

Senior Living & Environment Study Report

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sfic STUCK

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1) Introduction

Background

This report, commissioned by the Singapore Furniture Industries Council (SFIC), examines how the changing lifestyles and aspirations of older adults are reshaping the built environment and the furnishing sector.

It highlights key relevant themes emerging from seniors' proactive silver lifestyles, and identifies commercial opportunities across the full value chain of senior living spaces, from furnishing materials and design, through to retail and services.

The goal is to help SFIC members strategically enter and capture this rapidly growing market.

Approach

Today's older adults are not a single demographic defined by decline. They are a diverse, assertive generation rewriting later life on their own terms. Understanding who they are and who they are becoming, is key for designing anything that will resonate with them.

For this study, we adopted a combination of desk research and in-depth qualitative interviews with subject matter experts in senior lifestyles and design, older adult consumers in Singapore.

- **Secondary research** to provide a baseline understanding of current and emerging consumer, market and design trends
- **Primary research** to check in with three distinct groups: seniors themselves, the professionals and operators who work closely with them, and built environment specialists who design the spaces they live in to gain insights from the ground. They include
 - 8 subject matter experts, covering a variety of disciplines, including some who offered an international viewpoint.
 - 20 older adults (age 47-93) from different backgrounds to understand their envisioned lifestyles and needs.

See Appendix for more details about the research participants.

What this report covers

We lay out the findings into the following sections, each building on the last:

- **Senior Living Landscape** explores statistics and landscape of the silver market.
- **Evolving Lifestyles & Aspirations** explores how this generation of seniors lives, what they prioritise, and how their expectations of home and community spaces are shifting.
- **Themes & Opportunities** identifies opportunities grounded in our primary and secondary research, each with clear relevance to SFIC member categories.
- **Headwinds & Challenges** highlight what makes this market challenging and key barriers members should expect to encounter.
- **Strengths to Build** sets out strategic orientations to give members the best foundation for entering this market well.

2) Senior Living Landscape

Rise of the Silver Economy

Today's older adults hold an estimated **US\$35 trillion in global purchasing power**. Unlike the stereotype of seniors being cautious savers with declining consumption, many are discretionary spenders. There is an emerging segment who are early adopters of premium wellness, repeat buyers of luxury services, and consistent upgraders of home technology. Their consumption is defined by aspiration, not age.

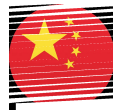
Today's 50- and 60-year-olds are investing aggressively in experiences and environments that **affirm their vitality** and **helping them get in shape** for their next phase in life. The strategic insight is clear: **this demographic does not want to be sold to as old people**. They want to be addressed as people with refined taste, lived experience, and strong opinions about quality. Products signalling decline will be rejected. Those signalling vitality, style, and capability will succeed.

Key markets to watch in Asia



Japan: The Super-Aged Pioneer

With **nearly one in three citizens aged 65 or above**, Japan has already confronted severe labour shortages, strained public finances, and care demand that cannot be met through human staffing alone. Its response — the world's most sophisticated AgeTech ecosystem of robotics, AI health monitoring, and ambient sensors — offers both a living laboratory and a well-established premium market for age-supportive home products. The commercial blueprints developed here are already being adapted elsewhere.



China: The Volume Market

More than **310 million people are aged 60 or older**. The one-child policy's legacy has destabilised family-based care. Beijing has designated the silver economy a national priority (**9% of GDP by 2035**) and opened eldercare to foreign investment. Younger generations are already discovering premium retirement communities on Xiaohongshu as lifestyle destinations. For furniture businesses, China is the largest volume opportunity in the world, but demands a careful read of both the premium urban and underserved middle-income segments.



Singapore: The Land-Scarce Sandbox

Singapore is reaching **super-aged status by 2026**. Our extreme land scarcity has concentrated innovation in two areas: ageing in place through home modifications and smart upgrades, and Community Care Apartments that embed care services directly within residential blocks. The demand signal for furniture businesses is concrete: **compact, flexible, aesthetically considered products** for ageing in ordinary homes, not institutional settings.

Asia as the epicentre of ageing

Asia's demographic shift dwarfs the West in both scale and urgency. By 2040, the region will be home to **59% of the world's population aged 65 and above**. The Asia-Pacific silver economy is projected to reach **US\$4.6 trillion by 2030**, while annual spending power of the 60-plus cohort is expected to double to **US\$8.6 trillion**. No other region matches this combination of scale, growth rate, and commercial potential.

Yet the ageing challenge manifests differently across Asian markets — in the pace of transition, the role of the family, and the sophistication of the consumer. Three markets offer particularly instructive case studies.

A global demographic shift

By 2050, the global population aged 60 and older will reach **2.1 billion**, more than double today's figures. This shift is driven by falling fertility and rising life expectancy, and unlike a baby boom, it is **permanent**. Societies that are ageing today will not revert to younger profiles.

Living longer does not mean living better. Global life expectancy stands at 73.1 years, but healthy life expectancy sits at just 63.5. That gap of **nearly a decade**, spent managing chronic illness, declining mobility, or cognitive impairment, is both a human challenge and a structural market opportunity. The environments people inhabit during those years profoundly influence outcomes: a poorly designed space accelerates decline, a well-designed one slows it.

Compounding this is the rise of the **solo ager** (seniors living entirely alone, driven by globalisation, rising divorce, and spousal death). In Singapore alone, an estimated 90,000 seniors now live by themselves. Without co-resident family, they place far greater demands on the built environment and technology-enabled care. Designing for them is designing for an expanding majority, not an edge case.

3) Evolving Lifestyles & Aspirations

Rejection of the 'Senior' label

Products that deploy medicalised aesthetics — however functional — will be rejected by this market. **The 'old' label is commercial poison.** Today's 50- and 60-year-olds refuse to be defined by their age. They **do not identify with the word 'senior', they resist institutional aesthetics, and they are offended by products that signal diminishment.**

The 50–65 cohort are highly mobile, digitally fluent, and professionally active. Those in their mid-70s and beyond are markedly more home-centric, with the kitchen and living room becoming primary social stages. These cohorts need **fundamentally different design solutions**, but both share the **same non-negotiable: no product should announce itself as assistive.** A chair that helps a senior stand must look like a chair any household would be proud to own. A table weighted for stability must read as thoughtful design, not a safety device.

"I know a 75 year old who told me, 'no, I don't think I'm a senior.' You are at your age but it doesn't necessarily mean it's a disadvantage."

– Rita Soh, Architect and universal design advocate

Downsizing without sacrificing relationships, esteem & self-actualisation

Seniors may accept smaller homes, but they **refuse to shrink their lives**.

Relationships, purpose, and personal growth are as important as physiological and safety needs. And they want to continue to host, learn, work, and create on their own terms.

Retirement is no longer withdrawal, but reinvention: consulting, entrepreneurship, study, and contribution.

This shifts the design brief. Spaces must consider how to **enable multiple identities within compact footprints**. Flexibility is not a luxury, but a baseline expectation.

At the same time, seniors reject environments that signal decline. Age-segregated living is seen as limiting; intergenerational settings better support dignity, stimulation, and everyday social connection, especially for the Solo Agers.

“When I turned 60, I decided it was time to stop talking and go back to school. I pay my own money to go back to class. My daughter thinks I’m crazy because I volunteered for assignments and exams.”

- Jerome Yuen, 60s, Seniors' champion and social entrepreneur on pursuing a Masters degree in Gerontology at the age of 60

Proactive wellness & the restorative home

Today's seniors are, rather than managing decline, **actively building vitality**. Wellness is not a luxury, but a baseline. They invest in movement, nutrition, and mental resilience to stay ahead of ageing, not react to it.

This **drives demand for what was previously considered aspirational**: circadian lighting for sleep quality, air purification for respiratory health, ergonomic furniture that actively supports posture, and bathrooms designed for both safety and therapeutic use.

Across home, retail, hospitality, and community spaces, the expectation is consistent: **environments should sustain energy, independence, and purpose.**

“You need to adjust to a new lifestyle – diet, exercise, mental perspective. You cannot just continue as before.”

- Female, 60s, active retiree freelancing as health coach

4) Themes & Opportunities

Spatial design & furnishing opportunities

COMMUNITY/ INSTITUTION

Extension beyond homes

6

De-medicalised, inclusive spaces

Community and institutional care settings are abandoning clinical aesthetics for warm, residential, intergenerational designs that preserve dignity.

CORE PILLARS

Supporting how seniors want to live day-to-day, without sacrificing on their higher growth needs

3

Smaller spaces, larger living

Seniors downsizing into smaller homes still need spaces that capture their aspirations to host or cultivate interests, live large even in later stages of their lives.

4

Design for pleasure and delight

Affluent seniors view later life as a reward. They are heavily investing in the luxury, sensory and atmospheric qualities of their homes.

5

Engineer for longevity

Senior living spaces are shifting from a passive shelter to an active, preventive health tool that improves vitality, posture and sleep.

FOUNDATION

The non-negotiable layer of support, embedded & invisible

1

Provide physical safety and support, yet beautiful

Seniors need physical support but reject clinical-looking aids that signal frailty. Safety must be aesthetically invisible.

2

Embed tech without creating friction

Seniors and their adult children want smart home safety but reject visible, stigmatising gadgets that require complex management.

Provide physical safety and support, yet beautiful

Insight

Safety consideration is top of mind for seniors

There is a significant level of fall safety awareness among seniors across ages, compounded by real experiences of family and peers.

“Taking care of my mother and hearing stories from my friends, I’m mindful of how falls can be debilitating as we grow older.”

- Male, 60s, active senior who is also caregiver for elderly mother

No product should signal frailty

Seniors desire mobility-support furniture that looks like stylish contemporary pieces e.g. chairs with subtle lift-assist, bathroom stability features, cognitive-ease products.

“I’m remodelling my home for my mom . But I also don’t want the place to look like a old person’s home.”

- Female, 50s, caregiver for mother recovering from a fall



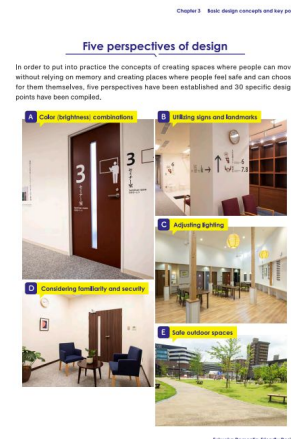
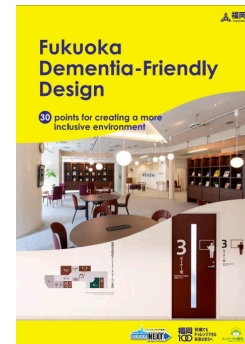
Example

IKEA Bäsingen series: shower chairs and grab bars designed as neutral, stylish bathroom accessories

Provide physical safety and support, yet beautiful

Opportunities

- Support physical independence with products that **look beautiful and fit into personal lifestyle preferences** of seniors and families
- **Address cognitive decline** that might have caused inconveniences or fall risks in everyday life through high-contrast touchpoints, clear spatial organisation and intuitive material differentiation
- **Allow identity expression** beyond stereotypes by offering options e.g. create modular units or colour/material bundles so seniors can configure their environment around their personal preferences, rather than age or medical profile



Example

Fukuoka Dementia-friendly Design guide illustrates how subtle, tasteful design choices e.g. showing strong visual contrast between floors and walls and visible handrails can empower people to better navigate the built environment easily even with cognitive decline.

Kinnarps: Demedicalised aesthetics for medical & residential settings

Kinnarps is one of Europe's largest manufacturers of workspace and public-environment furniture, founded in 1942 in Sweden. While many people know them for office furniture, they have developed a **strong healthcare and senior living portfolio across hospitals, rehabilitation centres, and care homes** in Europe.

Unique position between home furniture and medical equipment

Kinnarps' **hybrid approach** to design

- Looks and feels **warm, domestic and dignified**, avoiding hospital-like aesthetics
- Built with **ergonomic and safety features** needed in healthcare settings
- Supports **independent mobility, caregiver assistance and hygiene requirements** without appearing institutional



Example (Left-Right)

Kurbits wooden armchair plays with nostalgia using a recognisable shape familiar with seniors.

Erik armchair provides sturdy support to seniors and wheels that allow caregivers to change their positions easily.

Kinnarps: Everyday furniture that helps the space evolve alongside its users

“Our furniture is based on flexibility and inclusive design. The furniture must be suitable for all users, and it must be possible to rearrange it gradually as needs change.”

– Kinnarps



Example

John easy chair provides discreetly integrated functions and accessories so it can be adapted to different routines, mobility or social situations, e.g. transport trolley, table with castors, adjustable trunk support and footstool

Embed tech without causing friction

Insight

Stigmatising technology will be resisted

Seniors often prioritise their dignity over functional utility. Tech that requires active management and learning curves, make them feel more vulnerable than supported. Tech adoption tends to be a reactive solution after a need arises.

“The robot come towards you, the seniors start running... They’re so scared of the thing, scared malu... the robot talk to me, I don’t know how to talk back.”

- Ex-nursing home designer/
operator, 60s

Solo agers anxious about getting timely help

Solo agers worry about falls or acute health events with no one present to respond to. Devices like SOS panic buttons that immediately connect them to a human operator are widely desired for peace of mind.

“There are certain times we have to rely on technology...you can link to some place I know there’s always somebody to catch my emergency, in human. Even though you have alot of siblings, not all of them are near you”

- Female, 60s, living alone

Filial piety purchasing by adult children

Particularly important in Asian markets, **adult children, who is the purchase decision maker**, seeks assurance that their parent is safe while they are not around. They are however mindful of **privacy concerns** and are exploring use of **more subtle ambient sensors technologies** in private areas e.g bedrooms, bathrooms.

Embed tech without causing friction

Opportunities

- **Position technology application** e.g. passive monitoring capabilities e.g. fall detection, vital sign sensing, motion pattern analysis, **for peace of mind** rather than limitation for the senior users
- **Agetech for emergency and life-saving scenarios** integrated earlier into architecture, such as wall-mounted buttons connected to emergency response services could be better designed into overall spatial design intentions and aesthetics.



Example

The BOP Emergency Button is gaining popularity for its simple installation, caregiver alerts and reassurance for families supporting ageing parents.

3 Smaller spaces, larger living

Insight

Rightsizing: downsizing without diminishing life

While seniors are willing to reduce the size of their homes to simplify living and lower maintenance, they **do not want to shrink the life they lead**. Homes must still support meaningful activities such as hosting family, pursuing hobbies and maintaining routines that contribute to a fulfilling later life.

The home & community becomes a multi-purpose life platform

As seniors become more home-centric, the home and immediate community spaces must **support multiple roles simultaneously**, from personal sanctuary to social hub. The design challenge is not just about space efficiency, but **enabling richer lives within smaller footprints**.

“One of the most important requirement from my mom when she moved to a smaller place is to get an extendable dining table and a space for grandchildren to do homework, so there’s no excuse for the family not to visit.”

- Female, 50s, family caregiver

“If I have a new living arrangement, I would design exercise corners, wellness corners... if a furniture can combine exercise, let me lie back, have music, I can sleep there after exercising.”

- Male, 60s, retiree looking to downsize

3 Smaller spaces, larger living

Opportunities

- **Design for downsizing** e.g. smaller footprints, modular add-ons and space-saving storage that support right-sizing without sacrificing functionality.
- **Furniture as engine of “larger life”** that enables flexibility. Modular, transformable and highly stable pieces allow spaces to expand, reconfigure and support different aspirations, including hosting grandchildren to pursuing personal interests.



Example

Community Care Apartments developed by HDB are compact, senior-friendly flats integrated with on-site care services, communal spaces and organised activities. This model enables seniors to downsize their homes while continuing to enjoy social connection, independence and access to assistance when needed.

Design for pleasure and delight

Insight

Later life as a reward

For many affluent seniors, the home becomes a place to enjoy the rewards of life after decades of work and responsibility. With time and discretionary income, they are increasingly willing to invest in sensory comforts and custom design that elevate everyday living.

Atmosphere becomes a new functional requirement

Seniors are beginning to prioritise mood, comfort and sensory experience. Lighting, acoustics and tactile finishes are becoming essential elements in creating homes that feel safe and pleasurable.

“Us seniors will eventually suffer from problems like cataracts. A lot of time, we didn’t realise it until vision starts to blur up. So we need a bright spot to read or look at things, but we also want lighting that is soothing that help us relax in the home”

- Male, 70s, active retiree on balancing bright task lighting with soothing ambient light

“Materials and colours are very important.. This type of (plastic) material, you sit down, you don’t feel good. You need to feel I like it, and feel safe and colour is very soothing.”

- Female, 60s, active retiree on emotional response to materials

Design for pleasure and delight

Opportunities

- **Design sensory-rich home products** e.g. lighting, materials and furnishings that create calming restorative environments positioned as lifestyle luxury, not accessibility aids.
- **Enhance second act spaces** with furniture and zoning solutions that elevate seniors' passion pursuits, e.g. a feature wall displaying souvenirs from travels or art work.



Example

Panasonic highlights the growing importance of creating **calm, restorative environments** within the home in its vision for a home that encourages a long, healthy life. Rather than focusing only on safety or assistive technology, the **concept places greater emphasis on ambience e.g. lighting, greenery and spatial simplicity** as key elements that support wellbeing in later life.

5 Engineer for longevity

Insight

Seniors are investing in proactive ageing

Many adults in their 60s and 70s are actively managing their health through fitness, nutrition and wellness practices. They increasingly expect environments designed for them to **support healthy behaviours such as better sleep, movement and recovery**, rather than simply accommodating sedentary living.

Homes as preventive health infrastructure

There is growing recognition that the home environment directly affects health outcomes. Instead of designing homes only for safety after decline, environments are increasingly **engineered to actively support long-term health and vitality**.

“If somebody can come up with something where we can sit down, we still do a little bit of massaging, or exercising, or to support their backbone... chair is one of the most important things lah.”

- Male, 70s, active retiree on health-positive chair that does not merely accommodate a sedentary body

5 Engineer for longevity

Opportunities

- **Furniture that goes beyond comfort**, subtly promoting movement and posture e.g. embedding micro-exercises and active sitting into everyday seating and tables
- **Design for rest and recovery** Develop bedroom and lounge systems engineered for sleep quality, comfort and physical recovery through lighting, materials and ergonomic support.
- **Health-positive builds** using certified materials with demonstrable health benefits, e.g. non-toxic finishes, antimicrobial surfaces for high-touch furniture, natural fibres with proven respiratory benefits, and thermally comfortable upholstery for bodies with compromised circulation.

“What if the rocking chair has a function where you need to activate your calf? Because the calf is like your second heart. If you use it more, you could become more healthy.”

- Sim Hoa Jie, social innovation designer

Saishunkan Positive Age House: The Home as Medicine

Positive Age House was developed by Saishunkan Pharmaceutical, exploring the idea that **the home itself can function as a form of everyday preventive medicine**. By integrating health science principles into residential design, the house supports the body's natural rhythms, movement and recovery through everyday living.

Environmental features that tap the body's natural rhythms and self-healing abilities

- **Circadian lighting for biological rhythms**, to support healthy sleep cycles and cognitive health
- **Sensory-stimulating** natural materials e.g. cedar wood that also regulate humidity and indoor air quality
- **Movement promoting spatial design** using subtle steps, detours and texture flooring
- **Spaces for rest and social balance**



Example
The Positive Age House

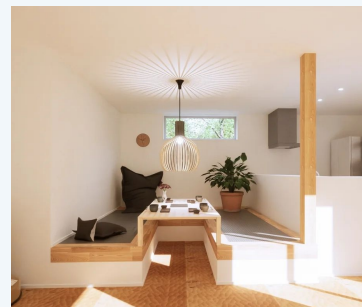
Saishunkan Positive Age House: Gently supports physical and mental wellbeing

“We aim to realise our philosophy that ‘everyday I can look forward to tomorrow’ in a living environment that coexists with nature.”

- Saishunkan Pharmaceutical



Example (left)
Textured flooring stimulates pressure points under the feet
Use of circadian lighting and natural materials



Example (left-right)
Use of circadian lighting and natural materials
Communal zones supporting interaction and connection

De-medicalised, inclusive spaces

Insight

From institutional care to residential living

Senior care environments are moving away from clinical, hospital-like aesthetics toward **warm, residential and hospitality-inspired spaces**. The goal is to create environments that feel like places to live, not facilities to be managed.

Reduce psychological barrier to engage

Furniture and interiors that feel home-like, contemporary and dignified help **reduce stigma**, allowing seniors to get the care they need when they are open to engaging with institutions. Caregivers feel less guilty having to send their elderly loved ones to homes.

Enable inclusive, multi-use programming

Active ageing centres and care facilities increasingly support **intergenerational interaction and multiple daily uses**. Furniture must therefore be **inclusive, durable and easily reconfigurable**, accommodating wheelchairs, different age groups and rapidly changing activities.

De-medicalised, inclusive spaces

Opportunities

- **Flexible spatial systems** designed for highly adaptable community environments, enabling spaces to transit seamlessly between activities. Lightweight yet durable, stable tables, stackable seating, modular components and movable storage can help operators reconfigure spaces quickly while maintaining a warm residential aesthetic.
- **Welcome people of different ages and physical abilities to gather comfortably together** with thoughtful features such as open-ended tables for wheelchair access, varied seating heights and supportive armrests.
- **Design for hospitality-inspired care environments** that combines **residential warmth with healthcare-grade performance.** Materials, forms and finishes should feel contemporary and homelike while meeting requirements for durability, stability and hygiene in high-use environments.

Forward Living: Nursing home reimagined as a lifestyle community

Forward Living in Hong Kong is a senior living community designed around a **people-centred philosophy** that emphasises independence, creativity and personal development for older adults. The environment **prioritises comfort and a sense of home**, where residents can continue their daily routines, socialise and participate in activities while receiving professional care support.

Community-centred living spaces

Spaces are designed to move beyond the look and feel of the traditional nursing home model.

- Emphasis on **warmth, natural light and comfortable furnishings** to create a home-like atmosphere
- Facilitates **engagement and wellbeing** with spaces to support physical activity, social interaction and mental stimulation



Example

Shared living and dining spaces inspired by hospitality spaces so residents feel relaxed, social and at home.

Forward Living: Senior living facilities that feel like home

“We create a home-like environment by using different materials, through lighting, use of plants...spatial planning that really changes the atmosphere within a residential care home.”

- Queenie Man, Managing Director, Forward Living



Example

Rooms are designed to balance comfort, safety and dignity, moving away from traditional hospital ward layout commonly seen in nursing homes.

5) Headwinds & Challenges

Demand is latent and crisis-driven

Today, most seniors have not heard of age-friendly furniture, are not aware products designed for their needs exist, and would not know to look for them. **Demand is largely latent.** Furniture itself tends to be invisible in daily life, like the chair that is too low, the bed that is too high, the sofa that has been there for fifteen years. Seniors accept these as background fixtures rather than problems to solve.

Purchases are almost always triggered by a crisis — a fall, hospital discharge, or a major life transition like downsizing. These moments are the real buying windows. Reaching seniors **at the point when they are ready to reassess** — and reaching their adult children, who are often the actual decision-makers — is more effective than broad awareness campaigns.

“There is a knowledge gap challenge. You can set up all these collaborations with the physiotherapists, but until you tell me, I won’t know you have this. I don’t know what to look out for.”

- Male, 60s, Active retiree and GeronTech Ambassador

Single products difficult to prove value

The senior living environment is a system, from flooring, lighting to seating, bedding; each element alone does not make a home safer. This makes it harder for individual products to demonstrate value, command a premium, or generate the kind of outcome that drives word-of-mouth.

Presenting a suite of coordinated products, rather than a single item, is more persuasive when promoting a new vision of senior-friendly living.

“If you bring one thing in, nothing changes. You need to think of it as a whole. Each one alone doesn’t make the senior safer. Together they might”

- Sim Hao Jie, Social Innovation Designer

The China manufacturing baseline

Chinese factories offer massive scale, cost efficiency, and flexible OEM capabilities that allow customised furniture at prices smaller markets struggle to match. Globalisation and cross-border platforms like Taobao have made these products easily accessible across Asia. **Competing on price alone is not viable.** To stand out, brands must explore more ways of differentiation, including design quality, the ability to try products in showrooms, regulatory knowledge, or service capabilities like installation and after-sales support.

B2B buyers prioritise cost over vision

In institutional settings like hospitals, nursing homes and care facilities, furniture procurement is rarely driven by design intent. Architects and policymakers may propose patient-centred or hospitality-inspired environments, but **final purchasing decisions sit with operators who favour price, durability, and ease of replacement.** There is a persistent gap between design intent and purchased reality.

For businesses approaching institutional projects, the case must be built around total cost of ownership e.g. cleaning effort, staff handling, replacement cycles, not design vision alone.

6) Strengths to Build

Partner for credibility

In a market where consumers do not yet know what to look for, **credible proof matters more than product claims**. Co-developing products with physiotherapists or occupational therapists bridges the gap between what a company says and what a buyer believes. These practitioners work directly with patients in real-life settings and can validate that designs reflect the realities of ageing bodies and everyday use.

Healthcare partnerships also open doors to institutional buyers. An operator evaluating a new product will ask for evidence that it works for the person who actually uses it — clinical co-development provides that evidence.

“I trust the physiotherapist more than the doctor...in terms of the home settings, they show you pictures. They don’t sell you anything.”

- Male, 70s, recovering from a fall two years ago

Sell the benefits, not the age group

Products that are framed around ageing get rejected by the people they are designed for. Most seniors do not see themselves as ‘old’, and language like ‘senior’, ‘elderly’, or ‘assistive’ often triggers resistance. **Frame products around universal benefits**, e.g. comfort, health, independence, family, rather than age-specific labels. ‘Better for your back’ lands differently from ‘designed for seniors with mobility issues’, even when referring to the same chair.

Choice architecture reinforces this. When age-friendly furniture comes in only one or two configurations, typically beige and institutional, it signals an admission of decline. When the same functional features are offered across a range of aesthetics, materials, and styles, the product says something different: that it **belongs in a home, not a ward**. Offering real choices in colour, finish, and configuration treats the senior as a normal consumer, not a patient.

Leverage word-of-mouth & showrooms

Peer recommendation is the primary trust channel. Seniors rely on friends, community networks, and family chat groups for product discovery. Digital platforms like Xiaohongshu have become important among Chinese-speaking seniors and their adult children, where discovery happens through personal reviews rather than advertising.

Conventional advertising has limited effectiveness with senior audiences, who tend to be sceptical of promotional messaging. They are also wary of clicking through links from unfamiliar sources, e.g. flyers, posters.

Demonstration beats description. Physical showrooms remain essential, many seniors need to sit, stand, and move around a product before its value becomes clear.

Community settings like Active Ageing Centres in Singapore effectively serve as discovery channels where socially connected seniors encounter products and spread recommendations naturally, and as testing environments where members can gather real user feedback.

Simplify the buyer's journey

While meaningful choice matters, too many options without guidance overwhelms rather than empowers. Many seniors **don't know what they don't know**, particularly around home modifications and safety upgrades. Open-ended catalogue browsing feels daunting when you are unsure where to begin.

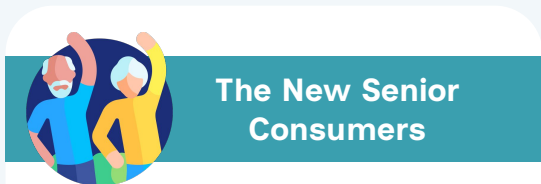
Market development will require bridging the knowledge gap through **education and awareness-building**. Walking the buyer from “I have a problem” to “I found a solution”, can be a competitive advantage in this market. Consider how you may offer a empowering buying experience, through touchpoints like well structured guides, knowledgeable staff, and curated selections/bundles.

“There’s so many anti-skid coatings out there. Which kind is the best? I can’t figure it out.”

- Female, 60s, on anti-slip flooring options

7) Executive Takeaways

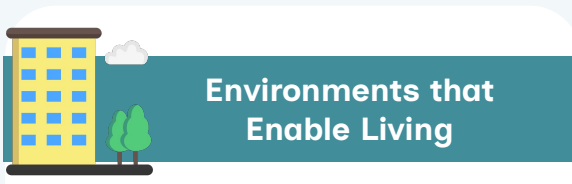
Capturing the Senior *Living* market, Not Ageing



The New Senior Consumers

Active, self-directed individuals redefining later life.

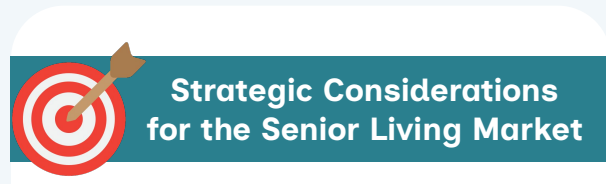
- **Active, independent lifestyles**
Many continue working, learning, and socialising, choosing not to slow down after retirement
- **Reject the “senior” label**
Products framed around ageing or decline are often resisted or avoided
- **Driven by identity and aspiration**
Purchases prioritise taste, lifestyle, and personal values.



Environments that Enable Living

Spaces must support health, independence, and dignity.

- **Support without signalling frailty**
Safety and assistance are expected, but must be seamlessly integrated
- **From passive spaces to active environments**
Homes shape daily health, while shared spaces sustain movement and engagement
- **Smaller spaces, fuller lives**
Spaces must support hosting, hobbies, and social life in compact settings
- **Wellbeing across touchpoints**
Lighting, materials, layout, and furniture must support movement, rest, and comfort



Strategic Considerations for the Senior Living Market

Adoption is shaped by behaviour, timing, and trust.

- **Build through partnerships**
Collaborate with trusted healthcare and community partners to bridge knowledge gap and gain consumer trust.
- **Sell the benefits, not the age group**
Co-develop products with trusted healthcare professionals to bridge knowledge gap and gain consumer
- **Trust over advertising**
Decisions rely on recommendations from family, peers, and professionals
- **Compete beyond price**
Differentiation comes from design quality, integration, and service — not cost alone

Appendix

Research Participants: Subject Matter Experts

DESIGNERS, ARCHITECTS

Rita Soh	Managing Director, RDC Architects
Sim Hao Jie	Social Innovation Designer (Singapore, New York)

GERONTOLOGISTS, AGEING EXPERTS

Carol Ma	Gerontology Programme Head, SUSS
Jerome Yuen	Seniors champion and social entrepreneur

PUBLIC SERVICE - MOH HOLDINGS

Loh Mun Ping, Brian Lim, Foo Jia	MOH Holdings (MOHH) Healthcare Infrastructure Projects Division
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OPERATORS & CARE PROVIDERS

Belinda Wee	Co-founder, Good Shepherd Loft, St Bernadette's Lifestyle Village and Assisted Living Facilities Association (ALFA)
Queenie Man	Founder & CEO, Project Futurus Managing Director, Forward Living (Hong Kong)
Satoko Fujioka	Co-founder, Hotch no Lodge (Japan)

Research Participants: Older Adult Consumers

CONSUMERS

20 seniors

- 3 seniors < 60s
- 8 seniors in their 60s
- 5 seniors in their 70s
- 4 seniors > 80s

Ensuring a good mix of:

Housing types: HDB, private, assisted living

Household types: solo, couple, multi-gen, with tenant

Gender & ethnicities

Participants' backgrounds:

- **Gerontech Ambassadors**
Volunteer community group
- **Active Seniors Community Group**
Social community group
- **Assisted Living Residents**
Seniors exploring new living arrangements

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