



# Elderly care and housing demand in the EU

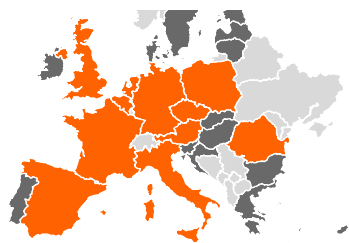
Golden opportunities, but mind the cultural gap

# Introduction

Ageing often has a negative connotation, especially in an economic sense. On average, retired people produce and consume less than young people do. However, ageing is not just a story of declining economic potential. The other side of the coin shows rising demand for products and services that are tailored to the needs of the elderly. Opportunities grow for providers and investors who are active in these markets. As such, the resulting larger market supply further contributes to the options for people to enjoy a comfortable life in old age.

With this report we aim to identify where the demand for elderly care and housing is most promising. We do so by drawing a comparison between eleven European countries (which account for 84% of EU households) based on a number of demand factors. Motivation conducted a representative consumer market research in the countries depicted below to gather data for this study. 11,000 respondents (1,000 per country, representative for the population) were asked about elderly care and housing.

## 11 researched countries



■ Researched countries (84% of EU households)  
■ Other EU countries

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# Summary

## The opportunities of ageing

In the EU, elderly people's proportion of total consumption will increase as a result of the ageing population. The number of people over 75 in the EU is expected to double by 2050. Elderly people spend a larger part of their income on housing and health compared with younger age groups. Until 2030, EU-wide demand for care and housing for elderly people can potentially increase by 3.5% and 5.5% per year in volume respectively, based on the eleven EU countries in this research.

### Ranking 1: Demographic potential

#### Spain, Italy and Germany at the demographic top

Spain, Italy and Germany top the first list. Spain is the only one of the selected countries that scores above EU-average on both elderly population growth by 2050 and the proportion of the elderly relative to the population in 2050. Both in 2019 and 2050, Italy will have the largest number of elderly people as a proportion of the total population. In absolute figures, Germany will have the largest population of over 75s both in 2019 and in 2050.

### Ranking 4: Care and home support potential

#### Highest care and support potential in Belgium and Romania

Elderly people in Belgium and Romania pay a relatively large part of the costs of home support and care themselves. Furthermore, they relatively often see these expenses as essential and many seniors in Belgium and Romania consider consuming home support services that they must pay for. In the Eastern European countries, as well as in Italy, non-professional support and care (provided by relatives or friends) is of greater importance than professional care.

### Ranking 2: Income potential

#### Austrians and French have highest income potential

The income potential of the elderly per country can be divided in three sub-divisions: the 'Northwestern' EU-countries lead the pack, with Austria and France at the top. They are followed at a distance by Italy and Spain. The three CEE-countries are at the bottom end. The expected economic progress and relatively high incomes of younger seniors mean that the average incomes of people aged 75+ in EU countries will probably grow the next decade.

### Ranking 5: Senior housing potential

#### Housing potential highest among Dutch and Spanish elderly

By comparison, Dutch and Spanish seniors are most interested in housing options for the elderly. They are also most willing to pay for premium housing quality. A significant proportion of European elderly people is open to housing options that are tailored to the elderly, even in countries that use relatively little senior housing.

### Ranking 3: Wealth potential

#### Wealth potential highest in the Netherlands and Belgium

The wealth potential is highest for the elderly of the Netherlands and Belgium. Dutch financial wealth is considerably higher than Belgian financial wealth because of higher (funded) pension accrual in the Netherlands.

### Overall ranking

#### Netherlands and Spain top the overall ranking

The Netherlands takes first place two times in the overall rankings: on the wealth of the elderly as well as on housing potential. The Netherlands' lowest result is on demographic potential, at sixth place. The Spanish are the runner-up. In addition to their first place on demography, Spain has a high potential demand for home support and elderly housing. With wealthy seniors who highly value care, home support and elderly housing, Belgium comes at third place. Austria, France and Germany are tied fifth in overall rankings.





## Chapter 1 | The opportunities of ageing

1.1 More and fitter elderly, but limitations still rise with age

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1.2 Housing and health important expenses for the elderly

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# 1.1 More and fitter elderly, but limitations still rise with age

### Number of people over 75 in the EU expected to almost double by 2050

Between 2015 and 2050, the number of people over 75 in the EU is expected to increase from 46 million to 88 million. As a share of the population, the over 75s will increase from 10% to 17%. The number of people older than 85 will increase even faster in the same period, with their population increasing by a factor of 2.5. This means that the population share of over 85s will increase from 3% to 6%.

### European elderly live longer in good health...

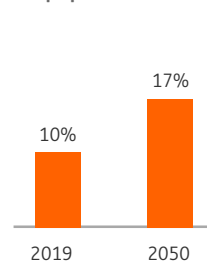
Since 2002, the life expectancy for new-born EU residents has increased by 2.5 months each year. In the same period, the life expectancy for over 65s has increased by 1.5 months each year. The expected amount of healthy life years is increasing even faster for elderly people. In each year since 2006, EU residents aged 65 have been expected to live in good health for roughly three months longer than the year before.

### ...but still, health problems rise sharply with age

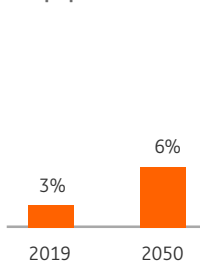
Nonetheless, all that glitters is not gold. The older the person, the more health issues they usually encounter. The prevalence of chronic diseases and other physical limitations is increasing as a result of healthcare being improved, aging, and lifestyle issues. Many serious illnesses have become chronic instead of fatal. The growing physical limitations at older age stimulate the demand for support and care. The right support, healthcare and living conditions can help elderly people stay independent.

### EU population ages: Europeans live longer and in better health...

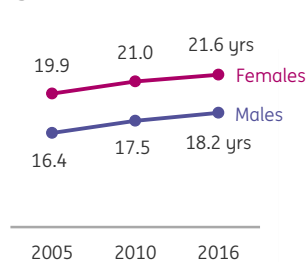
Over 75s as a % of total EU population



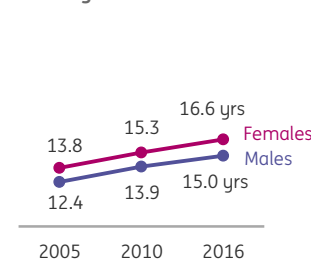
Over 85s as a % of total EU population



Life expectancy for 65 year-old EU citizens

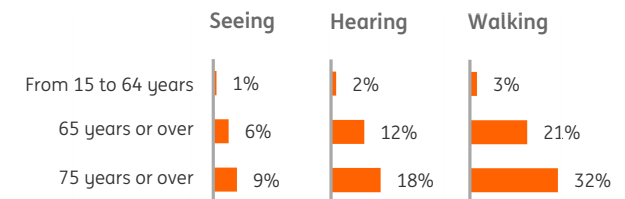


Life expectancy in good health for 65 year-old EU citizens



### ...but age can still lead to physical limitations

% of people severely limited in usual activities for a period longer than six months due to health problems, 2014



Source: Eurostat, ING Economics

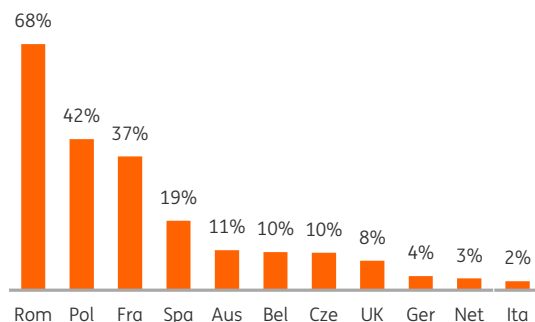
# 1.2 Housing and health important expenses for the elderly

### Elderly consumption share set to rise

On average, the income of elderly households has grown steadily in the examined EU-states. The main reason seems to be higher pension income stemming from growing labour participation of women and Eastern European countries catching up in general. According to a baseline forecast from a study carried out for the European Commission, total (private and public) consumption related to the 50+ population is projected to grow by approximately 5% per year until 2025 in the EU.

### Real incomes of elderly households have risen

Growth of mean equivalised net income of households with a breadwinner over 75 years of age, 2007-2017\*



Source: Eurostat, ING Economics \*in national currencies, 2007 prices

### Older consumers spend more on housing and health

Ageing societies experience shifting consumer patterns. Household consumption gradually decreases when the breadwinner reaches their fifties.

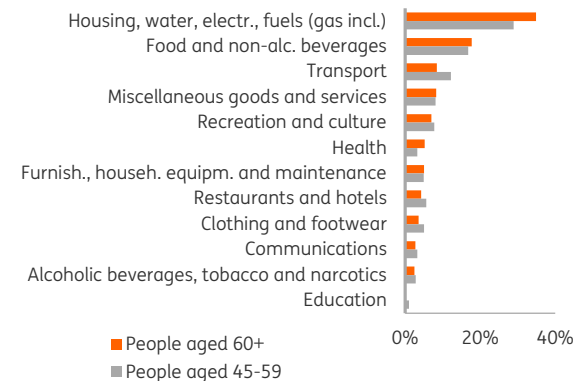
Elderly people spend a larger part of their income on housing, health products and services, and food. They spend relatively less on recreation, education, clothing and transport.

### Growing demand for elderly care and housing

With people growing older (1), incomes of elderly people increasing (2) and the relatively high proportion of the elderly's expenditure going to housing and care,

### More housing and health consumption, less transport

Consumption expenditure by age and (selected) purpose, in % of disposable income



Source: Eurostat, ING Economics

partly due to old-age physical limitations (3), the EU demand for elderly care and housing that is tailored to the needs of the elderly (for instance, assisted living and nursing homes) is bound to increase.

For the eleven examined EU countries, based on the forecasts for demography and GDP, we expect EU-wide demand for elderly care and home support to grow by up to 3.5% per year in volume until 2030. Our estimation for senior housing demand reaches 5.5% potential growth per year, based on the growth of the over-75 population (2,2% per year in this period), real GDP per capita (1,2%) and the elderly's shifting preferences for housing in the eleven countries (+2%).

In the next chapter, we examine in which of the eleven countries selected, the potential demand for elderly care and housing is the greatest. We do this by compiling country rankings based on different demand factors.

### Demand for elderly care and housing rises

Main drivers for demand elderly care and housing

- Ageing** More elderly people who live for longer
- Income growth** Increasing spending power of the elderly
- Needs** Elderly people spend more of their income on housing and care than younger people do





## Chapter 2 | Country rankings

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## Ranking 1: Demographic potential

# 2.1 Spain, Italy and Germany at the demographic top

First we assess the demographic differences between the countries regarding the potential market for elderly care and housing: the population of over 75s.

### Great differences in degrees of ageing

In the EU, the most significant ageing of populations occurs before 2050. There are great differences in how quick the populations of the eleven countries are ageing: until 2050, the population of over 75s in Germany will increase by 50%, whereas the Dutch population of over 75s will increase by 100%. The ageing of the population is already at an advanced stage in Germany. Although the largest

EU country has the largest population of over 75s, until 2050, the speed with which the population ages is lowest in Germany.

### Higher elderly share, more market opportunities

A growing proportion of elderly in the population creates growing pressure on the government budget. This increases the chance of budget cuts on publicly financed elderly care and housing. People then have to spend more on care and housing themselves. In general, this increases market opportunities for care and housing providers.

### Spain, Italy and Germany rank first in demography

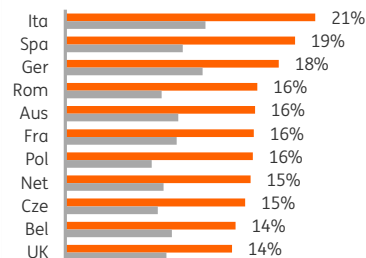
The country ranking on demographic potential for elderly care and housing is based on the three indicators shown in the left graph below, i.e. the projected size (1), proportion (2) and growth (3) of the elderly population.

Spain is the only one of the selected countries that scores above EU average on elderly population growth until 2050 as well as on the population share of elderly people in 2050. As a proportion of the total population, Italy will have the largest percentage of elderly people in both 2019 and 2050.

### The elderly population in 2050

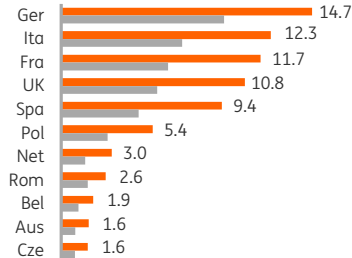
#### Highest proportion: Ita, Spa, Ger

Projected proportion of 75+ population, as a % of total population



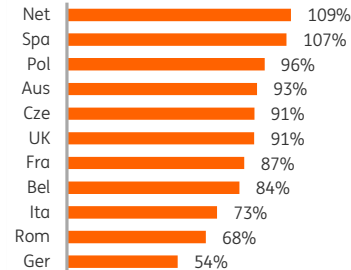
#### Largest number: Ger, Ita, Fra

Projected size of 75+ population, in mln people



#### Fastest growth: Net, Spa, Pol

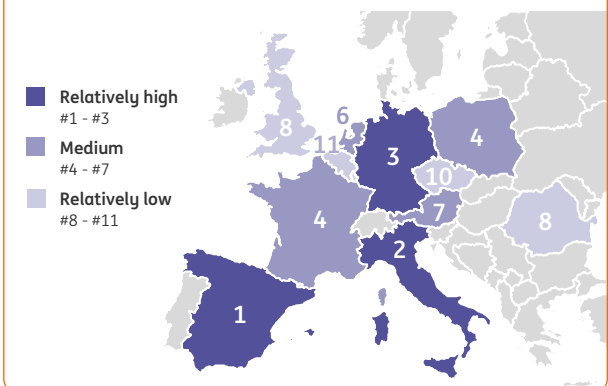
Projected growth of 75+ population, between 2019 and 2050



Source: ING Economics, based on Eurostat

### Spain, Italy and Germany on top in demography

Ranking 1: Demographic potential, based on the development of the elderly population\*



Source: ING Economics, based on Eurostat

\*The average country ranking is based on the sub-rankings of the (1) 75+ population size in 2019; (2) 75+ population growth until 2050; (3) 75+ population proportion in 2050\*



## Ranking 2: Income potential

# 2.2 Austrians and French have highest income potential

**Disposable income is an important aspect of elderly spending power, which determines to what extent seniors can afford care and housing services.**

### Elderly income will continue to grow

The average income of the over-65s in 2017 (who will be the over-75s of 2030) forms the starting point for our estimate of elderly income in 2030. Based on baseline nominal GDP projections as a proxy for income growth, the income of the 75+ elderly population is expected to

### Eastern European elderly incomes rise the fastest

Estimated median disposable income of 75+ households in 2030, based on 65+ income in 2017, long-term GDP-projections and medium-term fiscal sustainability

	Realised 65+ incomes in 2017* (a)	Nom. GDP growth per cap. proj. 2017-'30** (b)	Fiscal sustainability ind. (\$1)*** (c)	Estimated 75+ incomes in 2030 $a \times (1+b) \times (1-c)$
Aus	24,101	52%	-0.8%	36,922
Fra	23,079	53%	4.2%	33,762
Net	19,834	63%	-1.7%	32,963
Ger	19,267	56%	-2.0%	30,717
UK	18,969	53%	1.3%	28,635
Bel	18,826	53%	4.3%	27,534
Ita	16,741	45%	9.4%	22,044
Spa	13,972	59%	5.2%	21,121
Cze	6,728	87%	-2.9%	12,917
Pol	5,617	105%	-0.7%	11,603
Rom^	2,628	142%	1.5%	6,269

Source: Eurostat, OECD, IMF, EC, calculations by ING Economics

\*Median equalised net income of elderly households, in euro's

\*\*OECD baseline projections of gross domestic product per capita,

\*\*\*EC medium-term fiscal sustainability indicator (S1)

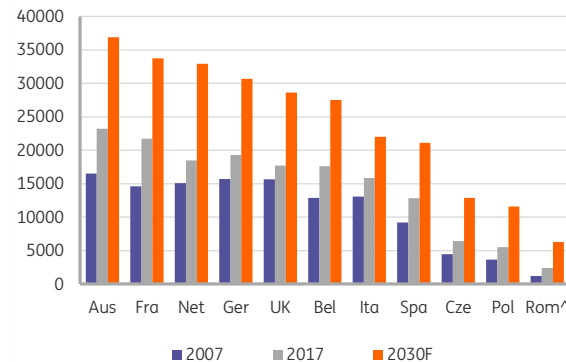
^ING calculation based on IMF until 2024 and extrapolation for 2025-'30

continue to grow over the next decade in all eleven countries. In addition to economic progress, the cohort effect is an additional source of growth: from 2007 to '17 younger seniors had higher incomes than older seniors.

Lastly, we make a correction for fiscal deficits that potentially weigh on private income growth due to probable government cuts or tax raises in the near future. For instance, for Italy to achieve the government debt-to-GDP ratio target of 60% by 2033, it is necessary to make a cumulative budgetary consolidation effort of 9.4 percentage points of GDP over the 2021-2025 period (or almost 2 pps. per year; see table).

### Estimated elderly income growth surges EU-wide

Realised (2007, 2017) and estimated (2030F) median disposable incomes per year for 75+ households\*, in EUR



Source: Eurostat, OECD, IMF, EC, calculations by ING Economics

\*Median equalised net income of elderly households, in euro's

### Eastern European incomes are low, but rising sharply

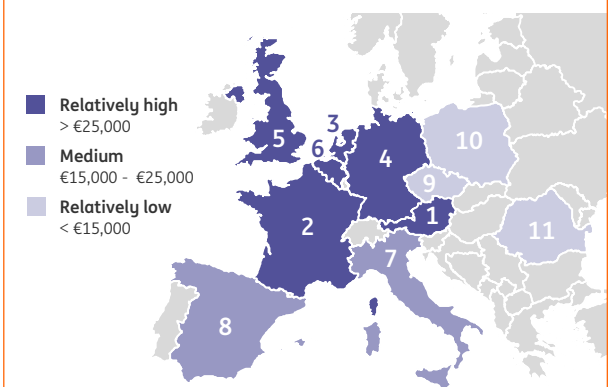
In 2017, median incomes of Czech, Polish and Romanian elderly people exceeded just a quarter of Western European incomes on average. Nevertheless, elderly in the three CEE countries all experience relatively large, continuing income improvements.

### Austria and France at top of income ranking

The resulting list of elderly income potential can be divided in three sub-divisions: the 'Northwestern' EU-countries lead the pack, with Austria and France at the top. They are followed at a distance by Italy and Spain. The three CEE countries are at the bottom end.

### Austrian elderly have highest income potential

Ranking 2: Income potential, based on estimated median disposable incomes per year for 75+ households in 2030



Source: Eurostat, OECD, IMF, EC, calculations by ING Economics

## Ranking 3: Wealth potential

# 2.3 Wealth potential highest in the Netherlands and Belgium

Wealth is another important aspect of elderly spending power, which determines to what extent seniors can afford care and housing services.

### Wealth of 'older elderly' people will increase

We take the wealth of people aged 65 to 74 in 2018 as an estimate for the wealth of people aged 75 and over in 2030. Although wealth estimates are very volatile and therefore hard to forecast, it is plausible that the wealth ratio between different age groups in relation to each other roughly stays the same.

The younger generation of elderly people (aged 65 to

74) is wealthier than the older generation (aged 75 and over) in all eleven countries. As a result, we expect a rising wealth potential of 75+ people until 2030.

### Aftermath of financial crisis still visible

In four countries, the wealth of elderly people has decreased between 2006 and 2018. In Spain and Italy, lower house values are an important reason for this decline. In addition, these countries have suffered from weaker economic growth in this period.

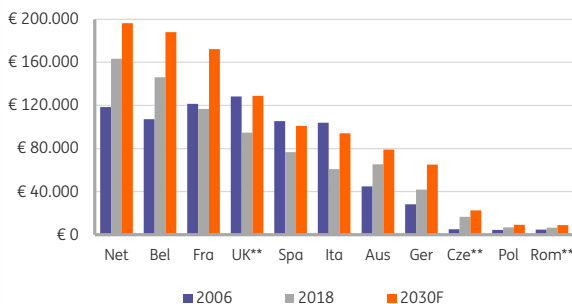
The median wealth of elderly people in the UK was hit hard by the global financial crisis of 2007/08, which led to a prolonged falling of exchange rate and asset prices.

### The Netherlands and Belgium have the highest wealth potential for elderly people

The 'Low Countries' have the highest elderly wealth potential. The Netherlands tops the ranking. Dutch financial wealth is substantially higher than in Belgium due to higher (funded) pension accrual. Less widespread home ownership make German and Austrian elderly wealth structurally lower relative to the Western European standard. Moreover, greater inequality lowers median wealth in Germany. There is still a large gap between wealth in former East and West German regions.

### Wealth of elderly people widespread in the 'Low Countries'

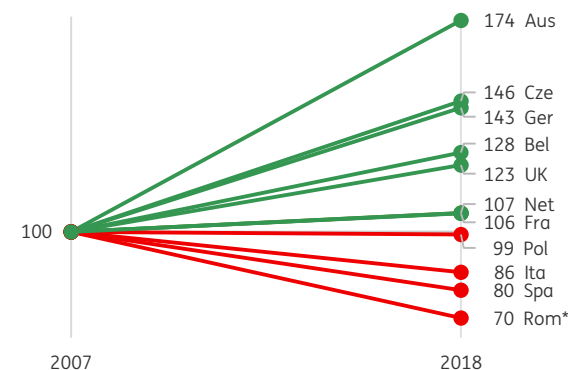
Estimated median net wealth per 75+ person\*



Source: Credit Suisse Global Wealth Report '18, ECB, Calculations ING  
\*Data for median wealth per adult multiplied with ratio's on median wealth per age group from ECB Household finance survey, April 2017  
\*\*Age ratio's not available, based on average ratio of other countries

### Decreased house prices weigh on wealth in Spain and Italy

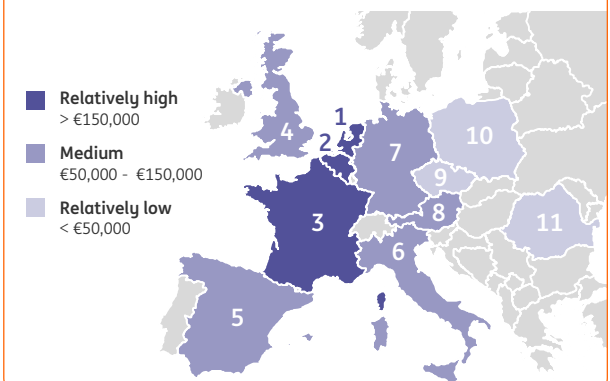
Average house price index, 2018 vs 2007 (2007 = 100)



Source: Eurostat, ING Economics  
\*2007 not available, therefore 2007 is equalled to 2008 for Romania

### Highest wealth potential in the northwest

Ranking 3: Wealth potential, based on estimated median net wealth per 75+ person in 2030



Source: Credit Suisse Global Wealth Report '18, ECB, Calculations ING

## Ranking 4: Care and home support potential

# 2.4 Less use of professional elderly care in Eastern Europe

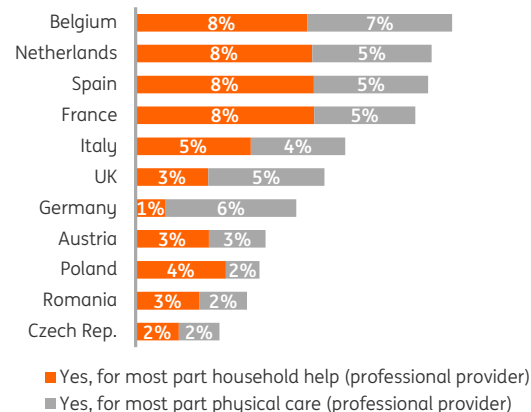
Cultural differences influence consumer preferences. We examine how the elderly's preferences for care and home support services varies across the countries.

### Western Europeans receive professional elderly care and support more often than Eastern Europeans

Our survey shows that elderly people in Belgium, the Netherlands, Spain and France receive professional care and home support more often than elderly people in the other countries. Germany and the UK are the only countries surveyed in which elderly care is more common than home support.

#### Eastern European elderly receive professional care and home support less often than others

Survey question: Does your oldest (55+)parent currently receive elderly care or home support on a regular basis?



Source: ING Economics

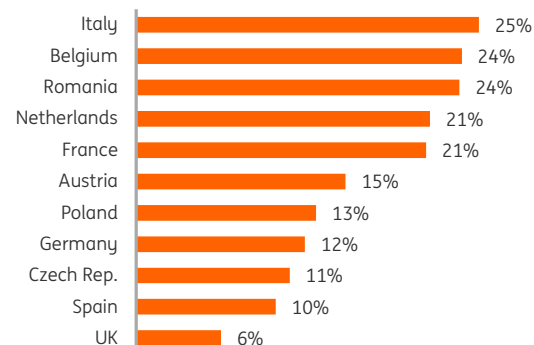
The consumption of professional support or care is lowest in the three Eastern European countries. In these countries, as well as in Italy, non-professional support and care (provided by relatives or friends) is of greater importance than professional care.

### Care and home support are essential services for European elderly

Elderly people across Europe strongly value household support and care. Compared with other expenses, only personal hygiene and food and drinks are more important to them in general.

#### In Italy and Belgium, care services are often regarded as an essential expense...

Survey answer: % of 50+ respondents that would absolutely not want to cut back on care expenses when they are 75 years old or over\*



Source: ING Economics

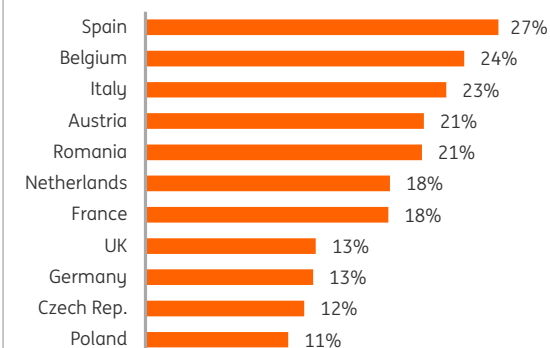
\*max. two answers allowed, out of eleven answer options

### Older people in Belgium and Italy value care and home support the most

Belgium and Italy are in the top 3 of the countries in which older people value care and home support the most. People in the UK, the Czech Republic, Poland and Germany do not consider these services to be as essential as people in other countries do. The preferences between care and home support are strongly linked. Spain is the only country where these preferences differ greatly, in favour of home support.

#### ...as is also the case for home support

Survey answer: % of 50+ respondents that would absolutely not want to cut back on home support expenses when they are 75 years old or over\*



Source: ING Economics

\*max. two answers allowed, out of eleven answer options

## Ranking 4: Care and home support potential

# 2.5 Belgian and Romanian care and support potential the highest

### Private payments dominant in European elderly care

Our survey shows that in most countries elderly people pay their care and home support largely or entirely themselves. This is most common in Romania, Italy, Spain and Poland.

Large government payments are most common in the Netherlands and Germany, followed by France, Austria and the United Kingdom. Government payments often come with restrictions for care providers, especially when public funds are distributed to care providers rather than care recipients. This makes it less attractive for providers to enter the market.

### Elderly in countries with less home support are more interested in paying for support services

Home support services can be essential to an independent elderly life. The results of our survey suggest that seniors in countries with less home support are more interested in paying for support services. The Romanians, Austrians, Czechs and Germans are the most interested, probably because they receive relatively little home support at present.

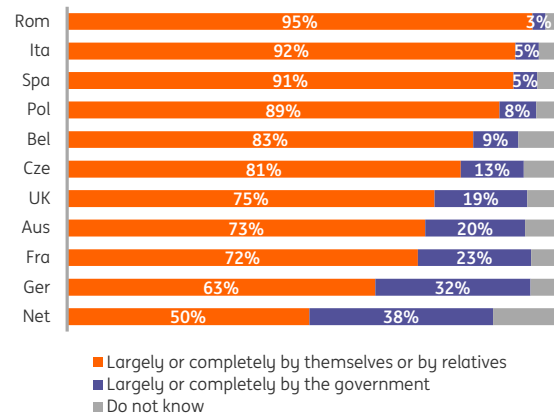
### Belgium and Romania top the care ranking

We have compiled the ranking on consumption

potential for home support and elderly care by combining the survey outcomes, for they each have predictive power for demand potential in the near future. We do so by averaging the country rankings on: 1. the extent to which consumption of professional elderly care is already a broadly accepted phenomenon (1<sup>st</sup> graph on previous page), 2. the relative importance that elderly people attach to care and support expenses (2<sup>nd</sup> and 3<sup>rd</sup> graph on previous page), 3. the share of private payments for these services (1<sup>st</sup> graph below), 4. the interest in home support at a later age (2<sup>nd</sup> graph below). Belgium and Romania top this ranking.

### Dutch elderly have low out-of-pocket expenses

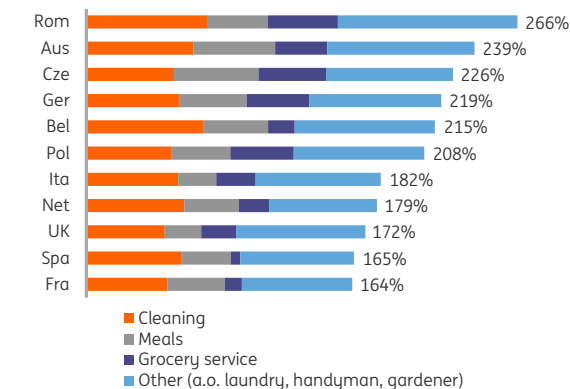
Survey question: How are the costs of household help and/or physical care of your oldest parent covered?



Source: ING Economics

### Romanians most interested in paying for support

Survey question: In which home support service might you be interested paying for when you are 75 years of age or older?\*

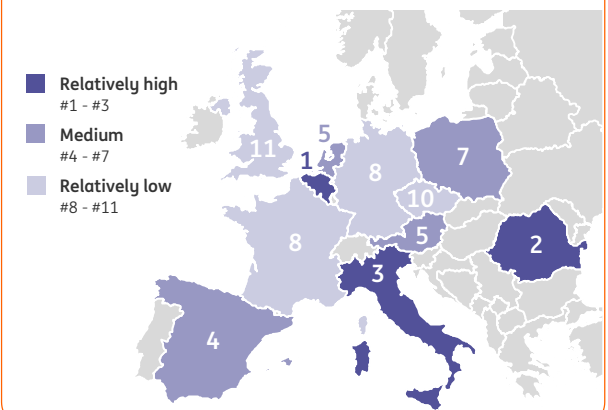


Source: ING Economics

\*asked to respondents aged 50 to 75, up to four possible answers

### Consumption potential for care and home support highest in Belgium and Romania

Ranking 4: Care and home support potential



Source: ING Economics



## Ranking 5: Senior housing potential

# 2.6 One in three EU seniors receptive to senior housing

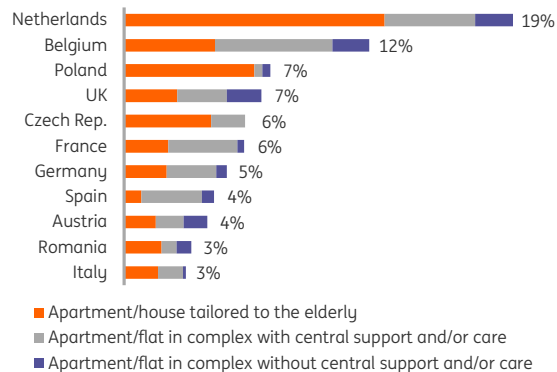
Elderly people often have specific housing needs. We examine how the housing preferences of the elderly varies across the countries.

### Around 7% of the elderly people live in senior residences

Most European elderly people live in family houses or regular apartments. The results of our survey suggest that around 7% of people over 55 live in housing specifically built for older people. Examples include apartments or houses tailored to the elderly and residential complexes with centralised support or care.

### Elderly housing most common in the Netherlands and Belgium

Survey question: How does your oldest parent live (aged 55 or over)?



Source: ING Economics

### Highest use of senior housing in the Netherlands and Belgium

Senior housing is most common in the Netherlands and Belgium, not surprisingly the two countries with by far the highest public expenditure on long-term care. Until recently, the Dutch government financed both a large part of elderly care and a large part of housing costs for elderly people with mild to severe physical limitations.

### One in three European seniors is open to housing for the elderly

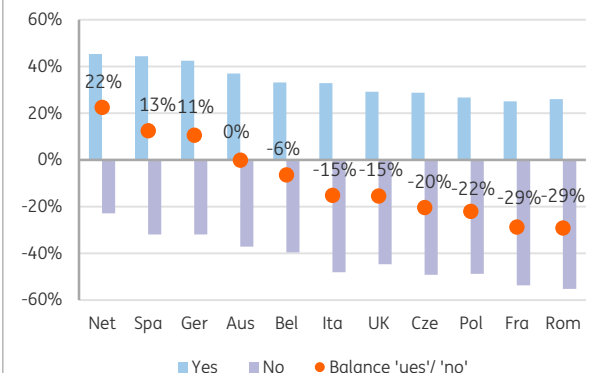
According to our survey, one in three European seniors would consider moving to forms of housing for the elderly with centralised support or care. Even in countries that make relatively little use of senior housing, at least 25% of the elderly is receptive to senior housing.

### Dutch, Spanish and German elderly most often consider moving to senior housing

Dutch, Spanish and German seniors stand out because of the relatively large proportion of them that would consider moving to a residence tailored to the elderly, and the relatively small proportion of them that would never consider it.

### Dutch, Spanish and German seniors most receptive to senior housing

Survey question: Would you (if 65+)\* or your parent(s)\*\* ever consider moving to a residential complex for elderly people with centralized support or care?



Source: ING Economics

\*Asked to respondents aged 65+ who don't have any living parents and don't live in an elderly complex with support and/or care

\*\*Asked to respondents aged 55+ whose parent(s) is/are still alive and don't live in a complex with support and/or care

## Ranking 5: Senior housing potential

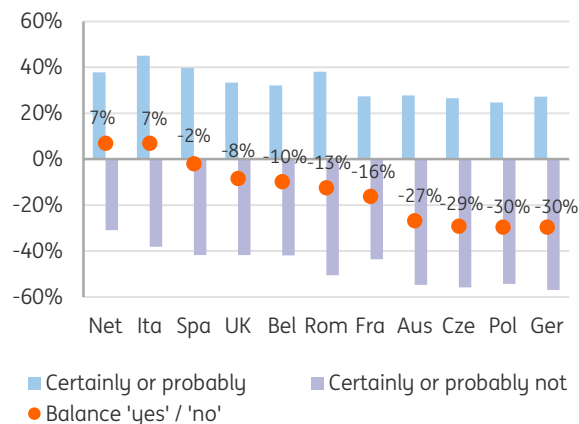
# 2.7 Housing potential highest among Dutch and Spanish elderly

### Dutch and Italian elderly most quality-minded

Majorities of both Dutch and Italian elderly people are willing to pay for premium quality accommodation if they cannot live at home. In all eleven countries, the proportion of people with this opinion is at least 25%.

### Dutch and Italians most willing to pay for quality

Survey question: Suppose you (if 65+)\* or your parent(s)\*\* could no longer live at home because of the need for elderly care. Would you be both willing and able to pay extra, above average costs for a living environment of above average quality?



Source: ING Economics

\*Asked to respondents aged 65+ who don't have any living parents and don't live in an elderly complex with support and/or care

\*\*Asked to respondents aged 55+ whose parent(s) is/are still alive and don't live in a complex with support and/or care

In relation to their high receptiveness for housing options for the elderly, German and Austrian seniors are not very willing to pay for premium quality in general. This may be explained by the fact that on average, elderly Germans and Austrians are substantially less wealthy when compared with their Western European counterparts.

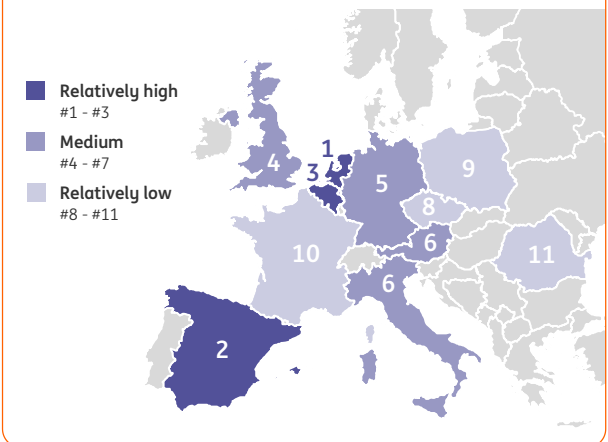
### Highest demand potential for senior housing in the Netherlands and Spain

Seniors in Belgium, Spain and the Netherlands top the senior housing ranking. Seniors in Romania and France come last in this ranking.

We have compiled the ranking on consumption potential for senior housing by combining the survey outcomes, as each one has predictive power for demand potential in the near future. We do so by averaging the country rankings on: 1. the extent to which senior housing is already a broadly accepted phenomenon (1<sup>st</sup> graph on previous page), 2. the amount of people that would ever consider moving to housing tailored to the elderly (2<sup>nd</sup> graph on previous page), 3. their willingness and ability to pay for housing of above-average quality (graph on this page). The receptiveness for senior housing is given twice the weight in the overall ranking for senior housing potential, because it gives the most direct indication that people are open to the idea of actually moving to a new housing environment.

### Dutch and Spanish seniors top the housing ranking

Ranking 5: Senior housing potential



Source: ING Economics



## Chapter 3 | Overall ranking

3.1 The Netherlands and Spain top the overall ranking	15
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## 3.1 The Netherlands and Spain top the overall ranking

The overall ranking is based on the sum of the rankings of all countries. It displays the differences in potential demand for care and housing for the elderly between the selected countries.

### 1. The Netherlands: Fast-growing, financially sound seniors who are keen on senior housing



The Netherlands comes first in two rankings: wealth potential and senior housing potential. The sixth place on demographic potential is the lowest outcome for the Netherlands. What they lack in size, they make up for by having the fastest growing 75+ population until 2050. Combined with third place on financial potential and first place on the demographic and senior housing potential, this is sufficient to put the other countries at a distance.

### 2. Spain: Large elderly population with high care and senior housing potential



Spain is the runner-up. It's the only country that scores high on size, growth as well as proportion of the elderly population. A relatively low level of government expenditure on care, home support and housing goes hand in hand with a high potential demand for home support and senior housing. And, last but not least, Spanish elderly people have considerable financial resources with which to meet their needs.

### 3. Belgium: Wealthy seniors who highly value care, home support and senior housing



Belgium is a small country with high potential. Care, home support and senior housing are very important for Belgian seniors. They are in the top 3 of these rankings. Furthermore, Belgian demographic growth is above EU average and the wealth of elderly people is at a very high level.

### 4. Italy: A high proportion of elderly people and big interest in care and home support



In 2050, Italy is projected to have the highest number of elderly people as a percentage of total population of the eleven countries. The country also has a high rank on potential demand for elderly care and home support and relatively many Italian seniors are receptive to premium-quality senior housing.

#### Highest overall potential in the Netherlands. Spain, Belgium and Italy close behind

Overview of the country rankings and overall score

		Financial		Consumption		
	Demographic potential	Income potential	Wealth potential	Care and home support potential	Senior housing potential	Overall score*
1. Netherlands	6	3	1	5	1	16
2. Spain	1	8	5	4	2	20
3. Belgium	11	6	2	1	3	23
4. Italy	2	7	6	3	6	24
5. Austria	7	1	8	5	6	27
5. France	4	2	3	8	10	27
5. Germany	3	4	7	8	5	27
8. United Kingdom	8	5	4	11	4	32
9. Poland	4	10	10	7	9	40
10. Romania	8	11	11	2	11	43
11. Czech Republic	10	9	9	10	8	46

\*The overall ranking is the sum of the five rankings



## 3.2 Demand potential present in all countries

### 5. Austria: High incomes, promising demand potential



Ranking first on elderly income, Austria is also among the top on potential demand for services for elderly people. Austrian seniors in particular have a high interest in home support services and senior housing. Until 2050, the number of Austrian elderly people will grow at a relatively fast pace.

### 5. France: Demographically and financially at the top



France has both sheer numbers and the financial capability to materialize potential demand. Many French elderly people see care and home support as essential expenses. Although they score relatively low on senior housing potential, a quarter of the elderly would still consider moving to housing tailored to the elderly when the time is right.

### 5. Germany: Big in numbers and income, receptive to elderly housing



Sharing the fifth position in our overall ranking with Austria and France, Germany has high potential demand for elderly care and home support and, in particular, for elderly housing. German seniors have relatively high incomes. In 2050, the German elderly population will still be the largest elderly population in Europe.

### 8. United Kingdom: High in senior housing and financials



With the fourth largest elderly population, which will almost double in size the coming thirty years, the UK is full of potential. Sound financial foundations ensure that British seniors will be able to fulfill their substantial appetite for quality senior housing.

### 9. Poland: Growing in seniors and financials



The size of Poland's population of elderly people is smaller than that of bigger countries and larger than that of smaller countries. However, in the next 30 years, the number of seniors here will increase at a faster rate than in most larger countries. Senior housing is already a widespread phenomenon in Poland, albeit most often without any home support or care. Like the Polish economy, the financial position of Polish elderly people is gradually catching up to other countries.

### 10. Romania: Fastest financial growth, high potential demand for care and home support



Romanian seniors have seen their financial position improving much faster than their Eastern and Western European counterparts. Although they are still behind, the growth story will probably continue. Scoring lowest on three sub-rankings, Romania's potential demand for elderly care and home support is strikingly high.

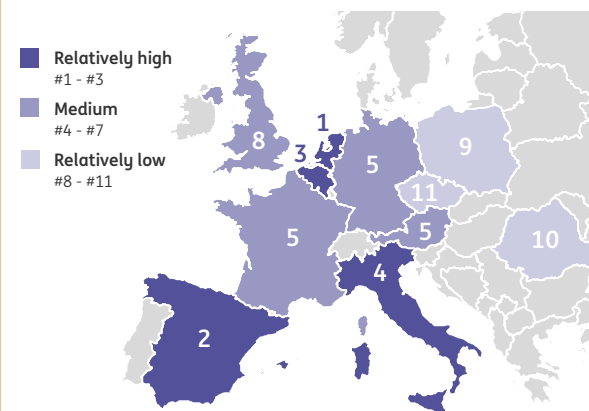
### 11. Czech Republic: Highest senior housing potential of the CEE countries



Although the Czech Republic ranks the lowest overall, the growth of the elderly population is higher than the EU average. The same goes for the expected growth in elderly income. Furthermore, the Czechs leave the Polish and the Romanians behind in senior housing potential. A substantial proportion of Czech seniors, equal to roughly one in three, would consider moving to senior housing with central care and home support.

#### The Netherlands and Spain top the overall ranking

Overall ranking: Potential demand for elderly care and housing



Source: ING Economics

# Would you like to know more?

## Author

Edse Dantuma  
Healthcare Sector Economist  
ING Economics Department  
+31 6 83 64 83 06  
edse.dantuma@ing.com

Or visit [ING THINK](#)

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Maarten van den Broek  
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Roland van der Schoot  
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