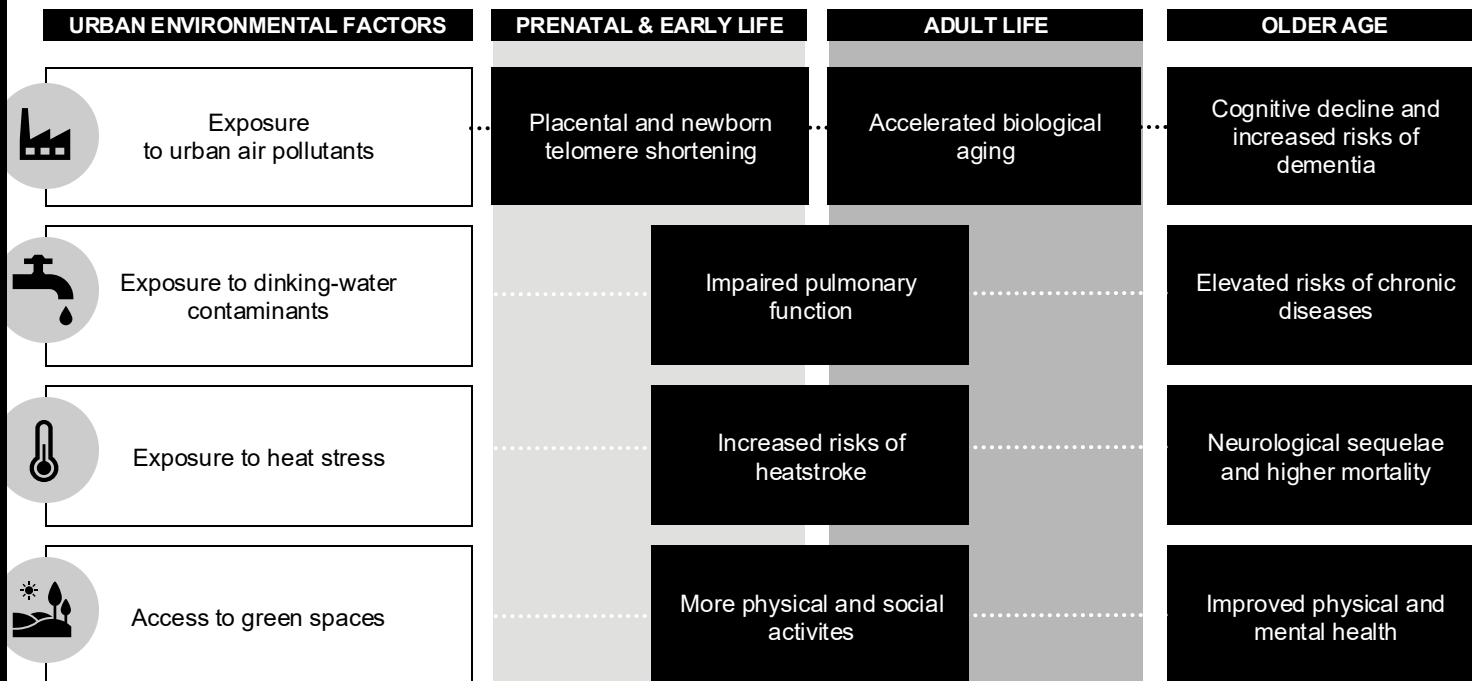
The climate crisis is not age-neutral.

It intensifies the vulnerabilities of old age — medically, socially, structurally and emotionally.

Older adults are among its most exposed and least protected victims.

- Extreme heat events will disproportionately impact older bodies, with **246 million additional older adults** expected to face dangerous heat levels (World Economic Forum).
- As infectious diseases shift geographically due to warming and ecosystem disruption, **aging immune systems** may struggle to cope.
- Food systems, water supplies, and transport infrastructures — already strained — are **rarely designed with the aging in mind**.
- And in disaster zones, older people are more likely to be **displaced, isolated, or left behind**.

CITIES ARE NOT DESIGNED FOR CENTURY-LONG LIVES



Urbanization adds another layer of challenge.

By mid-century, **7 in 10 people will live in urban areas** (UN), but few cities are prepared to accommodate aging populations in a warming world. Most housing is not adapted for age or climate resilience. Public transportation and walkability remain inaccessible to many older adults. Green spaces, natural cooling systems, and health infrastructure are unequally distributed.

This calls for a major rethink — from “age-friendly” to **longevity-ready cities**

Source: nature aging, rethinking the urban physical environment for century-long lives, wang et al., 2021

PLANET — AND CITIES — ARE NOT LONGEVITY COMPLIANT

As we imagine longer lives, we must also face a harsh reality: **the planet we live on is increasingly hostile to human longevity**. Rising temperatures, polluted air, disrupted ecosystems — all these forces erode the foundations of healthy aging. Older adults are particularly at risk. Their physiology is more vulnerable, and most urban environments are not designed for climate-sensitive aging. This convergence of risks is made more urgent by a geographic shift: **by 2050, over 80% of the world's older population will live in regions already exposed to significant climate stress** (WHO, 2024)

Without adaptation, the longevity revolution may be derailed by ecological fragility.

•Over the next 10 years, businesses have a key role to play in **(re)building a HEALTHY ENVIRONMENT**



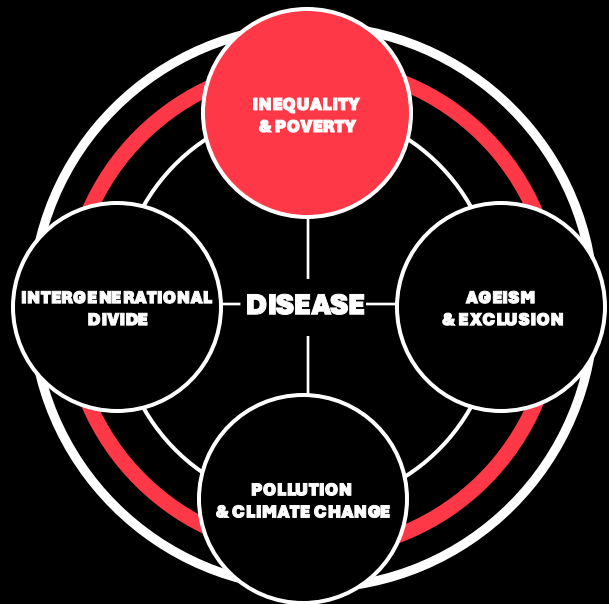
**BUT,
LIVING LONGER IN GOOD HEALTH
IS NOT ENOUGH !**

FOCUS – DISRUPTOR #3

INEQUALITY & POVERTY

Inequalities cumulate throughout peoples' lives

leading to gaping health disparities at older
ages... but to what extent?



THE LIFESPAN GAP

30

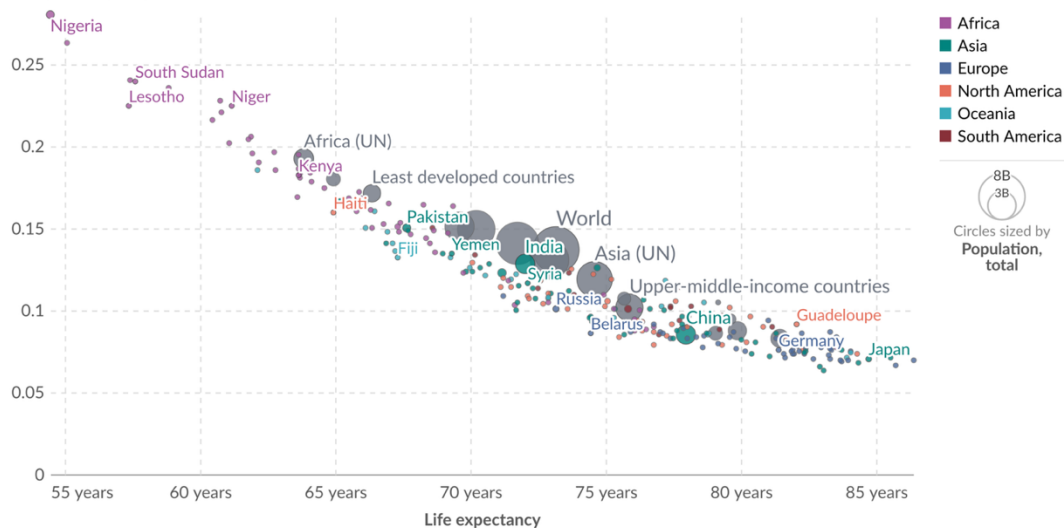
years of life!

is the number of years separating, the country with the shortest lifespan (Nigeria), from the one with the longest (Japan)

Life expectancy versus lifespan inequality, 2023

The period life expectancy¹ at birth versus the Gini coefficient² of lifespan inequality within a country, in females. A higher Gini coefficient indicates larger inequality in ages of death.

Lifespan inequality



Data source: Human Mortality Database (2024); Aburto et al. (2023); UN, World Population Prospects (2024)

OurWorldinData.org/life-expectancy | CC BY

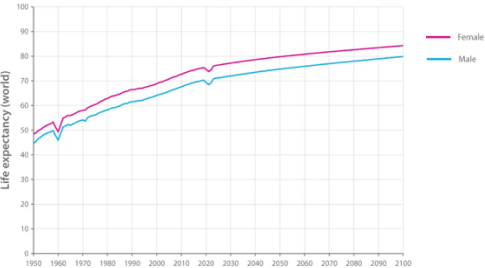
1. Period life expectancy: Period life expectancy is a metric that summarizes death rates across all age groups in one particular year. For a given year, it represents the average lifespan for a hypothetical group of people, if they experienced the same age-specific death rates throughout their whole lives as the age-specific death rates seen in that particular year. Learn more in our articles: "Life expectancy" – What does this actually mean? and Period versus cohort measures: what's the difference?

2. Gini coefficient: The Gini coefficient is the most commonly used measure of inequality. It is typically used as a measure of income inequality, but it can be used to measure the inequality of any distribution – such as the distribution of wealth, or even life expectancy. It measures inequality on a scale from 0 to 1, where higher values indicate higher inequality. This can sometimes be shown as a percentage from 0 to 100%, this is then called the 'Gini Index'. A value of 0 indicates perfect equality – where everyone has the same income. A value of 1 indicates perfect inequality – where one person receives all the income, and everyone else receives nothing. Read more in our article: Measuring inequality: What is the Gini coefficient?

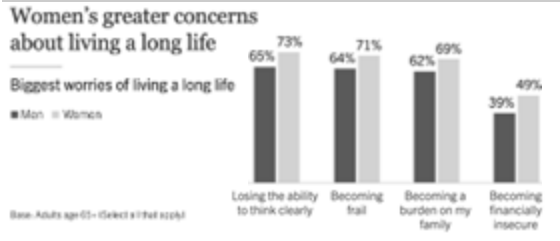
LONGEVITY, THE NEXT SOCIAL DIVIDE?

For millions of people around the world, longevity remains **unaccessible**. Disparities in **health and life expectancy** are shaped by **deep-rooted structural inequalities** — in income, gender, education, ethnicity, and geography, ... more than by biology. And as people age, these inequalities **accumulate** — often amplifying vulnerability in later life.

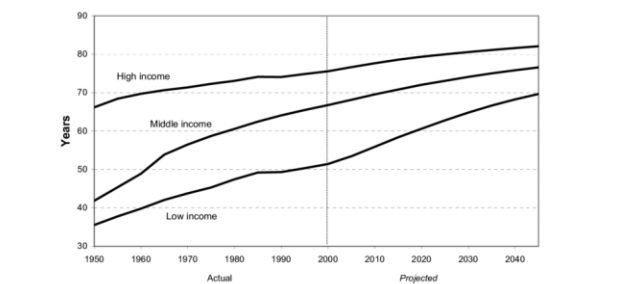
GENDER



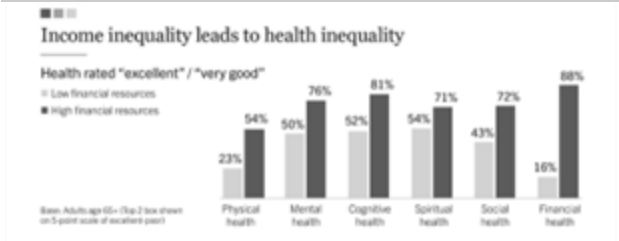
Women live longer = **facing more difficulties**



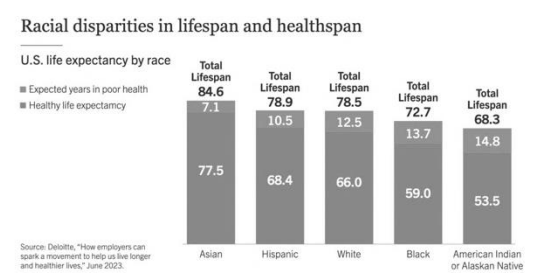
INCOME/EDUCATION



Income inequality = **10 years gap in life expectancy**
After the age of 75, median wealth drops significantly

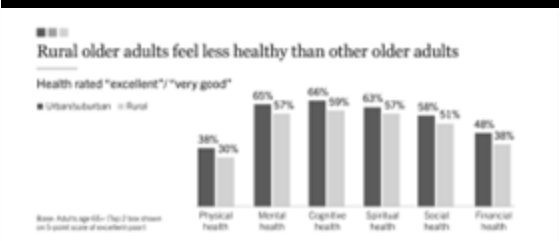


ETHNICITY



= **two factors impacting access to healthcare**

LIVING AREA



FOCUS ON INCOME POVERTY IN OLD AGE

According to the UN Department of Economic and Social Affairs (UNDESA),

“Older persons are particularly vulnerable to poverty, with limited options for escape.”

Across the world, old age often represents a **structural tipping point into economic insecurity**. As people reduce their working hours or retire — often not by choice but due to declining health — their income drops sharply. Yet in many countries, **pensions are insufficient, non-existent, or poorly distributed**, and savings — when they exist — rarely last.

In countries with **low social protection coverage**, such as South Korea, the effects are very pronounced

And studies show that low-income older adults are more likely to experience depression, multimorbidity, cognitive decline, and premature death (The Lancet, 2023).

In ageing societies, poverty is becoming a chronic accelerant of decline

Today, in South Korea, **the old-age poverty rate has surpassed**, one of the highest rates among OECD countries.

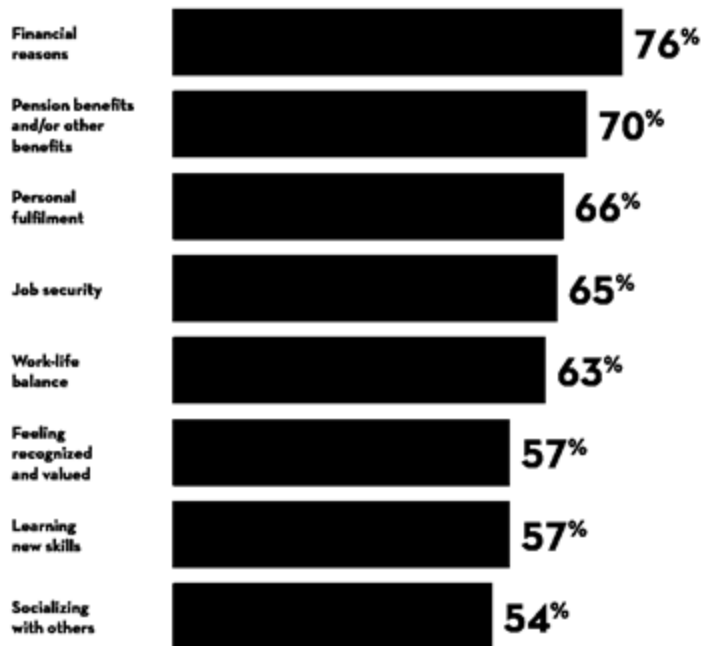
40%

Source - Korea Times, 2023

FOCUS ON

UNRETIREMENT: CHOICE OR NECESSITY?

Motivations for continuing working or looking for a job



Source : Adecco Group, 2023

The notion of retirement as a definitive end to one's working life is evolving. An increasing number of older adults are re-entering the workforce—a phenomenon termed "unretirement."

While some individuals return to work seeking purpose, social engagement, or mental stimulation, a significant proportion do so out of financial necessity. Rising living costs, insufficient retirement savings, and concerns over the sustainability of pension systems compel many to seek employment post-retirement.

A 2024 survey by T. Rowe Price revealed that **48% of retirees who returned to work cited financial reasons** as their primary motivation, while 45% mentioned social and emotional benefits.

Similarly, a 2025 study by ResumeTemplates.com found that **51% of retirees re-entered the workforce due to the rising cost of living**, with 29% needing extra income to cover debts.

According to the World Economic Forum, to stabilise the old-age dependence ratio by 2050 would require up to an 8.4-year increase in the retirement age

OUR WORLD IS NOT READY - RISK OF A SOCIAL LONGEVITY DIVIDE

As life expectancy increases, **the foundations that give meaning and dignity to later life remain unequally accessible.**

Too many people still grow old in poverty, isolation, or invisibility — with limited access to care, support, or purpose. From pensions and healthcare to housing, employment, and digital services, many systems are **misaligned** with the realities of aging — and **out of reach for those who need them most.** At the same time, **technological progress in health, well-being, and longevity is accelerating.**

New tools hold the potential to transform how we age — offering more autonomy, prevention, and connection. But without structural alignment and inclusive access, these breakthroughs could **amplify existing disparities.**

•**Therefore, a two-speed future could take shape** — one where some can age with security and confidence, while others are left behind in years marked by fragility and constraint. Over the next 10 years, **business have a key role to play in CLOSING THE DIGNITY GAP** when it comes to healthy longevity in everyday life.

FOCUS – DISRUPTOR #4

AGEISM & EXCLUSION

Globally, 1 in 2 people are
ageist against older people

- WHO

What impact does this have on health?



BIAS AGAINST OLDER PEOPLE IS A GLOBAL CHALLENGE

The cost is measured in billions lost and wasted potential

Fig. 2.2. Map of countries showing countries classified as low, moderate or high in ageist attitudes



In a world where 1 in 2 people hold ageist attitudes — meaning more than half the global population views aging through a lens of decline, dependency, or irrelevance — **the cost goes far beyond social bias.**

By systematically **underestimating, underemploying, and underserving** older adults, we waste human potential and generate avoidable costs.

This translates into **reduced productivity, lower tax revenues, premature retirement, and rising healthcare expenses** — all of which weigh heavily on national economies in aging societies.

For example, in the U.S. alone, the economic losses from age discrimination could reach **\$3.9 trillion by 2050** — roughly equivalent to the **GDP of Germany**.
(Source: AARP / Economist Impact, 2023)

THE HEALTH COST OF AGEISM

Ageism led to significantly worse health outcomes in 95.5% of the studies

When older adults are stereotyped, ignored, or excluded, the consequences show up in their bodies as much as in their daily lives

A major global study, spanning 45 countries, 11 health domains, and 25 years, reported that **the negative health effects of ageism are widespread and increasing over time.**

These include:

- Higher levels of **depression and anxiety**,
- Increased **social isolation and loneliness**,
- Slower **functional and cognitive recovery**,
- And higher risk of **premature death**.

The study also found that these health impacts are **not evenly distributed across populations:**

- A greater prevalence of significant ageism-health findings was observed in **less-developed countries** compared to more-developed ones.
- Older persons with **lower levels of education** were particularly likely to experience adverse health effects of ageism.

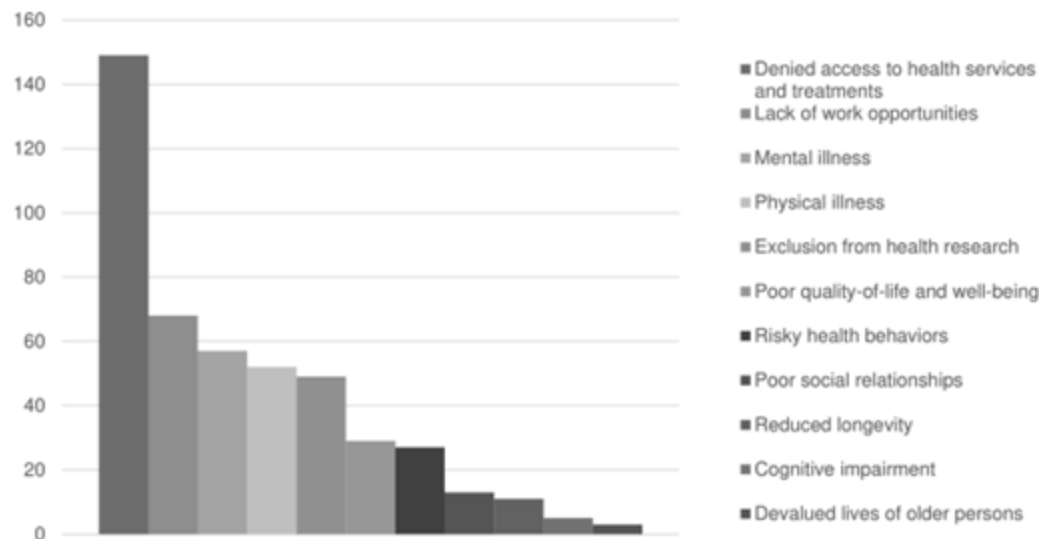
Global reach of ageism on older persons' health: A systematic review

E-Shien Chang, Sneha Kannoth, Samantha Levy, Shi-Yi Wang, John E. Lee, Becca R. Levy 

Published: January 15, 2020 • <https://doi.org/10.1371/journal.pone.0220857>



Impact of ageism on health in 11 health domains: Distribution of studies.



FOCUS

HOW HEALTHCARE SHORTENS LONGEVITY?

Ageism is found to be a global issue, prevalent in every social, economic, ethnic and geographic sphere and in different contexts, including the **workplace, media, public discourse ... and healthcare.**

Within healthcare, bias against older adults infiltrates medical systems, **shaping policies, clinical decisions, and patient care — often unconsciously.**

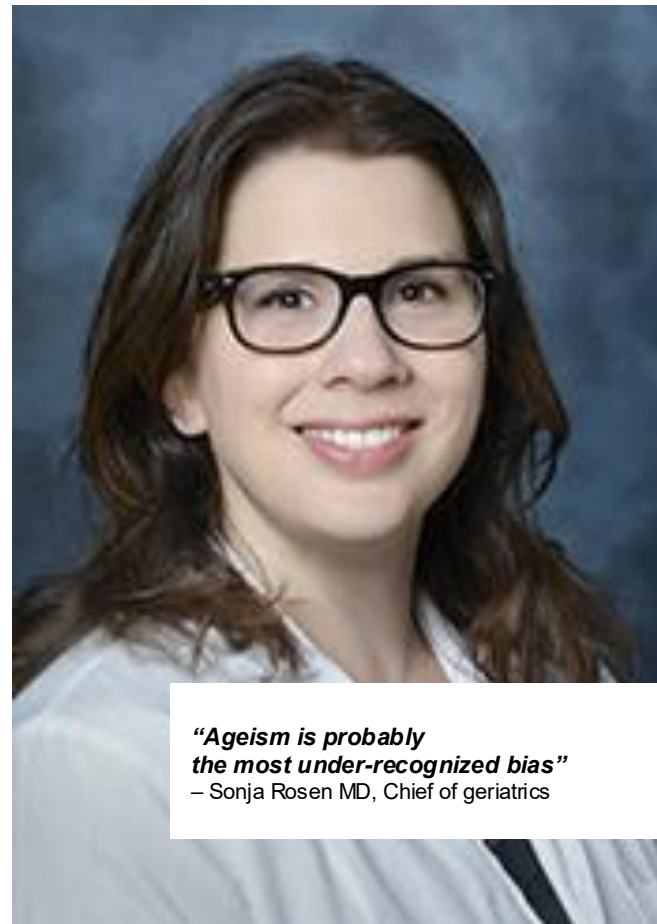
The **World Health Organization (2021)** reports that around **6.3 million cases of depression worldwide are directly linked to ageism**, underscoring its pervasive influence on mental health.

Yet the impact extends much further. Ageism in healthcare contributes to:

- **underdiagnosis and undertreatment,**
- **exclusion from clinical research,**
- and the normalization of pain, frailty, or cognitive decline as “just part of aging” rather than conditions requiring proactive care.
(*The Lancet Healthy Longevity*, 2020)

A systematic review published in the International Journal of Environmental Research and Public Health (2021) highlighted widespread experiences of **older adults feeling dismissed or overlooked** by healthcare professionals. These patterns lead to **worse outcomes, slower recovery, and a higher likelihood of preventable complications.**

Moreover, the AARP (2020) points out that age discrimination in healthcare results in **suboptimal treatment pathways, with older patients often excluded from life-saving interventions or cutting-edge trials.**



“Ageism is probably the most under-recognized bias”
– Sonja Rosen MD, Chief of geriatrics

OUR CULTURE LAGS BEHIND THE HEALTHSPAN NEW REVOLUTION

As we enter a new phase of the longevity revolution, **a deep paradox is emerging**: the very biases that target older people — ageism, exclusion, and invisibility — are undermining their chances of living longer, healthier lives.

Across healthcare, work, and daily life, older adults face **structural discrimination that damages not just their dignity, but their health outcomes, well-being, and longevity itself.**

Ageism, which has spread worldwide, has profound and measurable effects: from missed diagnoses and poorer care to rising mental health risks, isolation, and even premature death. Meanwhile, the medical and technological advances that hold immense promise for extending healthspan remain out of reach for many - and **longevity itself risks becoming a fractured and uneven reality.**

• In the next 10 years, businesses will also have to focus on what makes older people **FEEL INCLUDED & HAPPY**

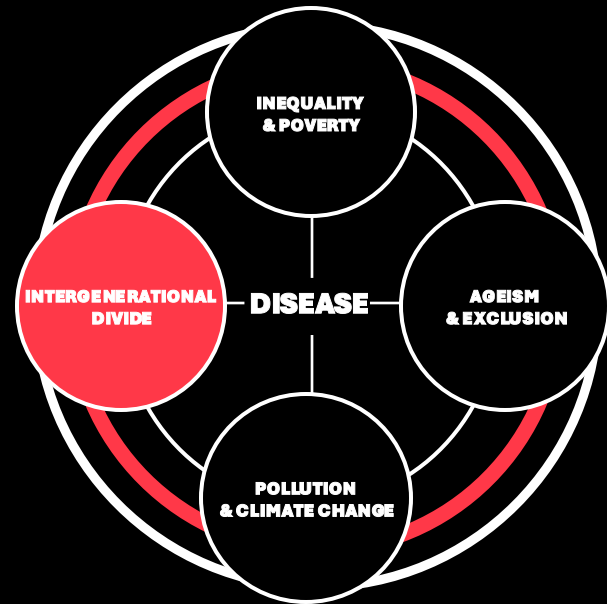
*“We need to stop seeing older people only through the lens of what services they might need and think instead of **all they have to offer society**”*

- Allen Power, 70, a geriatrician and the chair in aging and dementia innovation at the Schlegel-University of Waterloo Research Institute for Aging in Canada

FOCUS – DISRUPTOR #5

INTERGENERATIONAL DIVIDE Rise of individualism...

who cares? (= who cares for whom)



(WHO)

GLOBAL RISE OF INDIVIDUALISM

The silent force redefining generational bonds

Over the past decades, **individualistic values and behaviors have risen steadily across the world**, reshaping the fabric of societies.

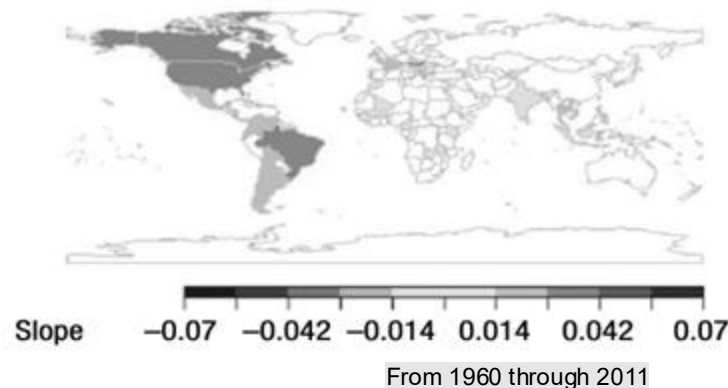
A landmark study analyzing 51 years of data across 78 countries found that individualism has increased by approximately 12% globally since 1960, with 34 out of 41 countries showing a marked rise in individualistic practices.

Even traditionally collectivist societies, such as **China**, have seen substantial growth in individualistic values over recent decades, evidenced by rising divorce rates, shrinking household sizes, greater personal autonomy in life choices, and increased emphasis on self-expression and individual achievement.

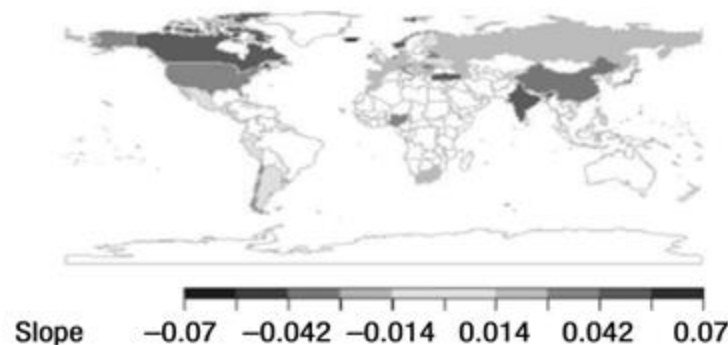
Similar shifts are observed in parts of **Africa** and **Latin America**, where traditionally family-centered cultures are increasingly integrating individualistic values — reflected in evolving moral frameworks, growing urban migration, and changing expectations around autonomy and personal success.

While individualism has unlocked new forms of freedom, it is also reconfiguring how we relate to one another—particularly between generations.

Change in Individualist Practices (z score)



Change in Individualist Values (z score)



TOWARDS A MUTUAL ABANDONMENT?

LONELINESS AS A NEW ABNORMAL

Across the world, loneliness is reaching unprecedented levels — particularly among older adults.

In the U.S., nearly 1 in 3 people over 65 live alone, and 1 in 4 experience social isolation, which the CDC links to heightened risks of heart disease, dementia, and premature death. In Japan, over 6 million "kodokushi" (lonely deaths) are reported annually.

Several factors contribute to this growing phenomenon, including:

- children who are increasingly unwilling (or unable) to care for their aging parents
- and a rising proportion of elderly people without children — a trend expected to accelerate as global fertility rates decline.

What If I Don't Want To Care For My Aging Parent?

In some countries, this isolation leads to **extreme outcomes**. In Japan, where 20% of people over 65 live in poverty (OECD), elderly women have been reported committing petty crimes, such as theft, in a deliberate attempt to be incarcerated — seeking warmth, food, medical care, and even companionship.

(Sources: CDC 2023; Japan Times 2022;
UN Loneliness Report 2023; BBC Japan Report 2021)

VS

SKI* AS THE NEW NORMAL

At the same time, a cultural shift is unfolding seniors are rewriting the social contract with younger generations.

The SKI trend (*Spending the Kids' Inheritance) is booming, especially among more affluent older adults, who are increasingly **prioritizing personal needs over legacy**.

'It's only the kids' inheritance when you're dead – until then it's your bank balance'

One major motivation is making the most of the extended years of vitality they now enjoy. In Australia, for example, 66% of over-65s say they plan to spend most of their savings on themselves, investing in travel, leisure, and self-fulfillment rather than passing wealth down.

Another driver is the desire to sustain independent living for as long as possible, using personal financial resources to reduce reliance on family or institutional care. In Europe and North America, this is reflected in rising spending on home adaptations, private care services, and long-term financial planning geared toward self-sufficiency.

(Sources: Australian Seniors Survey 2022; AARP 2023; Eurostat 2023)

FOCUS ON SOLO AGING, LONGEVITY AT RISK

Around the world, as people age, solo living is on the rise.

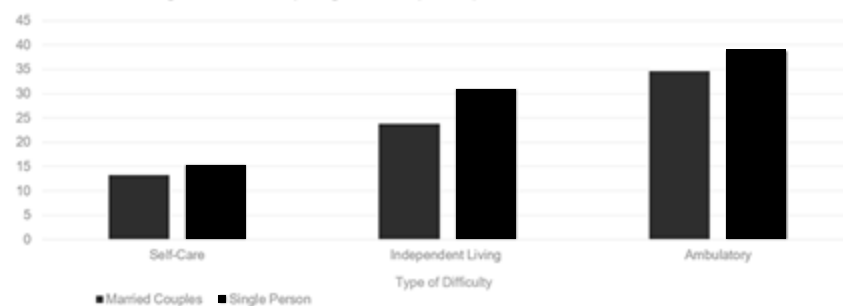
In Japan, for example, the number of senior citizens living alone is projected to surge by 47% by 2050 (Reuters). In the U.S., the wave of baby boomers crossing into their 80s over the next two decades will drive a dramatic rise in solo households: from 4.7 million in 2018 to an estimated 10.1 million by 2038 (Harvard Joint Center for Housing Studies).

Living alone in very old age is linked to a multiplicity of difficulties. Single people aged 80+ are more likely to experience mobility limitations (walking, climbing stairs), self-care challenges (bathing, dressing, moving around the home), and difficulties with independent living (running errands, shopping, or attending medical appointments) compared to peers living with a partner.

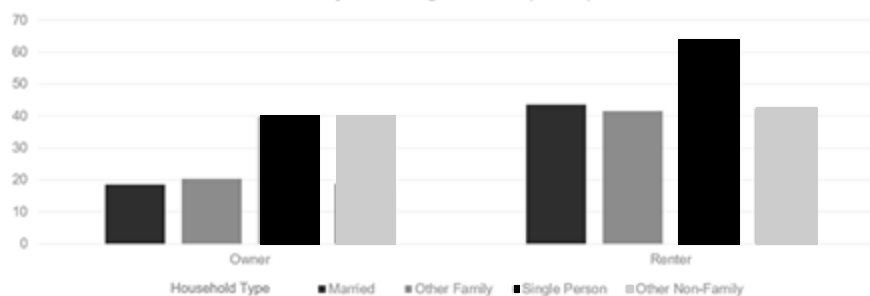
Housing cost burden further compounds the issue.

Older renters are particularly vulnerable to rising costs and typically have fewer assets than homeowners, lacking the financial buffer of home equity. Nearly 64% of solo renters aged 80 and over are cost burdened—spending a disproportionate share of their income on housing—compared to just 18% of couples.

Share of Households Age 80 and Over Reporting Difficulties (Percent)



Share of Cost-Burdened Households Headed by Someone Age 80 or Over (Percent)



OUR SOCIAL FABRIC IS NOT READY – RISK OF AN AGE-BASED LONGEVITY SOCIETY

The rise of individualism, coupled with demographic shifts, is reshaping how generations connect—or fail to connect.

As younger and older generations prioritize personal independence, we see weakening family ties, reduced intergenerational cohabitation, and a fraying of shared responsibilities. Across cultures, from traditionally collectivist societies to Western nations, the bond between generations is becoming more fragile.

Meanwhile, societal structures have not adapted to this transformation. Public policies and social systems remain largely age-based, and few initiatives truly foster meaningful intergenerational engagement. Brands, too, have often overlooked the need to cultivate cross-generational value and connection.

If this trajectory continues—or accelerates—we face **the risk of evolving toward a society fragmented by age**: one where each generation increasingly lives, works, and ages in parallel silos, with minimal overlap or shared experience.

In this scenario, a **paradox** becomes striking: while longevity is expanding, the social glue that sustains well-being in later life is thinning—threatening both quality of life and long-term resilience.

In the next 10 years, business will also have to take on a new mission: **rebuilding the intergenerational BOND**, fostering solidarity, mutual care, and shared purpose across age groups.

02

MEETING THE PIONEERS OF LONGEVITY

Inside the lived reality of extended life expectancy

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IS LONGEVITY THE NEXT GREAT HUMAN ADVENTURE?

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1. LONGEVITY IS COMING. READINESS IS NOT

FACTS AND FIGURES, THE CURRENT STATE OF RESEARCH

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A. The shared truths of longevity

B. The different paths to longevity

C. The challenges of longevity

D. Preparing for a fulfilling longevity

3. WHERE IS LONGEVITY TAKING OUR SOCIETIES?

EXPLORING THREE SCENARIOS FOR 2050

A. Scenario Happy longevity

B. Scenario Age-based society

C. Scenario Longevity fracture

HEALTHY LONGEVITY: UNLOCKING THE POWER OF TIME

SOURCES

FOR THE FIRST TIME IN HUMAN HISTORY, A GENERATION IS NOT JUST AGING —THEY ARE PIONEERING LONGEVITY.

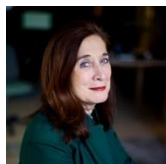
They are the first to cross into uncharted territory, where life does not stop at retirement but extends into decades of possibility, challenge, and reinvention.

Their parents and grandparents did not live this long. The societal scripts that once defined aging—withdrawal, irrelevance, decline—no longer apply.

Instead, they are writing a new story, one where aging is not an endpoint but an open landscape, filled with choices, meaning, and transformation.

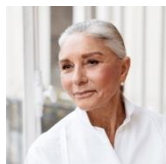
LET'S DISCOVER WHO THEY ARE, AND HOW THEY NAVIGATE THE UNWRITTEN YEARS

INTRODUCING THE VOICES OF LONGEVITY



**CHRISTINE
DE PANAFIEU - 78**

Sociologist and trend analyst with expertise in gender studies and intercultural social change. Founder of COSIGHT, she brings a strategic understanding of aging through the lens of global societal shifts



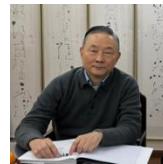
**PERLA
SERVAN-SCHREIBER - 81**

Bicultural author and journalist, co-founder of *Psychologies* magazine. She offers a sensitive, philosophical lens on aging, blending personal experience with insights on femininity, freedom, and longevity. A major voice in personal development and cultural commentary



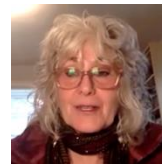
**GERT
SCHMIDT - 82**

Sociologist and former professor at the University of Erlangen-Nuremberg, currently lecturer at Heidelberg. He explores the societal implications of aging, offering deep insight into intergenerational dynamics and social resilience



**DR. CHARLES
WANG - 72**

Practitioner and scholar of Traditional Chinese Medicine, with 40+ years of experience in acupuncture and preventive care. He brings a holistic perspective on longevity, integrating Eastern health principles with modern scientific insights



**ANDREA
BRACHFELD - 70**

American professional musician and spiritual guide. She offers a unique perspective on longevity at the intersection of creativity, spirituality, and personal empowerment.



**ALAIN
CAYZAC - 83**

Co-founder of RSCG advertising agency, and former chairman of Paris Saint-Germain and . A chevalier of the Légion d'Honneur, he is a business leader and author, bringing deep expertise in leadership, creative narratives, and long-term vision



Mr. WU - 72

Former executive at Shanghai Electric, and globe-trotter. He combines a career in industrial leadership with a passion for cutting-edge technologies, offering a pragmatic yet forward-thinking perspective on aging and digital life



**GÉRARD
LAIZÉ - 74**

Visionary in design and innovation, former director of VIA (Valorisation de l'Innovation dans l'Ameublement). He brings creative, practical insights on how to shape spaces, objects, and experiences for a world of extended lifespans



**RAPHAËL
LELLOUCHE - 75**

Philosopher and semiologist with deep expertise in cultural trends. He offers a cross-disciplinary understanding of longevity, helping decode its impact on sectors from health and beauty to technology and luxury

WHAT SETS THEM APART? THEY ARE TREND RECEIVERS

These pioneers of longevity come from a wide range of backgrounds—spanning different cultures, countries, and continents.

They represent diversity in gender, professions, social status, health journeys, and personal philosophies.

Among them are consultants, researchers, artists, doctors, philosophers and entrepreneurs. Some live in multi-generational households; others live alone.

Some navigate serious health challenges; others remain physically robust.

Together, they embody a rich tapestry of experiences that illuminate the many ways longevity is lived today.



What they have in common? They are Trend Receivers—individuals selected for their unique ability to perceive and anticipate change.

A Trend Receiver is more than a witness to their time; they are keen observers, visionaries, and forward-thinkers. They combine personal experience with a sharp analytical eye, allowing them to detect weak signals and emerging trends that shape the future.

In the context of longevity, these individuals **actively reflect on what aging means today and tomorrow**, sharing insights that help businesses and society rethink aging as a space of opportunity and transformation

A.

The shared truths of longevity

RETHINKING WHAT IT MEANS TO LIVE LONGER

For the first time, longevity is not an abstract concept or a rare privilege—it is a reality, set to shape millions of lives.

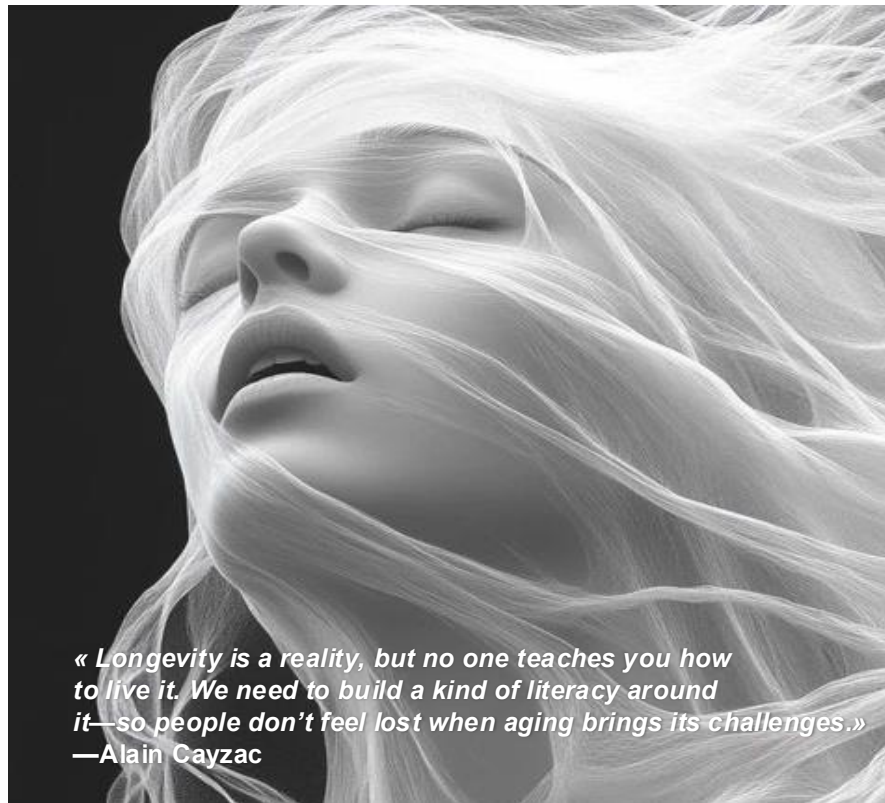
But what does it truly mean to live longer?

Extra years are often assumed to be embraced with gratitude, yet many approach them with ambivalence or even resistance.

The challenge is not just about surviving longer, but about redefining aging itself.

Trend Receivers reveal that longevity is not simply a gift—it is a negotiation, a construction, a process that each individual must shape in their own way.

- **Longevity is not passive**—it is shaped, negotiated, and redefined.
- **Living longer is not inherently a gift**—its meaning depends on individual agency and societal structures.
- **The fear of aging is not about death**—it is about losing control, relevance, and independence.
- **The assumption that older people disengage** is false.



« Longevity is a reality, but no one teaches you how to live it. We need to build a kind of literacy around it—so people don't feel lost when aging brings its challenges. »
—Alain Cayzac



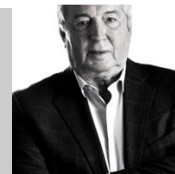
Shared perspectives

LONGEVITY AS A **CONSTRUCTED** EXPERIENCE

INSIGHT = longevity is a dynamic process—a constant negotiation between personal aspirations, physical realities, and societal norms.

"Over time, I've discovered that you have to constantly adjust your approach to age, to your desires and to your abilities. There is no fixed model: you build your path from day to day."

— Alain Cayzac



"It's a constant search for balance: between what you can do, what you want to do, and what society allows you to do. You are always adjusting."

— Gérard Laizé



Shared perspectives

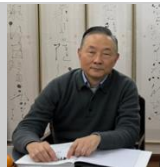
AGING WITH PURPOSE, NOT JUST TIME

INSIGHT = longevity is not about accumulating years—it is about sustaining meaning. Some people **don't want more years**—they only want to live well in the years they have.

"Longevity is about meaning, not just years.

A fulfilling life is measured in balance, purpose, and connection to the world."

— Dr Michel Wang



*"Jean-Louis passed away four years ago. He was everything to me—it's an amputation. I can still feel joy, but this absence is part of me now. I am very privileged, I have a rich life with my grandchildren and my friends, but **honestly—I think life is too long**. I don't want to live beyond; it's just too much."*

— Perla Servan-Schreiber





THE FIGHT AGAINST SOCIAL INVISIBILITY AND DEPENDENCY

INSIGHT = the biggest fear is not aging itself—it is losing agency.
The real fight is **not about living longer, but about staying seen and heard.**

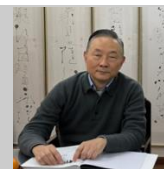
*"The worst part of aging is not the wrinkles, it's **feeling invisible, like society has put you aside.**"*

— Christine de Panafieu



*"Traditionally, elderly people were highly respected because they were seen as wise. But now, it's the opposite—**old people are like forgotten objects in society.**"*

— Docteur Wang



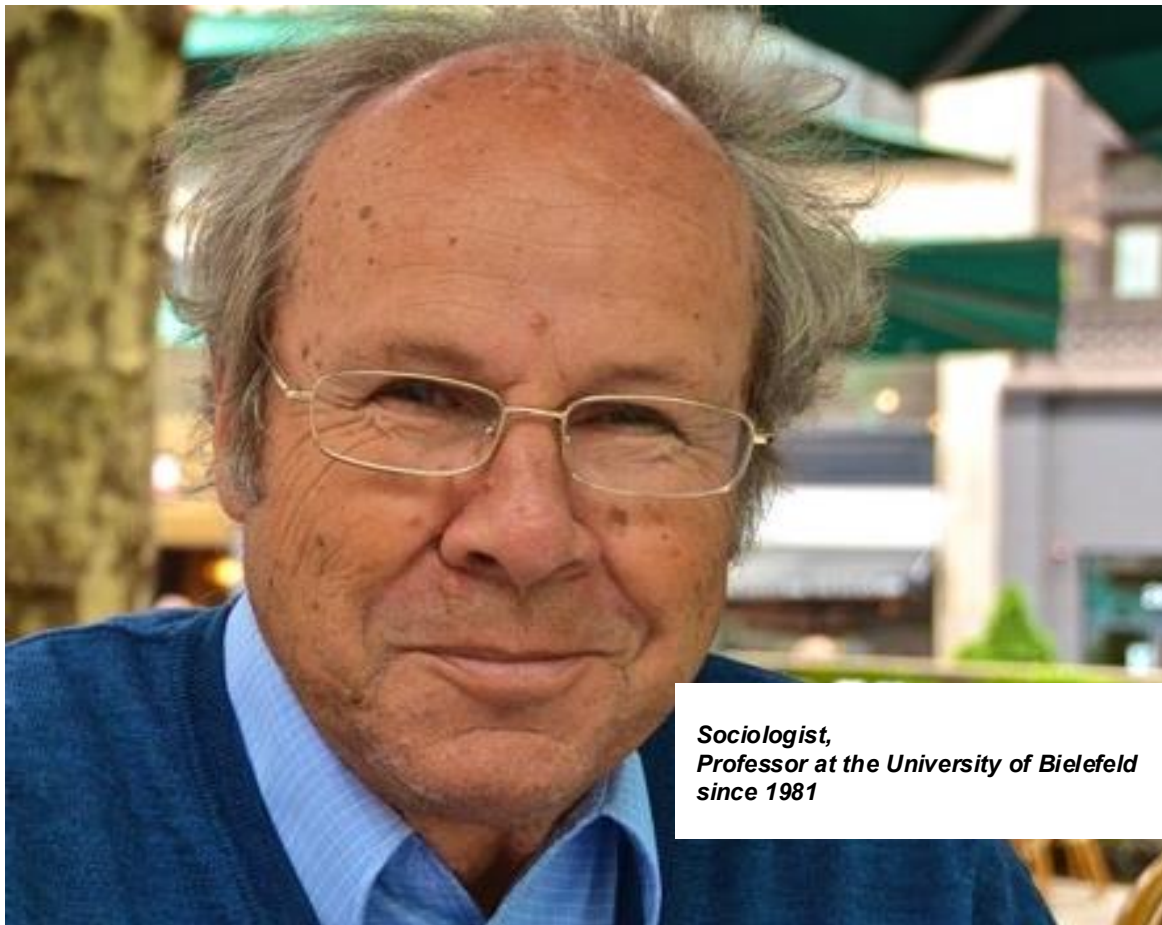
LIVING IN PARALLEL TRACKS

"I think that the stretching of the life span of the individual opens up new chances, and new problems, of age groups. They'll be specialised life worlds."

I see elderly people organizing groups—bike trips, travel, chess clubs—more and more independently from their families. This shows a growing tendency for people to build their lives within their age group frameworks rather than in intergenerational structures.

*I think the future could bring a more structured system where elderly people live and evolve primarily in communities of their own age. It's not necessarily negative, but it marks a **clear shift from traditional family-based living to age-specialised communities**"*

— Gert Schmidt



**Sociologist,
Professor at the University of Bielefeld
since 1981**

LONGEVITY: TOWARDS A NEW SOCIAL CONTRACT

This first-hand exploration reveals a fundamental truth: **longevity is not simply a matter of biology or time—it is an evolving experience, shaped by individual choices and collective conditions.**

For the first generation, living longer is not inherently fulfilling. What matters is staying visible, relevant, and purposeful. All share a desire to maintain autonomy and dignity.

This shows that longevity is not a passive gift—it is a challenge that must be actively navigated, both personally and societally. The fight is less about adding years and more about ensuring those years are rich in meaning, connection, and self-determination.

As we look ahead, a key question emerges: how can businesses and society **create the frameworks that enable longer lives to be lived not only longer—but better?**

B.

The different paths to longevity

NAVIGATING INDIVIDUAL PATHWAYS



*"Aging is not necessarily about continuing to do the same things; it's also about discovering new forms of activity, connection, or fulfillment. **There is no single correct way to grow old.**"*

— Gert Schmidt

Longevity is often presented as an opportunity for reinvention—a second act, a chance to start fresh.

But is that really the case for everyone? Some seek transformation, pushing boundaries and redefining themselves at every stage. Others, however, find deep satisfaction in continuity, in refining rather than reinventing, in letting go rather than acquiring more.

Aging is not one-size-fits-all, and longevity does not come with a universal playbook.

In fact, by listening to and observing Trend Receivers, it becomes clear that **today's longevity pathways are highly individualised**, as a result of a multitude of combined personal factors (health status, family dynamics, cultural norms, financial circumstances, life experiences, and evolving aspirations, ...)

Yet when stepping back, **three overarching principles** can be outline

- **Aging is not only about endurance**—it is also about choosing how to live meaningfully
- **Not everyone wants to reinvent themselves**—some simply refine, some seek stability, and some fight against time.
- **Today, longevity is not a universal desire**—some even see it as a burden.

Ageing strategies

REINVENTION AND THE ART OF STAYING RELEVANT

INSIGHT = for most, longevity is a game of reinvention and adaptability—but not for all. And even though reinvention is celebrated, it can sometimes be more exhausting than stimulating.

« **Reinvention is essential.** I see every phase of life as a chance to challenge myself and stay engaged. Stagnation is not an option. Same for longevity. Till the end. **Longevity is a question of mindset** »

— Gérard Laizé



THE AMBIVALENCE OF SECOND SPRING

"I've always believed that life is about staying open and flexible—being ready to reinvent yourself whenever needed. And honestly, I've done it multiple times: moving countries, changing careers, taking on new challenges even when it felt risky.

Reinvention keeps you alive, it keeps you curious. But there's a flip side: it requires a lot of energy, and as you age, you become more aware of your limits. There's a tension between wanting to keep evolving and recognizing that your body and mind need different rhythms. It's exhilarating but also demanding. You have to negotiate with yourself—between ambition and acceptance, between pushing forward and allowing space for rest.

I sometimes find it overwhelming, this idea that you always have to reinvent yourself, stay active, creative... I also want the right to do nothing, to just be at peace, without guilt."

— Christine de Panafieu



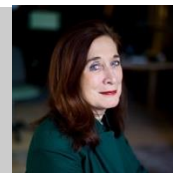
Christine de Panafieu
Founder · Cosight - The Meaning
Management Company



REFINEMENT: AGING AS A PROCESS OF CURATION

INSIGHT = for others, longevity is about keeping only what matters and letting go of the rest. Some people don't chase newness—aging is about stripping life down to its essentials.

"You realise that over time, you simplify. What's important becomes clearer, and I've let go of many things I once thought were essential. I've learned to focus on what really counts."
— Christine de Panafieu



THE GRACE OF SELF- REFINEMENT

“As life advances, you keep only what is essential. You discover your true core, and that becomes the center of everything. Your circle shrinks, but it feels right. I really don’t think of renunciation as something negative.

*Letting go of certain parts of life is actually liberating. With age, you know what truly matters, and you stick to that. **It’s like peeling an onion—you remove all the dry layers until you reach the heart, which is sweet when cooked, while the outer layers are bitter.***

*As life moves forward, you keep the essential, you know what matters, and you limit yourself to that. And this limit is not negative—it’s the opposite. **You cultivate that core of life.”***

— Perla Servan-Schreiber



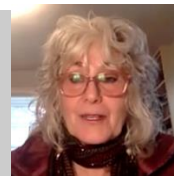
Perla Servan-Schreiber
Inspirational personality,
author and cook.



LONGEVITY AS A **DISCIPLINE** AND A DAILY PRACTICE

INSIGHT = longevity is not left to chance—it requires daily commitment. Those who practice strict discipline don't fear aging as much—because they see it as something within their control.

"I've been blessed to have the discipline to say, 'No, I don't want that.' Because I'm clean and clear, I'm able to channel, and that's far more important than the immediate gratification. Do I love going to the gym? No. Do I love the way it feels afterwards? Yes, I do. So I'm just going to go."
— Andrea Brachfeld (US)



THE CHINESE PHILOSOPHY OF DAILY DISCIPLINE

*"I believe that staying active is essential—not necessarily through strenuous exercise, but through daily movement and routine. I sweep, mop, cook, walk to the wet market, and treat every household chore as a way to keep my body engaged. **Discipline is about small, steady actions that keep you well.** You don't need a gym; your daily life can be your workout. The important thing is to keep moving, but with awareness of your limits as you age.*

*We shouldn't engage in very intense exercise. Instead, we should perform physical activities slowly and at a moderate pace. When we do that, we can be happy, and that's critical. I prefer walking everywhere rather than taking transport—it's my way of keeping healthy, little by little, every day. **Discipline is key: if you stop moving, your energy fades.**"*

— Mr Wu



Mr. WU - 72
Former executive
at Shanghai Electric

LONGEVITY IS A PERSONAL EQUATION

This deep dive into lived experiences reveals that longevity is not a one-size-fits-all journey—it is a **mosaic of personal strategies and beliefs**.

Some see it as a canvas for continuous reinvention; others as an art of refinement, paring life down to what truly matters. Still others adopt a disciplined, almost ascetic approach, embracing routine and control as a way to claim agency over time.

What unites these divergent paths is a shared truth: longevity demands active engagement. It is not just about the passage of years but about **intentional choices that sustain relevance, meaning, and dignity**.

As the landscape of longevity expands, brands and institutions must step in—not to dictate how to age, but to **empower every person to design their own way forward**.

C.

The challenges of longevity

THE REALITY CHECK OF LONGEVITY

Everyone celebrate longer lifespans, but are we truly prepared for what they bring? Longevity is both an individual journey and a profound societal shift, reshaping expectations around work, relationships, and identity.

How to define purpose when life stretches beyond traditional milestones?

How to maintain autonomy when the body begins to resist?

And what happens when social structures fail to keep pace with extended lifespans?

The individuals in this study are not just living longer—they are revealing the cracks in a system that has yet to adapt.

The futures of aging are here, but it comes with dilemmas we are only beginning to understand.

- Longevity extends life—but **but does it extend quality of life?**
- **How to redefine people's contribution** when life expectancy stretches decades beyond previous norms?
- **What emotional resilience** is needed to navigate a much longer life?





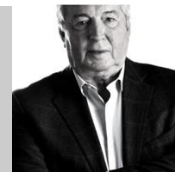
Key challenges

THE SHIFTING BOUNDARIES OF WORK, IDENTITY, AND CONTRIBUTION

INSIGHT = the retirement model is broken—how do we redefine contribution and identity? The idea that older people want to stop working is not true for all—many want to remain engaged, but society is not designed for them.

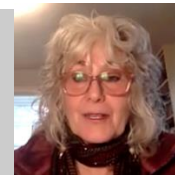
“The biggest mistake society makes is treating older people as if they have nothing left to offer. That’s not just unfair—it’s a waste of intelligence.”

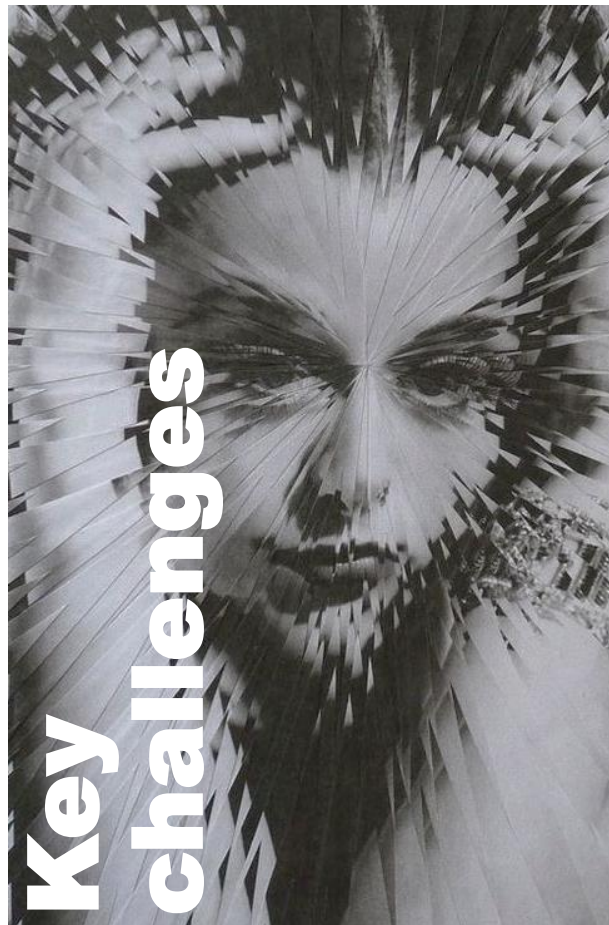
— Alain Cayzac



“Around me, older people give up because that’s what old age is supposed to be like. I’m always hoping that I can inspire people, especially older people.”

— Andrea Brachfeld

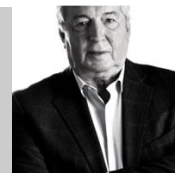




HEALTH, AUTONOMY AND CLICHÉS LINKED TO THE **FRAGILITY** OF THE AGING BODY

INSIGHT = the body weakens, but the will to stay independent does not. Some fear losing control more than losing mobility itself.

*"When you have a disability, everything becomes complicated. You want to remain in control of your life, but you constantly have to negotiate with those around you or with institutions. **The real challenge of aging is to maintain your autonomy in decision-making, even when you can no longer do everything by yourself.**"*
— Alain Cayzac



"In my opinion the individual has the last responsibility. I think that it's not a responsibility and right of society to stop my will, if I have it, to have suicide. There are questions where society is not your boss."
— Gert Schmidt



DEFENDING THE RIGHT TO DECIDE

"As I age, I'm becoming painfully aware of how fragile autonomy really is.

My health issues—diabetes, heart disease, vertigo—mean I'm constantly navigating a maze of medical appointments and specialized care. And yet, there's no one really connecting the dots. Each specialist focuses on their tiny corner, but my experience is whole. What I fear most isn't just the loss of physical capacity—it's the loss of agency, of being able to make decisions for myself.

I want to remain in charge of my life, but the system isn't built for that.

*It's scattered, costly, and leaves you feeling like you're just being managed, not cared for as a person. That's the true vulnerability of aging: the slow erosion of self-determination, even more than the decline of the body itself. **But the need to decide for yourself never disappears.** Maintaining that autonomy of thought and choice is essential, even when the body weakens."*

— Raphaël Lellouche



Key challenges

THE **EMOTIONAL** AND SOCIAL IMPLICATIONS OF A LONGER LIFE

INSIGHT = what happens when you outlive your generation?

Longevity can be isolating, especially when outliving friends, family, and social structures.

"I don't want to end up alone at home, in a nursing home, with no job, no social life, dependent on those who visit me out of compassion or family duty. [...] I want to stay active, to remain part of the world."

— Raphaël Lellouche



"There are elderly people who feel very lonely. In our community, we try to visit them, sit down, and chat. Older people often needs an opportunity to talk."

— Mr. Wu



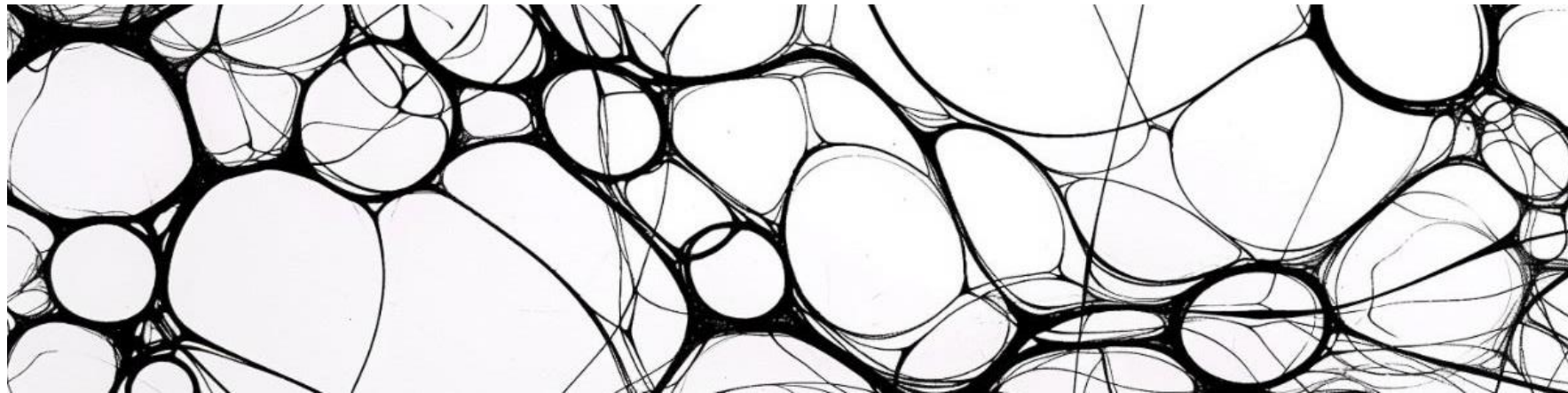
LONGEVITY REQUIRES MENTAL STRENGTH, AND EMOTIONAL RESILIENCE

This exploration sheds new light on longevity's true challenges. Beyond policy gaps or outdated systems, the **deepest cracks appear within** in the emotional and existential construction of aging.

The testimonies reveal profound fears of invisibility, loss of purpose, and eroding autonomy—showing that mental and emotional health are not peripheral concerns but central pillars of **well-aging**.

Longevity, then, is not just a matter of medical progress or social adaptation; it is a psychological journey that demands care, recognition, and new frameworks for existential support.

To truly embrace longevity, businesses strategies must center **mental health and emotional safety** as fundamental levers for healthy aging.



WHAT THIS GENERATION TEACHES US ABOUT THE FUTURES OF AGING?

This is the first generation to truly experience longevity, and **they are rewriting the rules of what it means to grow old.**

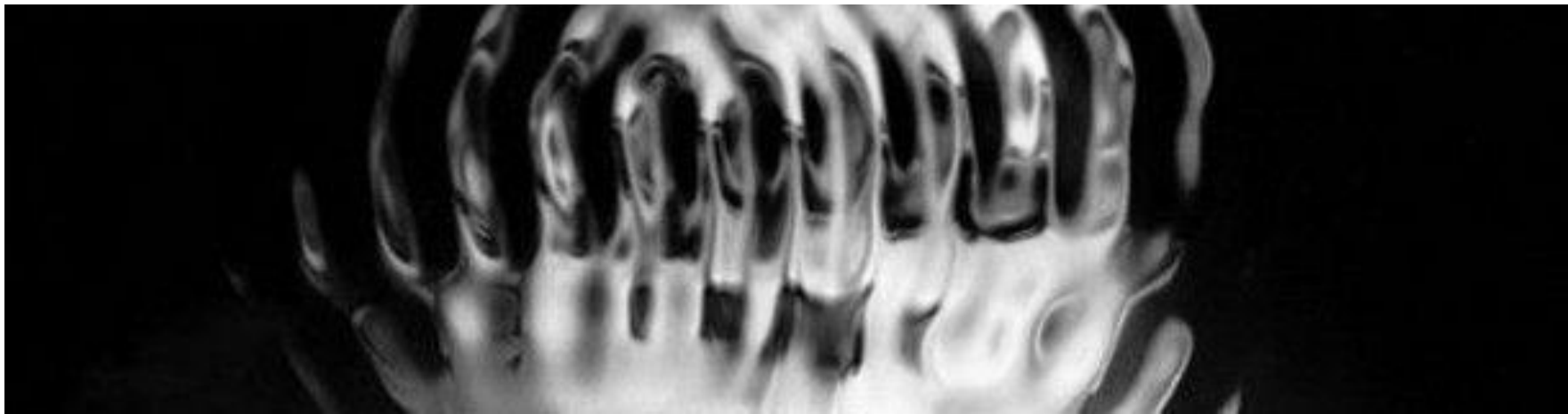
From resilience to reinvention, from discipline to refinement, they teach us that **aging is not a loss—it is a transition with endless possibilities.**

Longevity is not always desirable.
It only holds value when filled with agency, connection, and meaning.

As society catches up to the reality of longer lives, **these individuals offer a roadmap—**not just for aging well, but for aging with intention, impact, and autonomy.

D.

Preparing for a fulfilling longevity



WHAT NEEDS TO CHANGE?

A new approach to longevity: from chance to preparation

Longevity is no longer a phenomenon—it is a reality that will shape societies for decades to come. But will we experience it as an opportunity or as a burden? The answer depends on how well we prepare. The individuals in this study show us that longevity must be **intentional, structured, and supported**—it cannot be left to chance.

A fulfilling longevity is not just about extending life but about ensuring that extra years are **filled with purpose, autonomy, and social integration**. To achieve this in the next decade, we must rethink everything from **work and healthcare to intergenerational relationships**.

SHAPPING ONE'S OWN LONGEVITY

LIFESTYLE

Taking ownership of health
and well-being

- **Develop longevity literacy**—start preparing early for the physical, financial, and emotional aspects of a long life.
- **Adopt self-discipline and proactive health habits**—exercise, nutrition, and cognitive engagement are the foundations of a long and fulfilling life.
- **Shift from “anti-aging” to “pro-longevity” thinking**—embrace aging as a phase of growth rather than decline.

« If you want to thrive in later life, you need to **start preparing early**—not just financially, but emotionally and spiritually. Longevity is not just about staying alive, it's about **staying whole**. »
— Andrea Brachfeld

MINDSET

Redefining identity
and self-perception

- **Detach self-worth from traditional life stages**—longevity disrupts old timelines; individuals must redefine success beyond conventional markers like career peaks and retirement.
- **Embrace fluid identity shifts**—aging is no longer a linear decline but a series of evolving roles; being open to reinvention at any stage fosters a fulfilling long life.
- **Reject outdated societal expectations of aging**—redefine what it means to be 'old' by challenging norms around productivity, appearance, and relevance.

« The mindset is key: if you **see aging as a natural evolution**, not a problem, you can embrace it with peace. »
— Dr Wang

SOCIALISATION

Designing a purposeful
and engaged life

- **Stay engaged in meaningful work or activities**—find ways to contribute through mentorship, volunteering, or creative pursuits.
- **Foster intergenerational connections**—actively build relationships with younger generations for shared learning and mutual enrichment.
- **Plan for autonomy in later life**—make informed choices about housing, care, and lifestyle to retain independence as long as possible.

« Longevity only works if you stay connected—with friends, with younger people, with your community. **Isolation is the real enemy**. »
— Christine de Panafieu

BRANDS AS ARCHITECTS OF LONGEVITY

CULTURE

Redefining narrative
of aging

- **Move to pro-longevity storytelling**—shift marketing from fighting age to embracing and enhancing life at every stage.
- **Position longevity as aspirational, not as a decline**—highlight new opportunities, continued achievements, and evolving identities rather than loss and limitation.
- **Leverage intergenerational branding strategies**—present longevity as a shared experience that connects generations rather than a phase of exclusion.
- **Promote continuous learning across all ages**—foster an educational ecosystem where knowledge acquisition is lifelong, not limited to early life.

« *Preparing for longevity means not just personal responsibility, but political and business responsibility—creating systems and values that support everyone fairly.* »
— Gert Schmidt

INNOVATION

Products and services
for evolving consumers

- **Develop longevity-focused solutions across industries**—from adaptive fashion and beauty to nutrition, fitness, and cognitive wellness.
- **Prioritize digital inclusivity and accessibility**—design tech, apps, and digital services that empower rather than alienate older consumers.
- **Create financial planning and security tools**—ensure financial services evolve to meet the needs of longer, more dynamic life spans.
- **Develop platforms for reskilling and upskilling**—empower individuals to stay engaged in work and personal growth beyond midlife.

« *Companies should see aging as a source of innovation, not a barrier. We bring experience and a different way of seeing things.* »
— Gérard Laizé

CORPORATE

Creating inclusive
work environments

- **Adapt corporate policies for longevity-friendly careers**—integrate flexible work structures, phased retirement plans, and multigenerational teams.
- **Champion age diversity in leadership and innovation**—ensure older employees contribute to product development, company strategy, and workplace culture.
- **Recognize the economic power of older employees**—move away from a 'youth-first' employment model and leverage cross-generational expertise
- **Encourage new career paths for extended life spans**—help individuals transition into new professions, consultancy roles, and entrepreneurial ventures.

« *What gives meaning is staying useful, even in small ways. That's what keeps you alive inside.* »
— Alain Cayzac

UNLOCKING HAPPY LONGEVITY

While longevity remains a blind spot in most societies—with systems lagging and the lived experience of today's pioneers far from seamless—**what emerges is not a story of failure, but one of resilience and hope.**

This first generation teaches us that even in the absence of clear frameworks, people find ways to adapt, redefine purpose, and carve out dignity in extended lives. **Their journeys reveal a deep human capacity to navigate the unknown,** forging new meanings of aging along the way.

For businesses, this is not just a challenge—it is **an open invitation:** to innovate boldly, to design inclusively, and to build the cultural, emotional, and practical scaffolding that will empower future generations to thrive, not just survive, in a world of longer lives.

LONGEVITY THROUGH THEIR EYES - OVERVIEW

| Name | Longevity Concept | Vision of Aging | Relationship to Age | Key Factor of Happiness | Biggest Fear | Life Drive | Lexicon |
|------------------------|---------------------------------|---|---|--|---|---|--|
| ALAIN CAYZAC | Strategic game | Aging is not endurance but optimization—a strategy to stay relevant. | From invincibility to structured resilience. Tracks progress like an athlete. | Being useful to others—mentorship and intellectual stimulation. | Not his own death but losing loved ones—his emotional anchor. | Watching his grandchildren grow, maintaining strong family bonds. | Performance, strategy, optimization, resilience, impact. |
| DR. WANG | Natural harmony | Aging is not a decline, but an evolution—a time for wisdom, not fear. | Sees life as a cycle, believes in balance over resistance. | Teaching, mentoring, and preserving ancient wisdom. | Modern medicine erasing natural, traditional approaches to aging. | Ensuring his teachings and philosophy outlive him. | Balance, wisdom, nature, legacy, holistic approach. |
| CHRISTINE DE PANAFIEU | Second spring | Aging is about rediscovering oneself, not retreating from life. | Values intellectual and emotional freedom, embraces new experiences. | Curiosity, sensuality, and deep relationships—remaining socially engaged. | Becoming invisible in a youth-driven society. | The pursuit of pleasure, knowledge, and connection. | Freedom, reinvention, sensuality, openness, curiosity. |
| GÉRARD LAIZÉ | Influence and innovation | Aging is about staying engaged and shaping the future. | From industry disruptor to wisdom curator—bridging generations. | Intellectual curiosity, innovation, and intergenerational dialogue. | Being sidelined and seeing society waste its collective intelligence. | Contributing to design and innovation that benefits aging populations. | Innovation, influence, relevance, legacy, design. |
| GERT SCHMIDT | Intellectual exploration | Aging well is about managing contradictions—balancing autonomy and adaptation. | From intellectual authority to intellectual humility—values questioning over asserting. | Debate, learning, and observing societal evolution. | Losing autonomy and control over his own decisions. | Engaging in meaningful intellectual exchanges until the very end. | Inquiry, adaptation, reflection, intellectual freedom, intergenerational exchange. |
| Mr. WU | Stability and routine | Aging is about maintaining structure, routine, and purpose—a steady rhythm rather than reinvention. | From professional responsibility to community cohesion—sustaining balance. | Simplicity, routine, and strong community ties—finding joy in stability. | Losing autonomy and becoming a burden—values self-sufficiency over longevity. | Remaining active in society while preserving personal independence. | Stability, structure, contribution, pragmatism, routine. |
| RAPHAËL LELLOUCHE | Struggle for autonomy | Aging is a confrontation between intellectual clarity and physical decline—a test of resilience and adaptation. | From self-sufficiency to negotiating dependence—struggling with autonomy loss. | Mental stimulation and maintaining identity—reading, writing, deep reflection. | Losing autonomy and becoming invisible—fears being reduced to a medical case. | Holding onto independence and dignity despite physical limitations. | Autonomy, resilience, adaptation, identity, agency. |
| PERLA SERVAN-SCHREIBER | Art of refinement | Aging is not about resisting time, but about curating a life that is lighter, more joyful, and more meaningful. | From embracing abundance to savouring depth—curating experiences. | Joy, simplicity, and carefully chosen human connections. | The length of life itself—questions the purpose of extending life indefinitely. | Extracting the most joy from the years she has left. | Refinement, curation, pleasure, simplicity, depth. |
| ANDREA BRACHFELD | Spiritual and energetic mastery | Aging is a process of elevating consciousness, not just sustaining the body. | From discipline as a practice to discipline as a way of being—a constant refinement. | Music, mentorship, and spiritual growth—sustaining vitality. | People giving their power away—to institutions, medicine, or societal expectations. | Leaving an energetic legacy—impacting others through music and healing. | Energy, consciousness, mastery, self-discipline, purpose. |



THE URGENT NEED FOR A LONGEVITY-READY SOCIETY

The individuals in this study are the **first to live through extreme longevity without preparation**. They navigated uncharted territory, rewriting the rules of what it means to age. But **the next generations shouldn't have to improvise**. Longevity must be a conscious, structured, and supported transition—so that more years truly mean better years.

A fulfilling longevity **isn't just about adding time—it's about adding purpose, agency, and social integration**. The burden of this transformation **cannot rest solely on individuals**; it requires a collective effort from governments, businesses, and cultural institutions.

- **Brands, in particular, have a unique power to redefine aging.** They are not just market players—they are **narrative shapers, cultural influencers, and innovation leaders**. They can either perpetuate outdated stereotypes of aging or actively build a future where longevity is aspirational, inclusive, and empowering.
- **Those who embrace longevity will lead the future.**

03

WHERE IS LONGEVITY TAKING OUR SOCIETIES?

Exploring three scenarios for 2050

Contents

IS LONGEVITY THE NEXT GREAT HUMAN ADVENTURE?

MANAGEMENT SUMMARY

1. LONGEVITY IS COMING. READINESS IS NOT

FACTS AND FIGURES, THE CURRENT STATE OF RESEARCH

2. MEETING THE PIONEERS OF LONGEVITY

INSIDE THE LIVED REALITY OF EXTENDED LIFE EXPECTANCY

A. The shared truths of longevity

B. The different paths to longevity

C. The challenges of longevity

D. Preparing for a fulfilling longevity

3. WHERE IS LONGEVITY TAKING OUR SOCIETIES?

EXPLORING THREE SCENARIOS FOR 2050

A. Scenario Happy longevity

B. Scenario Age-based society

C. Scenario Longevity fracture

HEALTHY LONGEVITY: UNLOCKING THE POWER OF TIME

SOURCES

WE ARE AT A CROSSROADS

The global rise in longevity brings immense potential—but also deep uncertainty.

As explored in the first two chapters of this report, the longevity revolution is marked by paradoxes: While lifespan is expected to increase with scientific breakthroughs, human organisms, societies, cultures and individuals alike remain unprepared for the realities that come with it. The experiences of today's pioneers—those living through unprecedentedly long lives—reveal not only hope and resilience but also cracks in the system and profound emotional and social challenges.

These tensions leave us at a pivotal moment:

a point where the future could evolve in **many different directions, from the brightest to the darkest**, shaped by how we respond (or fail to respond) to the challenges of aging populations.



MAPPING THE FUTURES OF LONGEVITY

The three scenarios presented here have been constructed to explore this arc of possibilities. Rooted in the insights of Chapters 1 and 2, they chart diverging futures for 2050:

Scenario 1: Happy Longevity

—a positive vision of the future, built from the expectations and hopes voiced by the Trend Receivers we interviewed. It reflects an optimistic path where longevity becomes a source of empowerment and fulfillment.

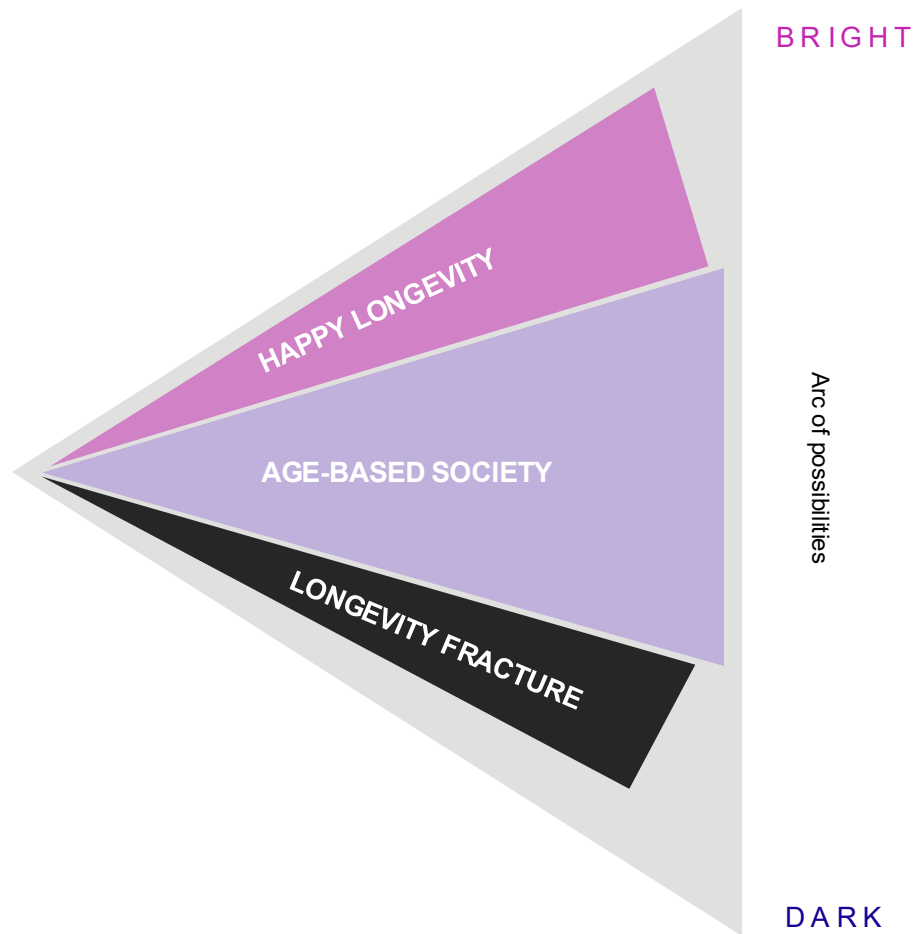
Scenario 2: Age-Based Society

—a more ambivalent vision, shaped by the growing force of individualism and its impact on social cohesion. This scenario draws directly from the sociological analysis of Gert Schmidt and highlights the risk of an intensifying intergenerational divide.

Scenario 3: Longevity Fracture

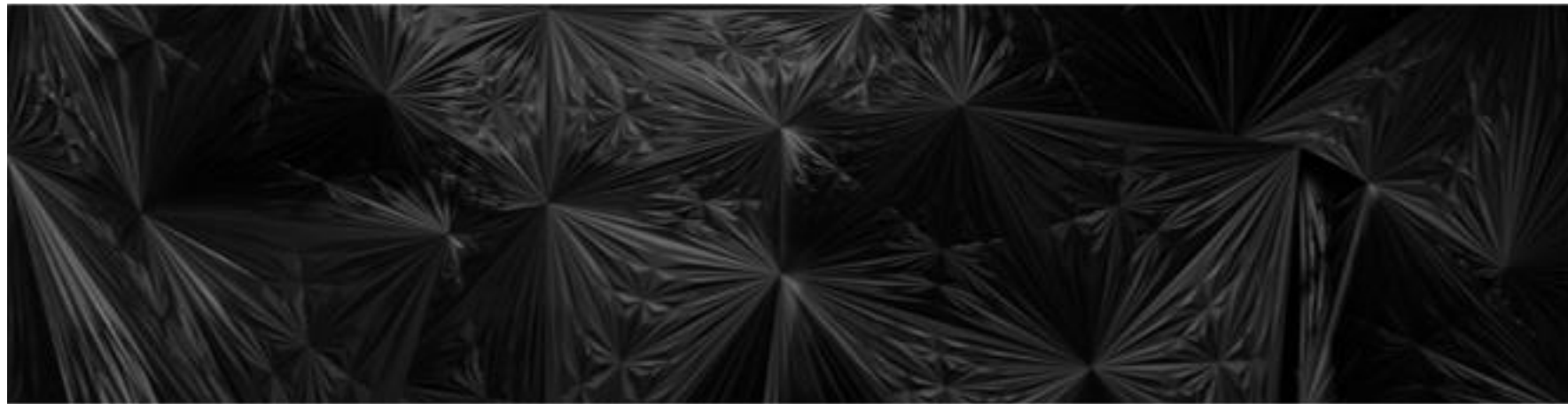
—a pessimistic outlook where the key disruptors identified in Chapter 1 (health crises, climate change, rising inequalities, and ageism) accelerate, amplifying vulnerabilities and creating deeper fractures in society.

Together, these scenarios offer a strategic framework to think ahead: to anticipate risks, seize opportunities, and imagine how we might collectively build a more inclusive and resilient future for longevity.



A.

Scenario Happy longevity



HAPPY LONGEVITY: REINVENTION AS A WAY OF LIFE

In a nutshell

By 2050, humanity has forged a new relationship with time, where aging unfolds as a dynamic progression through meaningful phases of life. The idea of a linear life course has faded, replaced by a vision of personal evolution that extends across multiple chapters, each offering fresh purpose and direction.

Longevity emerges as a shared success, driven by universal access to healthcare, regenerative advances, and a deep cultural commitment to valuing every stage of life. Each generation plays an integral role, weaving together experience, creativity, and care in ways that sustain both individual well-being and collective strength.

Lives are shaped by reinvention. Identities evolve fluidly — from learners to mentors, from caretakers to innovators — reflecting a society that prizes adaptability and contribution over rigid age-based expectations. The concept of age has softened, making room for a more nuanced understanding of human potential at every turn.

Communities thrive on intergenerational collaboration, where purpose and connection guide the rhythms of daily life. The fabric of society is woven from shared values of presence, respect, and mutual support, creating an environment where everyone feels empowered to participate fully, whatever their stage of life.

In this landscape, longevity is not measured in years alone but in the richness of lived experiences. Fulfilment comes from the ability to engage deeply, to nurture evolving identities, and to find relevance and joy in each season of existence.

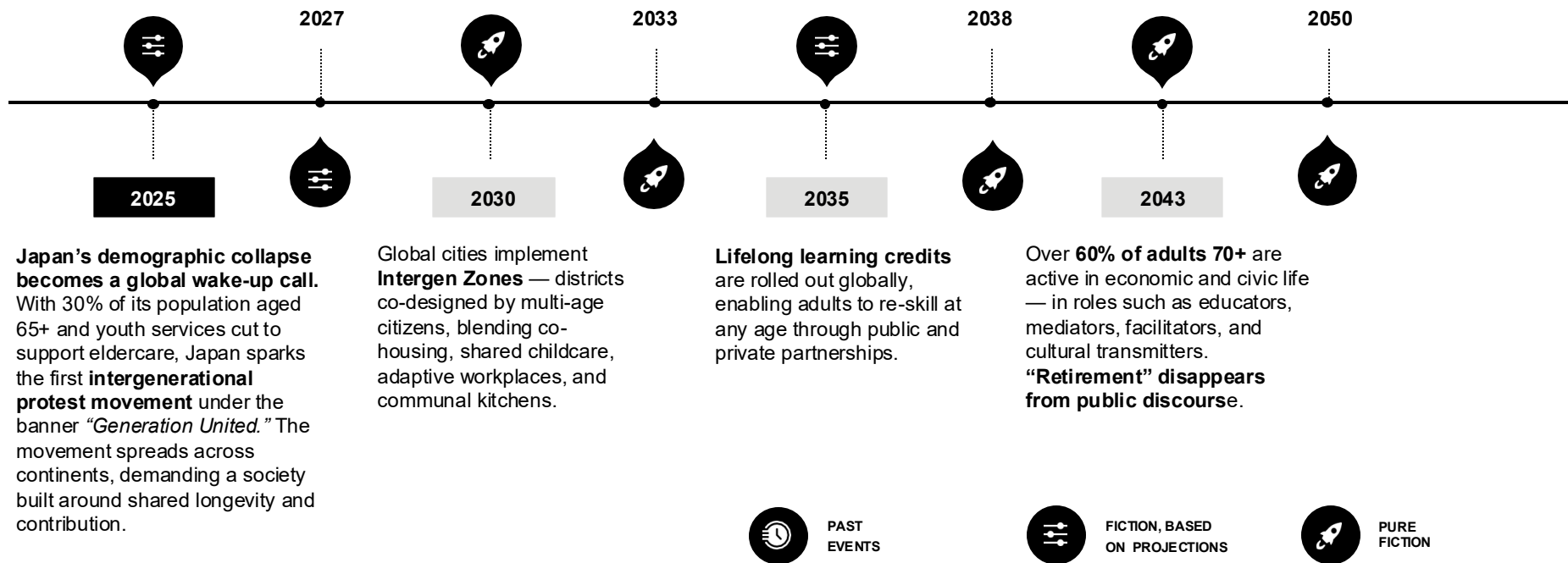
HOW DID WE GET THERE?

The **UN lifelong contribution framework** is adopted by 20+ countries. Mandatory retirement is abolished. All citizens are recognized as “phase-based contributors,” entitled to education, reskilling, and care at any life stage.

Bio-Civic Contracts link access to regenerative medicine and preventive care with social contribution — mentoring, caregiving, civic mediation.

Creation of the **Global Longevity Equity Observatory**, monitoring access gaps across countries and bio-social strata. Real-time data drives equity-focused health and policy decisions.

Chronological age is removed from all official documents. Identities become phase-based and updated dynamically. Life flows through capacity, contribution, and connection.



“We are the first generation in human history to see four generations coexist. That changes everything.”

— Gérard Laizé





RISE OF THE « HUMAN POTENTIAL » ECONOMY

In this scenario, value shifts from pure productivity to emotional intelligence, social contribution, and continuous personal growth. The economy thrives on collective resilience—cognitive, emotional, and social—placing human potential at its core.

HOW DOES IT REDEFINE SOCIETY AND THE ROLE OF ELDERS?

NEW ECONOMIC INDICATORS

Alongside GDP, a new metric emerges: Human Potential Output (HPO), which captures society's ability to foster well-being, creativity, and adaptability across generations.

LIFELONG LEARNING & REINVENTION

Education becomes a lifelong companion. Publicly funded at every stage, it offers people fresh opportunities to reinvent themselves at 25, 50, 80 and beyond—encouraging new careers, skills, and identities at every turn.

PHASE-ADAPTIVE CAREERS

Careers evolve into fluid journeys. Individuals move naturally between roles—builder, mentor, analyst, caregiver, creator—with each phase carrying equal dignity, recognition, and reward.

ELDERS AS COMMUNITY BRIDGES

Older people play a vital role: **they help connect people and keep communities strong.**

They act as **mediators, mentors, and cultural guides**, supporting others and sharing their experience. As such, they contribute to **build trust and understanding across age groups.**

This works because cities are designed for connection. Shared housing, co-working spaces, and learning centers bring different generations together every day.

"I keep giving advice to improve our neighbourhood. It's not about status. It's about contributing where I live, with the people I care about."— **M. Wu**

AGE SHIFTS FROM A SEGMENT TO AN ASSET

In this future, age is reframed as a powerful resource rather than a limitation or a simple demographic marker. Longevity becomes a source of knowledge, creativity, and adaptability, expanding the ways people can contribute, grow, and reinvent themselves throughout their lives. Instead of boxing individuals into fixed life stages, society values the full spectrum of human potential at every age.

LONGEVITY UNLOCKS A MULTIPLICITY OF SELVES AND NEW FIRSTS



MORE TIME = MORE SELVES

Living longer means unlocking new parts of oneself. People experience not one long life, but many chapters: one might be an artist after working as an executive, a caregiver after being a lover, a beginner again after mastering a craft

LIVING BY ITERATION, NOT DESTINATION

What is celebrated is the ability to restart, adapt, and keep discovering new roles and talents throughout life.

NEW MILESTONES AND RITUALS

With this shift, new cultural markers emerge to honor personal reinvention: your fifth debut, your third adolescence, a bold leap into something new at 80, or a fresh chapter later in life. Each marks a meaningful new beginning.

NEW HEALTH PARADIGM: FROM CURE TO LIFELONG OPTIMISATION

In the Happy Longevity future, health is a lifelong journey of growth. The focus shifts from curing illness to continuously strengthening body, mind, and social bonds—helping people thrive at every age.



PHYSICAL: BODIES ARE CONTINUOUSLY ENHANCED

Motion and strength are supported by micro-regenerative technologies and adaptive materials. The goal is to evolve and strengthen the body over time, ensuring balance, flexibility, and resilience at every age.

MENTAL: EMOTIONS ARE DESIGNED

Instead of traditional therapy, people are trained in emotional self-regulation. Tools like mood design and community-based emotional support help everyone manage their inner landscape, making mental well-being an everyday practice.

COGNITIVE: BRAINS ARE REPROGRAMMABLE

Brains stay sharp thanks to cognitive “twins,” neuro-harmonics, and constant plasticity training. Mental agility becomes a lifelong civic skill, valued and maintained like any other form of fitness.

SOCIAL: CONNECTION IS A PUBLIC UTILITY

Loneliness is seen as a serious health risk. Social connection is supported and monitored like a vital sign—through community spaces, public programs, and shared rituals—ensuring that no one faces aging in isolation.

“I belong to the first-generation experiencing longevity — I didn’t feel myself aging until I got cancer at 75.”

Perla Servan-Schreiber

NEW BUSINESS REALITY: MARKETING FOR HUMAN POTENTIAL (1/3)

CONSUMPTION SUPPORTING IDENTITY RECOMPOSITION

DRIVERS

As lifespans extend, consumption patterns evolve—shaped by the **need to redefine oneself and to keep life rich with new experiences.**

- **Life-phase reinvention:** each new chapter comes with new needs, rituals, aesthetics
- **Curated novelty:** long lives demand ongoing sensory, intellectual, and social discovery — not routine

CHALLENGES

Designing for a happy longevity means rethinking every aspect of brand engagement—**navigating new consumer rhythms, breaking with outdated models, and addressing the complexity of multi-phase lives.**

- **Narrative fatigue:** how to continuously inspire without recycling youth-centric myths?
- **Longevity design debt:** decades of products built for the young now require a radical overhaul.
- **Multiphasic segmentation:** consumers age non-linearly, making traditional targeting obsolete.

*“People don’t anticipate their own future needs.
It’s not up to consumers to predict. It’s up to brands and institutions to lead the way.”*
— Gérard Laizé

NEW BUSINESS REALITY: MARKETING FOR HUMAN POTENTIAL (2/3)

PRODUCTION

PRODUCTS ARE BUILT TO EVOLVE, NOT JUST LAST

In the *Happy Longevity* scenario, **production systems are designed to mirror human potential**—flexible, adaptive, and capable of growth. Beyond durability, industries embrace continuous transformation: materials and tools are developed to accompany people through multiple life phases, responding to changing bodies, identities, and environments. **Production becomes a living process, aligned with the dynamic rhythm of lifelong reinvention.**

Bio-integration:

Materials and devices are grown, not manufactured. Example: self-healing mobility aids that repair themselves

Phase-driven production reshapes the supply chain: products are created based on life phases, not market segments

Every city has its own "Longevity Commons" — cross-age, cross-skill hubs producing ultra-local, ultra-repairable tools for living longer together.

Instead of global brands producing for the many, **humans co-create for the long now — agile, circular, and deeply human**

Distributed biolabs replace factories:

NEW BUSINESS REALITY: MARKETING FOR HUMAN POTENTIAL (3/3)

RETAIL SHOPPING BY LIFE PHASE

Retail becomes a space for personal evolution. It focuses on helping people navigate life's many transitions, offering support that goes beyond products. Access is defined by each person's emotional, cognitive, and social stage, creating a more personalized experience. New retail formats emerge to meet these needs:

Phase-based hubs are emerging
Regeneration Markets, Wisdom & Repair Boutiques, Exploration Cafés offer support and inspiration for each stage of life

Role-specific kits and services help people take on new challenges—
whether it's launching a second career, starting a creative project later in life, or building multi-generational homes.

Loyalty programs shift focus, **rewarding learning, sharing, and growth** rather than just purchases.

DESIGNING FOR PHASE-SHIFTING CONSUMERS

What does it mean for brands?

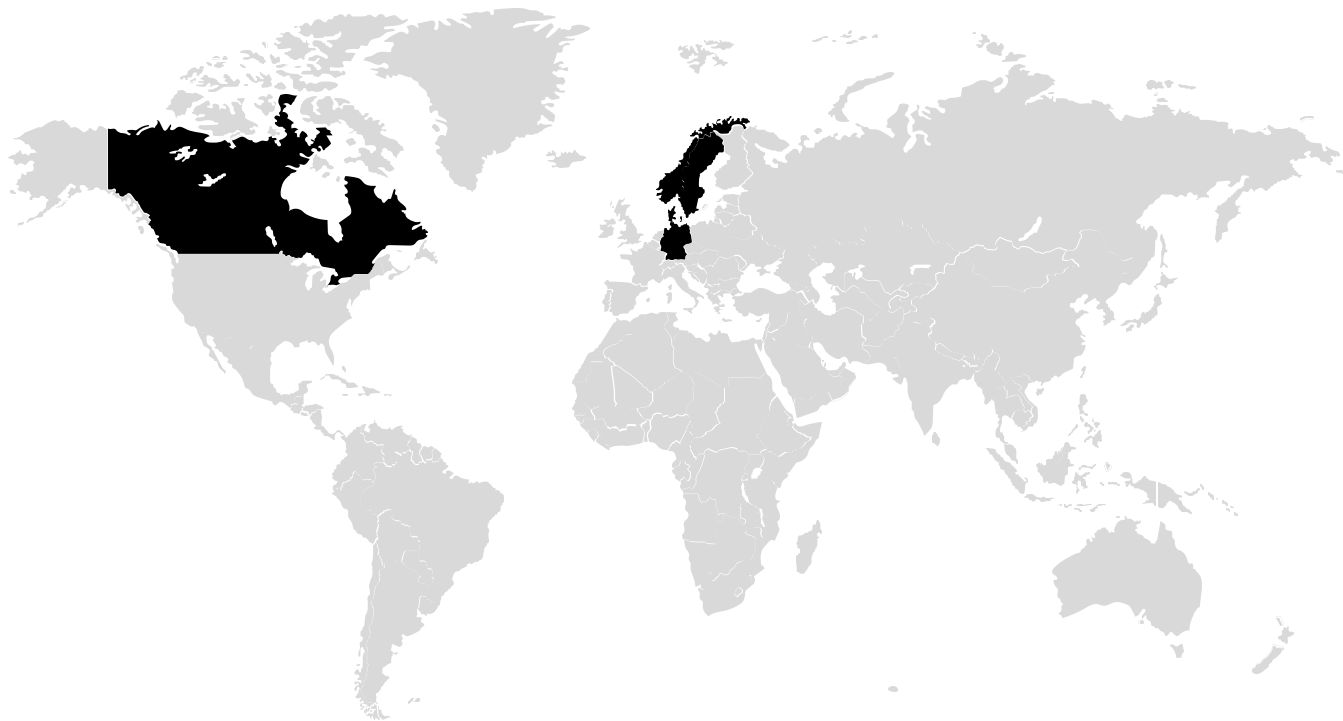
In a world where aging becomes a continuum of reinvention rather than decline, **brands must evolve from static segmentations to dynamic life-phase partnerships**. Consumers are no longer moving predictably through age brackets — they shift roles, values, and priorities multiple times across their lifetime

| STRATEGIC PRINCIPLE | PATH TO FUTURE-READY RELEVANCE |
|---------------------------------------|--|
| 1. DESIGN FOR MULTIPHASE LIVES | Create products and services that align with evolving life phases — from re-skilling at 60 to parenting at 70. |
| 2. SUPPORT HEALTH AS A DYNAMIC SYSTEM | Develop offerings that evolve alongside changing health profiles — spanning physical, emotional, cognitive, and relational dimensions. |
| 3. ENABLE FIRST-TIMES AT ANY AGE | Fuel curiosity and emotional growth by enabling consumers to reinvent themselves through new experiences at every stage of life. |
| 4. ANTICIPATE MULTIPURPOSE PRODUCTS | Engineer versatility into product design and messaging to match consumers' shifting roles and environments. |
| 5. EMBED ADAPTABILITY INTO BRAND DNA | Make flexibility a core brand value, so your company can respond seamlessly to consumers' changing needs across decades. |

WHERE?... this scenario could occur

Innovation-driven regions
with inclusive policy frameworks:
**Sweden, Denmark, Norway,
Germany, Canada**

These societies embrace
longevity as a collective project
— blending biotech, ethics,
and intergenerational cohesion



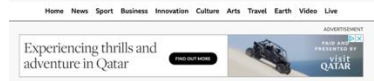
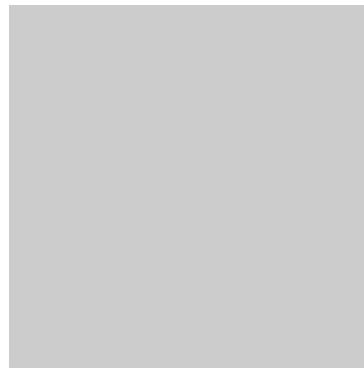
WHY?

...Is this scenario a possibility

HEALTHY LONGEVITY BY DESIGN: THE RISE OF NEW BLUE ZONES*

We are seeing the rise of new “Blue Zones”—not as inherited cultures of longevity, but as **purpose-built regions driven by strategic public health policies**. Cities and regions like Singapore, Miami Beach, and parts of Polynesia are investing heavily in wellness infrastructure, preventive care, and social cohesion to actively engineer longer, healthier lives. These zones show that **healthy longevity can now be designed, not just inherited**.

*Blue Zones are areas where people live exceptionally long and healthy lives, thanks to shared lifestyle habits like balanced diets, strong social networks, and active daily routines.



The world's sixth 'Blue Zone': Why Singapore values both quantity and quality of life

24 December 2024

Lindsey Galloway

Share Save

IN AUGUST 2023, Singapore was the first new region to be added to the Blue Zones in decades and stands apart from the other Blue Zones in part because the longevity of its people comes more from forward-thinking policies than long-established cultural traditions



MOETAI BROTHESON FAIT LA PROMOTION DU JEÛNE FACE CAMERA... ET DANS LA LOI

16 fév 2024 CHARLIE KÉNE



SINCE 2023, Polynesia's health organisation plan has promoted temporary or intermittent fasting as a preventive tool, 'in the same way as sporting activity'. Publication in the Official Journal on 8 August 2023



Miami Beach wants to be the next 'Blue Zone'—how will it get there?

By Kim Stokely

Published Jan. 17, 2025, 5:24 p.m. ET

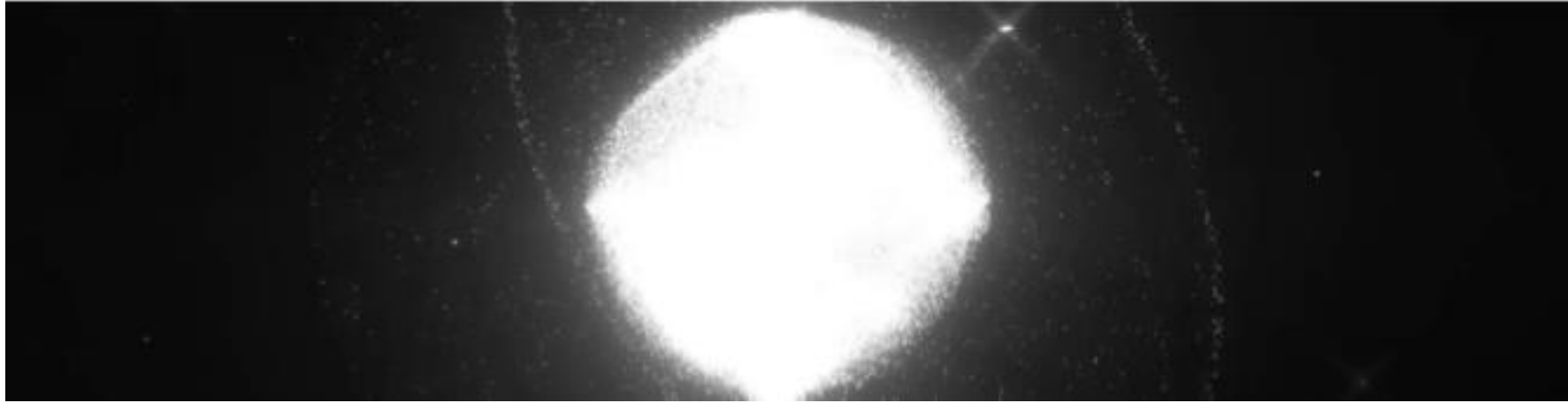
Comments



STARTING IN FEBRUARY 2025, the city will undergo a six-month assessment as part of a process to turn Miami Beach into a healthier place to live, work and vacation

B.

Scenario Age-based society



AGE-BASED SOCIETY: WHEN AGE SHAPES EVERYTHING

In a nutshell

Faced with demographic stress, fragmented societies, and strained care systems, **the world has reorganized — not by wealth or culture, but by age.**

Cities are now carved into longevity zones: carefully designed micro-environments tailored to specific life stages — from fast-paced innovation hubs for the young to tranquil wellness enclaves for the elderly.

Everything — housing, transportation, access to services, even your emotional bandwidth — is shaped by **biological data** and **compliance with age-phase protocols**.

It didn't happen overnight. The tipping point came in the late 2020s, when climate shocks and care shortages revealed just how fragile our aging societies had become.

In response, **waves of migration — both of young caregivers and retiring boomers — redrew the lines of cities and redefined the social contract.**

The result? A world that runs with **impressive efficiency** and **predictable safety**, but where **spontaneity and intergenerational mixing have become rare, even regulated.**

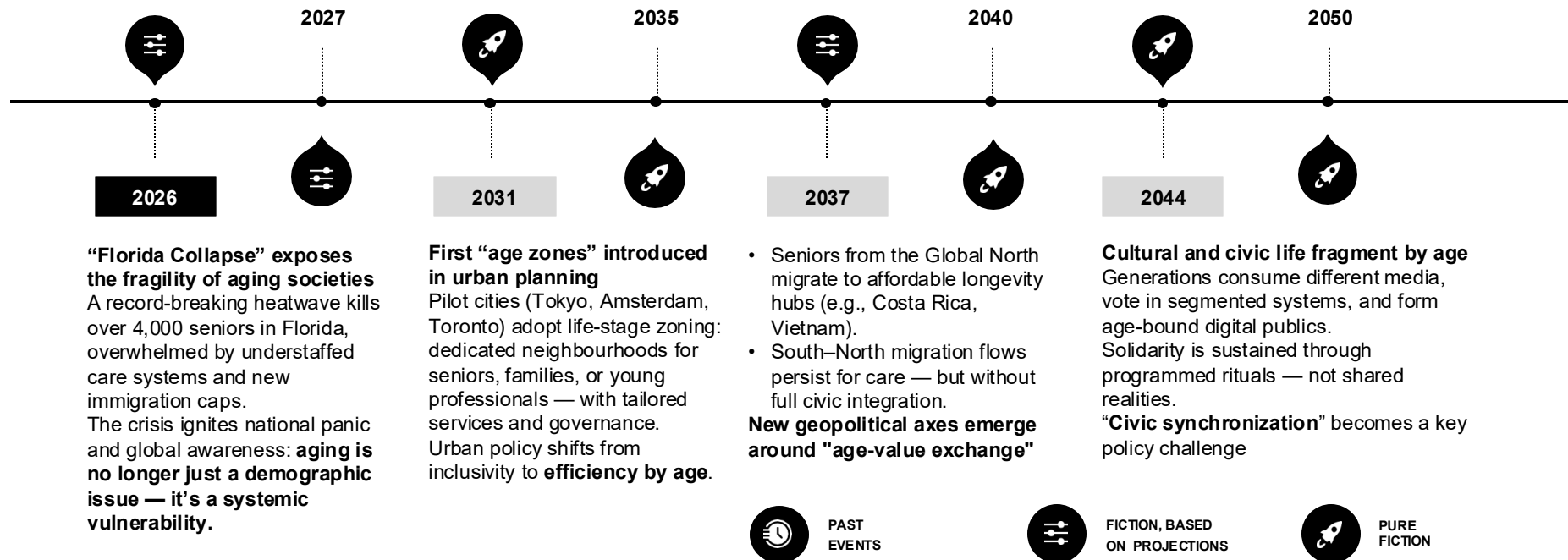
HOW DID WE GET THERE?

In response, the U.S., Europe and Japan launch “rescue migration” programs to fast-track care workers. But anti-migrant backlash grows. Debates escalate around who gets to age with dignity — and at what cost to national identity

Intergenerational contracts become institutionalized
Platforms emerge to broker formal exchanges: mentoring credits, co-housing agreements, tax benefits for care exchanges. The state no longer assumes intergenerational solidarity — it's delegated to platforms

Stratified cities become the norm. Most major cities now reflect life-stage clustering: health systems, transport, education, even entertainment are calibrated by demographic phase.
Cross-generational contact becomes designed — not default

Age-based society becomes the global standard
Life-stage zones structure not just cities, but economies, healthcare, migration policy, and identity. We've solved the logistics of aging — but at the cost of shared experience.
Aging is no longer a transition — it's a territory



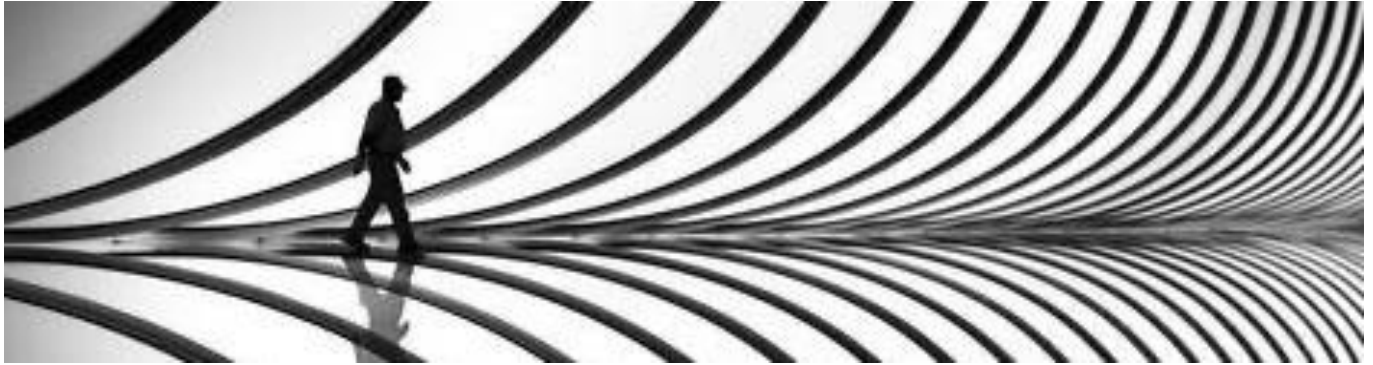
“There’s no real intergenerational solidarity anymore. What’s left is protocol and obligation.”

— Christine de Panafieu



THE SOCIAL ORDER ECONOMY IMPERATIVE

This scenario envisions a society compelled to organize itself through strict age-based segmentation. Economic and social systems are engineered for perceived stability and maximum efficiency, aligning resources, spaces, and roles with each life stage. The result is a streamlined but compartmentalized society, where each phase of life is governed by its own infrastructure, rules, and expectations—maintaining order by keeping generations apart.



HOW DOES IT REDEFINE SOCIETY & THE ROLE OF ELDERS?

CIRCULAR DEPENDENCY MODEL

Interdependence between age groups is formalized through a closed-loop system: the productivity of the young funds the care of the old, while the wisdom of elders is channelled back in regulated ways. This ensures a balanced but rigid economic flow.

STANDARDIZED CONTRIBUTION PATHS

Citizens follow predetermined economic paths aligned with their biological age. Deviations—such as late-life entrepreneurship or early retirement—are discouraged by policy and penalized through limited access to resources.

ELDERS AS SYSTEM STABILIZERS

In the broader society

Older adults contribute by **reducing pressure on younger generations**. Their main role is to maintain **social stability** by living in well-defined communities, which helps prevent intergenerational tensions and keeps society running smoothly.

Within their own communities

Their contribution is essential to the daily functioning of their age-specific zones, ensuring **support, cultural continuity, and mutual care**.

AGE LOCKS IN ROLES AND RIGHTS

In this scenario, self-determination doesn't exist anymore. From birth, every individual's lifespan and life path are predefined and tightly managed, leaving no room for personal choice.

LONGEVITY OFFERS SECURITY, BUT SACRIFICES SELF-REALISATION

PREDETERMINED LIFESPAN CONTRACTS

At birth, each person receives a predicted lifespan, certified by bio-algorithms. This lifespan becomes a legal and social contract, defining the exact phases of life and obliging individuals to follow a pre-set trajectory.

LIFE AS A MANAGED TIMELINE

Every milestone—education, career, retirement, legacy—is mapped out in advance. Personal freedom gives way to precision planning, ensuring the system remains stable and that each individual fulfills their projected societal role across their full lifespan



NEW HEALTH CONTRACT: SAFE, CONTROLLED, PREDICTABLE (1/2)

In this age-based society, every aspect of well-being—physical, mental, cognitive, and social—is optimized for safety and predictability. Medical systems focus on preventing risks and maintaining stability, but at the cost of vitality, personal growth, and emotional richness.

PHYSICAL: BODY IS SAFE BUT LOSES STRENGTH

The body is kept safe through constant monitoring and strict environmental controls. **Early risks are detected and treated quickly.** But because people live in low-risk and highly controlled spaces, their physical strength and resilience decline over time

MENTAL: EMOTIONS ARE STABLE BUT LACK DEPTH

Technology keeps emotions balanced. **Mood-monitoring tools prevent distress and provide quick relief.** However, these systems also reduce emotional depth. People feel calm but lose the richness of real emotional experiences and meaningful human contact.

COGNITIVE: MIND STAYS CLEAR BUT BECOMES PASSIVE

Cognitive health is maintained with the help of neuro-technology. Memory boosters and focus aids keep the mind sharp. But **mental challenges are rare.** People rely on tech to think and solve problems, which limits active learning and personal growth.

SOCIAL: SEGREGATED TOGETHERNESS

Social life is rich within the same age group. Age-specific zones encourage connections and community. However, ties between generations are weak and mostly formal. Cross-generational exchanges happen through organized programs, not naturally. **Spontaneous social mixing becomes very rare.**

NEW HEALTH CONTRACT: SAFE, CONTROLLED, PREDICTABLE (2/2)

**At the heart of this new health contract
are young migrant caregivers.**

**Drawn from the Global South,
they form the backbone of age-based
care economies.**

Their role is essential: providing daily health support, maintaining the smooth running of longevity zones, and compensating for the care gaps left by aging local populations.

Yet their presence is highly regulated—they are integrated into the system as functional agents, not as full citizens, with limited rights and constrained mobility.

Their labour keeps the promise of safety alive, but their own well-being often remains peripheral.

“In today’s society, the old are taken care of by strangers in hospitals. The children delegate. We’ve outsourced dignity.”
— Dr. Wang



NEW BUSINESS REALITY: MARKETING FOR PROGRAMMED LIVES (1/3)

CONSUMPTION STABILITY OVER ASPIRATION

In longevity zones, consumption serves one purpose:
sustaining health and fulfilling system-defined roles

DRIVERS

Continuity as emotional and physical stability

In hyper-regulated environments, familiarity is promoted to reinforce compliance and emotional balance.

Elders turn to familiar products, rituals, and aesthetics because the system encourages repetition as a way to maintain order and prevent disruption

CHALLENGES

Desire atrophy: when consumption is scripted for safety and maintenance, aspiration fades. Brands must reignite micro-desires without breaking the system's codes.

Brands must operate in parallel ecosystems: multigenerational branding collapses. Products now need multiple iterations, each designed for a specific longevity zone and its precise needs.

Tech and ethics: predictive systems may protect—but they also confine. Brands face a critical question: where does care end and control begin?

NEW BUSINESS REALITY: MARKETING FOR PROGRAMMED LIVES (2/3)

PRODUCTION THE AGE OF QUIET COMPLIANCE

In longevity zones, design ensures comfort and enforces compliance and sustainability. Every product and environment adapts smoothly to individual needs, while subtly reinforcing system rules. Built for long-term use and circularity, innovation serves predictability—making life feel effortless, eco-efficient, yet tightly controlled.

ADAPTIVE FUNCTIONALITY AND LOW-STIMULUS DESIGN

Products in longevity zones are **smart and invisible**. Technology adapts silently to users' changing energy levels, emotional states, or physical limitations — without requiring conscious input. Interfaces are frictionless, environments are sensory-calibrated, and innovation serves **predictability over novelty**

CIRCULAR LONGEVITY DESIGN

Products must last decades, evolve with the user, and adapt to cognitive and physical decline. Recycling becomes a bio-ritual. Objects are not thrown away — they are handed down, recalibrated, remembered

NEW BUSINESS REALITY: MARKETING FOR PROGRAMMED LIVES (3/3)

RETAIL DESIGNED FOR AGE-BASED CONTROL

In age-based society, stores exist to maintain stability and compliance—serving both physical needs and emotional regulation within strict system limits.

Age-restricted access

Shopping spaces are strictly divided by age group. Some stores are exclusive to certain age brackets; others allow mixed access but only at specific times.

Consumption without choice

Elders no longer browse. They receive: AI-curated boxes, sensor-triggered resupply, care-linked packages. Autonomy is replaced by anticipation

The store as controlled social hub

For many seniors, retail spaces become their only public venues. These stores double as emotional micro-hubs, offering system-approved interactions, memory-triggering environments, and therapeutic designs. Retail provides a controlled space where seniors can connect—within the limits of protocol

DESIGNING FOR AGE-LOCKED CONSUMERS

What does it mean for brands?

In a world where aging becomes a condition to be managed — rather than transcended — brands must shift from designing for desire to designing for protocol. Consumers in longevity zones don't just age, they comply, recalibrate, and persist. To stay relevant, brands must operate within these constraints while creating moments of emotional liberation

| STRATEGIC PRINCIPLE | PATH TO FUTURE-READY RELEVANCE |
|--|---|
| 1. BUILD WITH TEMPORAL PRECISION | Design products, services, and environments that are phase-specific — responding not just to age, but to energy, cognitive load, and emotional bandwidth. |
| 2. DESIGN FOR PREDICTABILITY, NOT SURPRISE | Prioritize frictionless usability, emotional reassurance, and sensory stability over novelty. Longevity users will favour intuitive continuity over creative disruption. |
| 3. EMBED COMPLIANCE INTO DELIGHT | Make regulatory and health-driven protocols feel empowering — through gamified rituals, aesthetic design, or emotionally resonant routines. |
| 4. SERVE THE ZONE, NOT THE DEMOGRAPHIC | Shift from demographic segmentation to zone-based relevance. Understand how spatial, civic, and social zoning influences needs and aspirations. |
| 5. EXPAND ACCESS THROUGH QUIET INNOVATION | Invest in invisible tech — adaptive, assistive, and ambient — that dignifies aging without overwhelming it. Let the product disappear into the rhythm of the user's life. |

WHERE?... this scenario could occur

Densely populated, aging
nations with strong
governance and zoning
capacity: **China, Japan,
Netherlands, South Korea,
Singapore**

Longevity is managed through
segmentation, smart
infrastructure,
and bio-social protocols



WHY?...

Is this scenario a possibility

AGE-BASED INITIATIVES GAIN MOMENTUM

Recent developments across various sectors suggest a growing emphasis on age as a defining factor in societal organization. These trends point toward a future where age dictates access to services, opportunities, and social roles.

Insurance based on biological age

SCOR's Biological Age Model (BAM) leverages wearable data to compute an individual's biological age, providing a dynamic risk assessment for mortality and critical illness. This model enables insurers to adjust premiums and coverage based on real-time health metrics, moving beyond traditional chronological age assessments

Predictive life path tools

LIFE2VEC is an AI model developed by researchers from Denmark and the U.S. that predicts significant life events, including death, with 78% accuracy. By analyzing extensive personal data, the tool offers insights into health outcomes and financial trajectories, raising ethical questions about the use of predictive analytics in personal decision-making

Age-exclusive living communities

Luxury senior living communities are increasingly offering age-restricted environments with high-end amenities. These communities cater to affluent seniors seeking a lifestyle that combines comfort, exclusivity, and tailored services, reflecting a trend toward age-based segmentation in housing and services.

“It could predict fertility or obesity, or you could maybe predict who will get cancer or who doesn't get cancer... But it could also predict if you're going to make a lot of money.

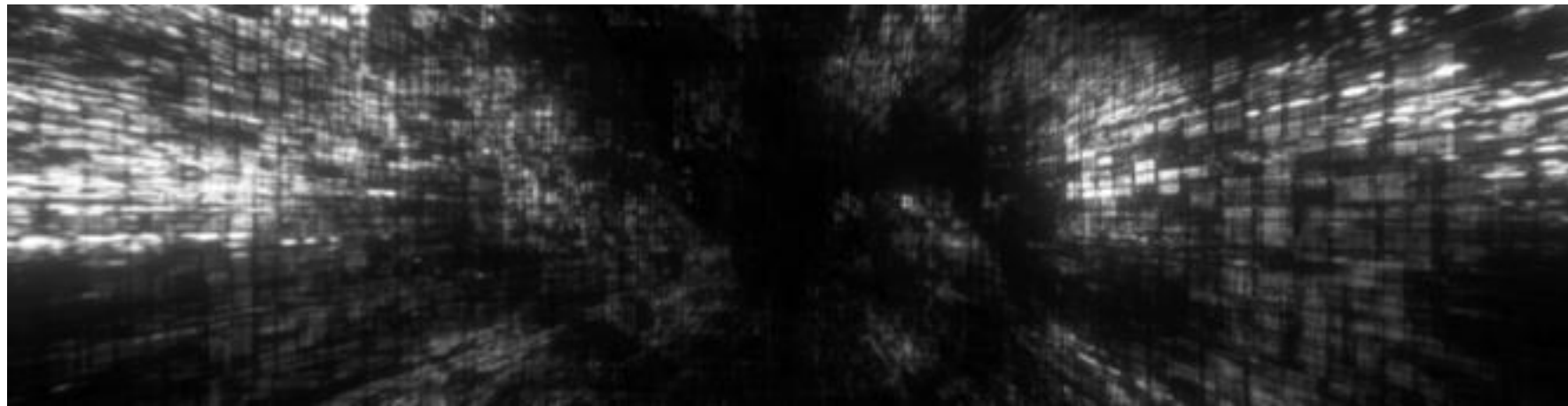
Sune Lehmann, A Professor At The Technical University Of Denmark

Life2vec offers an AI-powered way to learn when you will die



C.

Scenario Longevity fracture



LONGEVITY FRACTURE: A TWO-SPEED LONGEVITY WORLD

In a nutshell

By 2050,
longevity becomes a privilege.

While a **global elite** accesses life-extending biotech and regenerative care, the majority faces the erosion of pensions, healthcare systems, and social protections.

The elderly middle class disappears.

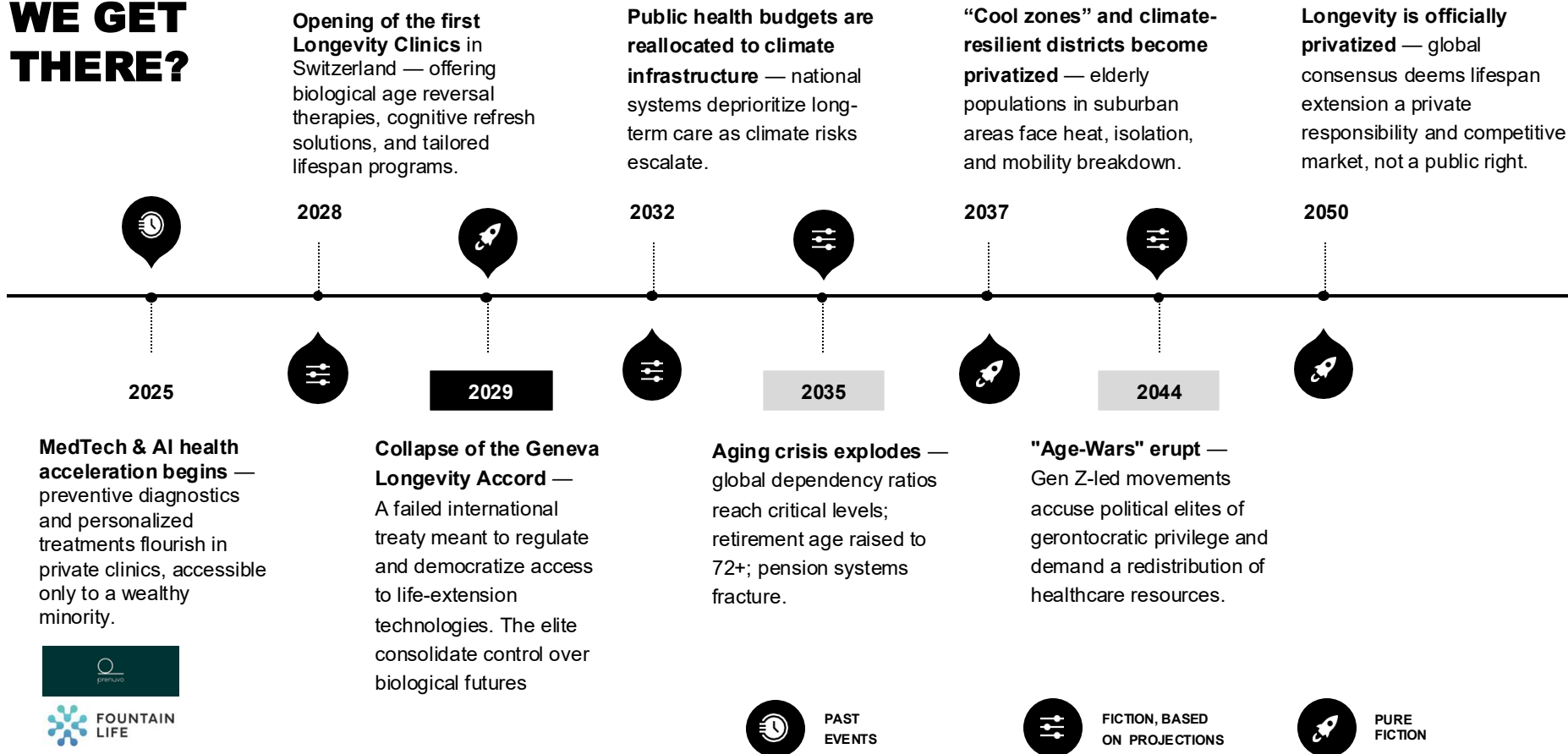
In its place rises a new underclass: the **grey proletariat**, forced to work longer, age faster, and consume only what keeps them functional.

Across all categories — from food to insurance — aging is no longer a market of opportunity, but a mirror of **inequality**.

Brands no longer design for age, but for **bio-capital**. Products become either survival kits or optimization tools.

Time itself becomes a private commodity.

HOW DID WE GET THERE?



“Old age is going to become a brutal revealer of social inequality — even more so than education or mobility.

Older middle-class individuals are the most vulnerable:
too wealthy for social assistance, too poor for private solutions”

— *Raphaël Lellouche*



THE LONGEVITY ECONOMY OF EXTREMES

In a world of extreme longevity divides, the economy fragments into two distinct realities. For the elite, it is an economy of endless optimization and capital growth. For the grey proletariat, it is a survival economy—where aging means continuous labour and limited prospects.



HOW DOES IT REDEFINE SOCIETY AND THE ROLE OF ELDERLY

THE AGELESS AFFLUENT

For the longevity elite, work is a matter of purpose, not survival. Freed from financial necessity, they focus on legacy projects, intellectual pursuits, and curated wellness. Their lives are supported by layers of automation and a human service class—transforming time into the ultimate private asset. In this world, longevity is not merely a biological condition, but a luxury status symbol.

THE GREY PROLETARIAT

Aging workers without savings or social protection are forced into low-value, ai-assisted labour.

They clean homes, train algorithms, or care for other seniors — often under gig-like contracts.

Retirement becomes a privilege; for most, aging equals endless work

THE POLARIZED ROLES OF ELDERLY

In this economy, the longevity elite sustain leadership, innovation, and capital concentration—**shaping society's direction and reaping its rewards.**

The grey proletariat, by contrast, provide essential but undervalued labour—maintaining daily operations and **supporting the very systems that exclude them from lasting security.**

Together, they uphold a deeply unequal society: one designs and commands, the other executes and endures.

“We’re already seeing seniors taking on low-income jobs in logistics or personal services simply because they have no choice.”
— Alain Cayzac

AGE SPLITS DESTINIES

In this scenario, longevity creates no shared future. For the privileged, it's a path to extended power; for the many, it brings longer years of labour and struggle, without security or dignity. Age deepens and cements inequality.



LONGEVITY, ...

THE NEW PATH TO HEGEMONY

For the longevity elite, age is no longer a personal journey—it is a lever of power.

Through biotech and regenerative care, they transcend natural limits, transforming vitality into a tool of domination.

Aging is erased from their narrative, replaced by perpetual optimization and unbroken authority. **Agelessness** becomes not just a private asset, but a visible marker of supremacy, reinforcing their hegemonic status across generations.

Vs

THE BROKEN PROMISE

For the grey proletariat, age is inescapable and punishing.

Far from signaling wisdom or rest, it marks decline, dependence, and social invisibility. Aging fragments families and communities, eroding dignity and turning late life into a struggle for survival, not fulfillment.

Age becomes a visible badge of exclusion in a world where agelessness is the ultimate currency of value

THE HEALTH DIVIDE DEEPENS ACROSS ALL DIMENSIONS

In the longevity fracture, health becomes the clearest expression of inequality. While the elite extend vitality through cutting-edge care, the majority face growing health burdens with shrinking support. Every dimension—physical, mental, cognitive, social—reflects and reinforces the deepening health divide.



PHYSICAL: OPTIMIZED VS. NEGLECTED

The elite enjoy proactive, regenerative care, erasing signs of aging. Meanwhile, chronic conditions (arthritis, diabetes, mobility decline) surge among the grey proletariat, driven by lack of access to early diagnostics and advanced treatments.

MENTAL: WELLNESS VS. WEARINESS

For the elite, mental health is actively managed with personalized neuro-care and wellness programs. For working seniors, depression, burnout, and "aging fatigue" grow, as endless labour erodes psychological resilience.

COGNITIVE: ENHANCED VS. ABANDONED

Cognitive health becomes a clear class marker. The elite are neuro-optimized and mentally agile into extreme old age. The grey proletariat face unsupported decline, with no access to cognitive interventions.

SOCIAL: EXCLUSIVE NETWORKS VS. ISOLATION

The elite maintain rich, curated social ecosystems, blending virtual and physical spaces. In contrast, the grey proletariat experience increasing isolation—aging alone in hyper-dense microspaces or in fragile, precarious cohabitations.

NEW BUSINESS REALITY: MARKETING OF INEQUALITY (1/3)

CONSUMPTION WHEN THE MIDDLE CLASS DISAPPEARS

With the disappearance of the middle class, consumption loses its traditional engine. What remains is a fractured landscape: on one side, an elite optimizing every facet of life; on the other, a mass of consumers focused on endurance and survival. In this new reality, brands must rethink their role and identify new levers to stay relevant across extremes.

DRIVERS

Health-first consumption

Across all segments, consumption prioritizes health, functionality, and longevity—whether to survive or to optimize.

Grey Proletariat = necessity over desire

Products focus on basic survival—smart nutrition, pain relief, micro-habitat efficiency.

Ageless Affluent = fear of regression

For the longevity elite, consumption is engineered to make age completely unreadable. Every product and service works to remove any clue of where one stands in the life cycle—securing ageless appearance, power, and status.

CHALLENGES

Polarization of markets: the middle “silver economy” disappears; markets split between survival kits and ultra-premium health goods.

Ethical tensions: growing backlash against bio-privilege and extreme optimization deepens societal divides.

NEW BUSINESS REALITY: MARKETING OF INEQUALITY (2/3)

PRODUCTION INNOVATION WITHOUT INCLUSION

Innovation accelerates, but access remains divided. While the elite benefit from cutting-edge breakthroughs, the majority receive only basic, cost-driven solutions. Production no longer aims for universal progress.

Two-speed innovation

Advanced biotech (nano-implants, neural enhancers) is reserved for elite clinics, while mass-produced orthotics and AI-driven pills serve the majority.

Fragmented supply chains

Aging populations in lower-income regions drive demand for hyper-local, low-cost manufacturing to meet basic health and mobility needs.

Labour cost paradox

AI reduces the need for human labour, yet aging workers are forced to stay active—creating a surplus of undervalued workers in sectors that automation hasn't fully conquered (care, cleaning, low-tech repair).

NEW BUSINESS REALITY: MARKETING OF INEQUALITY (3/3)

RETAIL SHOPPING BY AGE/STATUS

In a society where biological status defines privilege, retail evolves from a transactional space into a system of enforcement—actively managing access to products, services, and even physical spaces based on age and health status.

Retailers act as gatekeepers—controlling access to care, nutrition, comfort, and dignity.

This creates for example:

- Tiered loyalty programs based on biometric risk.
- Pay-per-decade bundles (e.g., “The 70–79 Essentials Plan”).
- Cross-retail health subscriptions (combining food, home mobility, mental health kits).

For the aging poor, “retail deserts” emerge: physical spaces become inaccessible, shifting retail toward pods, home delivery, and delegated shopping services.

DESIGNING FOR BIO-CLASS CONSUMERS

What does it mean for brands?

Fractured longevity creates new consumer divides

Brands can no longer design for generic demographics. The future is biologically tiered: health, cognition, and resilience define access, needs, and relevance

| STRATEGIC PRINCIPLE | PATH TO FUTURE-READY RELEVANCE |
|--|---|
| 1. MAP THE BIO-SPECTRUM | Design for hormonal states, mobility limitations, and sensory decline rather than traditional age brackets. Always ask: is this product designed for the biologically preserved, the physically fragile, or the accelerated aging profile? |
| 2. RETHINK VALUE | Balance product portfolios between those that support basic survival and those that enhance performance or vitality. Brands must deliver endurance where necessary and aspiration where possible. |
| 3. EMBED ETHICS | Make inclusivity a biological priority. Ensure innovations do not deepen divides but bridge them by giving access, dignity, and care across all biological classes. |
| 4. PROTOTYPE FOR THE EDGELANDS | Test innovations on ageing populations with reduced resources, mobility, and digital access. The resilience of brand depends on how well it serves those at the margins, not just those at the top. |
| 5. SHIFT FROM LIFESTYLE TO HEALTHSPAN THINKING | Ensure every product contributes to long-term biological well-being — from nutrition and cognitive clarity to recovery and emotional stability. Brands must start designing for the future physiological conditions of humanity. |

WHERE?... this scenario could occur

Countries with weak social safety nets and polarized populations: **United States, Brazil, Italy, Greece, India, Nigeria, Mexico, Pakistan, Indonesia, South Africa.**

Longevity becomes a private asset for the few, as public systems collapse under demographic pressure



WHY?...

Is this scenario a possibility

HEALTHY LONGEVITY AS A BILLIONAIRE'S GAME

Tech entrepreneur Bryan Johnson, aged 47, spends around **\$2 million per year** on an ambitious quest to “reverse” his biological age. Through his Blueprint project, he follows over 100 strict daily protocols—combining continuous biometric monitoring, gene therapies, specialized diets, and regenerative treatments—all under expert supervision.

Johnson claims tangible results: a **biological age reduction of about 5 years**, a **heart age of 37**, the **lung capacity of an 18-year-old**, and optimized bone and muscle health. His case exemplifies how longevity is becoming a private, high-tech pursuit—reserved for the ultra-wealthy—and underscores the growing gap between those who can buy extra years of health and those left behind.

He is not alone. **Jeff Bezos** has invested in Altos Labs, aiming to reverse aging at the cellular level. **Peter Thiel** has backed experimental anti-aging therapies and explored cryonics. **Google’s founders** launched Calico, a company focused on unlocking the biology of aging.

These cases exemplify how longevity is becoming a private, high-tech pursuit—reserved for the ultra-wealthy—and underscores the **growing gap between those who can buy extra years of health and those left behind**

« For most people it's inaccessible.
It's either too expensive or too hard »



NAVIGATING THE FUTURES OF LONGEVITY

Healthy longevity is not a destination
— it's a design challenge.

The future won't unfold according to a single script. Instead, it will oscillate between reinvention, segmentation, and fracture — shaped by the systems we build, the technologies we unleash, and the values we choose to uphold.

- **Happy Longevity** shows us what's possible when aging is embraced as collective potential.
- **Age-based society** warns us of what happens when optimization eclipses connection.
- **Fractured Longevity** reveals the cost of letting inequality harden across decades.

These are not predictions —
they are provocations.

For brands, institutions, and leaders, the question is no longer *if* we engage with aging, but *how*. Designing for longer lives requires more than age-friendly products — it demands age-intelligent systems, multi-phase identities, and a renewed ethic of contribution.

The choices we make now — in design, in policy, in business — will determine whether longevity becomes our most powerful asset... or our most dangerous fault line.

**LET US NOT JUST ADAPT TO LONGER
LIVES — LET US MAKE THEM WORTH
LIVING.**

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IS LONGEVITY THE NEXT GREAT HUMAN ADVENTURE?

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HEALTHY LONGEVITY: UNLOCKING THE POWER OF TIME

— *final word (1/2)*



Behind the horizon of opportunity lies an uncomfortable truth: **longevity is not inherently a success**. It holds the potential to become the next great human achievement—or the next great human trap.

The trap emerges when added years are not matched with added value—when longer lives amplify vulnerability, deepen inequalities, and strain systems that were never designed for a population living well beyond traditional milestones.

The real challenge ahead is not merely to adapt existing systems but to reinvent the very architecture of society:

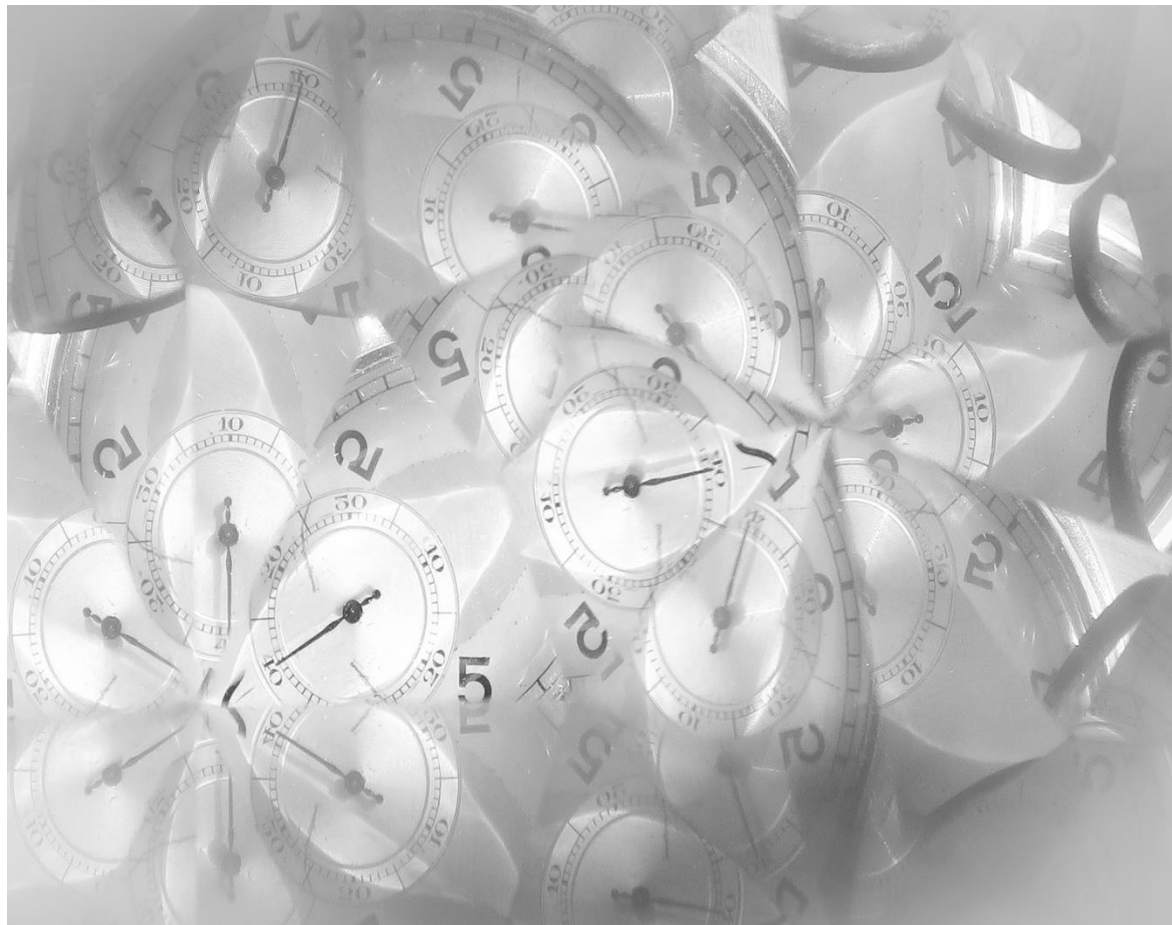
- FOR GOVERNMENTS, this means **creating new social contracts** that bridge generations and ensure fairness across class divides.
- FOR INDUSTRIES, it requires moving beyond the logic of the “silver economy” and **embracing age-inclusive innovation**—designing for longevity not as a niche, but as a universal condition with profound human complexity.
- FOR BRANDS, it’s an invitation to **step up as cultural influencers: to rewrite the narrative of aging**, to destigmatize vulnerability, and to craft ecosystems that empower people to remain visible, relevant, and connected throughout life’s later phases.

In other words,

the next frontier lies in turning
longevity into a shared mission—

**to co-create, with this
first generation, a new
art of long living**

that elevates time into a source of
purpose, social cohesion and
intergenerational renewal.



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