



THE IMPENDING DEMOGRAPHIC SHIFT

Challenges and Opportunities of Ageing Populations

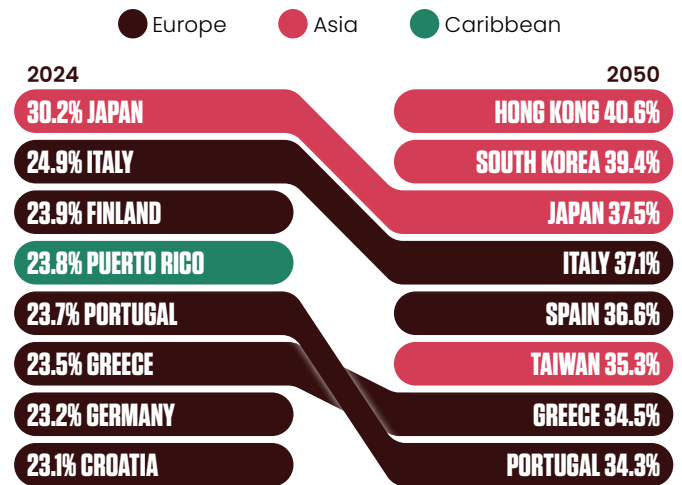
As the world's population surpasses 8 billion and hurtles toward an estimated 10 billion by 2050¹, a consequential demographic trend is underway: the gradual ageing of societies. This transformation, propelled by advancements in healthcare, education, and socio-economic factors, presents both opportunities and challenges for economies worldwide².

According to projections by the United Nations, the rate of population growth has been steadily declining, expected to reach zero by 2080. However, this deceleration masks a significant shift towards older demographics, particularly evident in more developed economies. By 2050, the number of individuals aged 65 or older is forecasted to double to 1.6 billion, marking a profound societal transition².

In Europe, a quarter of the population is already aged 60 or over³, highlighting the magnitude of this demographic shift. While increased longevity is a testament to medical progress and improved living conditions, it also poses complex challenges, particularly in ensuring adequate resources and support for an ageing population. As John Mathers, a leading expert in public health, emphasizes, "The challenge is to enhance healthy ageing and to reduce the financial and social burdens associated with chronic ill health in later life."⁴

THE WORLD'S OLDEST POPULATIONS

Countries/territories with the highest estimated share of people aged 65 and older*



*Only includes countries/territories with a population of more than 1 million people
Source: United Nations Population Division⁵

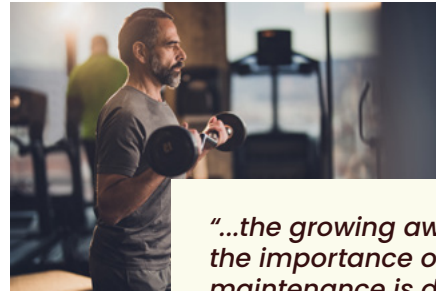
This demographic evolution is not confined to Europe; Asian countries, notably Japan, are also experiencing a surge in their elderly populations⁵. Rapid improvements in life expectancy have contributed to this phenomenon, with a baby born in 2021 expected to live nearly 25 years longer than one born in 1950. However, declining fertility rates exacerbate the ageing trend, as seen in Europe's plummeting total fertility rate from 2.7 births per woman in 1950 to 1.49 in recent years.

The ramifications of ageing populations extend beyond mere statistics; they necessitate a fundamental re-evaluation of healthcare, nutrition, and societal structures. Healthy ageing, characterized by good nutrition and an active lifestyle, emerges as a cornerstone in mitigating age-related health risks and fostering overall well-being. Introducing targeted health interventions becomes imperative to enable older populations to thrive and minimize frailty and morbidity associated with ageing^{4,6}.

Despite the significance of healthy ageing, there exists a gap between nutritional needs and consumption patterns among older adults. While protein-rich diets are crucial for maintaining muscle mass and reducing disease risks, evidence suggests inadequate protein intake among the elderly⁷. Addressing this disparity requires concerted efforts to promote balanced nutrition and dietary diversity among older demographics.

Moreover, the growing awareness of the importance of muscle maintenance is driving innovation in food and beverage sectors, with a surge in products targeting ageing-related benefits. Claims related to immune health, digestive wellness, and muscle retention have gained prominence, reflecting evolving consumer preferences and priorities, especially in the wake of the ongoing pandemic.

In conclusion, the demographic shift towards ageing populations presents multifaceted challenges and opportunities for societies worldwide. Embracing the principles of healthy ageing, coupled with innovative approaches to healthcare and nutrition, is essential to unlock the potential of older demographics and ensure a prosperous and sustainable future for all. As the adage goes, it's never too early or too late to invest in one's health and well-being, underscoring the importance of proactive measures across all stages of life.



"...the growing awareness of the importance of muscle maintenance is driving innovation in food and beverage sectors, with a surge in products targeting ageing-related benefits."

To learn more about Tirlán's portfolio of ingredients which support healthy aging and muscle maintenance please go to our website www.tirlaningredients.com

 www.linkedin.com/showcase/tirlan-ingredients

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An expert team which is provocative, energetic and nimble that adds value through driving insight led growth aligned to our internal customers' strategies and priorities through a thorough understanding of consumers, categories, markets and customers.

The Tirlán Market Research & Insights Team



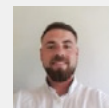
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