

Active “Senior” is increasing year by year!

Third Monday in September is called Respect-for-the-Aged Day Holiday in Japan. Population of elderly of 65 years old and over was 34.61 million as of 15th September (fixed date for Respect-for-the-Aged Day Holiday in Japan until 2002) this year, comprises 27.3% of the total Japanese population renewing record high. Meanwhile, population of 100 years old and over increased by 4,124 to 65,692. Activities of vigorous elderly or “Senior” will increasingly draw attention as ratio of elderly in Japan is the highest among major countries.

Point 1

Labor force of “Senior” is increasing!

Employment rate of elderly in Japan is the highest among major countries

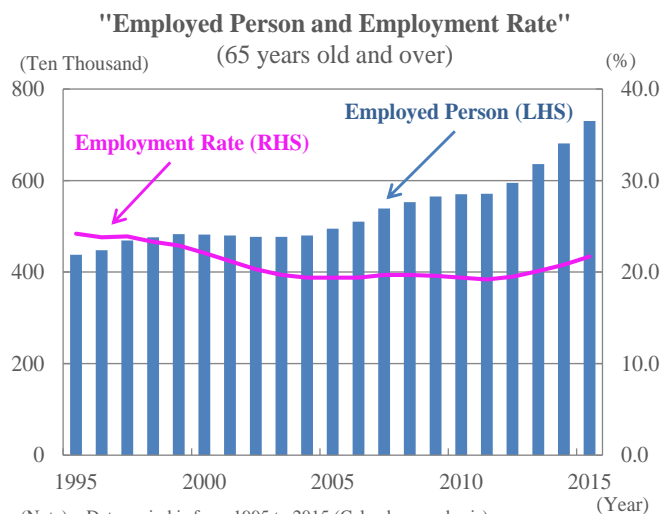
- According to “Labor Force Survey” released by Statistics Bureau of the Ministry of Internal Affairs and Communications, number of elderly employment revised its record high to 7.3 million in year 2015. It is an increase for twelve consecutive years. Meanwhile, employment rate of elderly of the said year was 21.7% (Men 30.3%, Women 15.0%). Ratio of elderly comprising total number of employed person (15 years and over) also renewed its record high to 11.4%.
- We can observe “Senior” enjoying activities in various fields reflected in questionnaire survey by Nikkei newspaper as more than half of “Senior” responded “I am more than ten years younger than my actual age”.

Point 2

Spending power of “Senior” is also active!

Enjoying leisure time by spending a lot on travel and hobby

- We need to pay attention to spending power of elderly as percentage of elderly who has a job is increasing. For instance, if we take a look at consumption expenditure per household by items (“Survey of Household Economy”, Statistics Bureau of the Ministry of Internal Affairs and Communications, 2015), expenditure in tour packages (both domestic and overseas) per household of 65 years old and over was around JPY 60 thousand which was almost double of JPY 29.8 thousand expenditure per household of age from 25 years to 34 years old. Also, difference of spending in cultural lesson fees per month, between referred age groups widens to more than three times.



“Senior” is expected to be healthy and more active going forward!

- If you take a look at items of expenditure, household of 65 years old and over is spending heavily on “Healthcare” for both health maintenance and enhancement, as expenditure on “Healthcare” is 1.34 times of total households’ average. Also, expenditure on “Entertainment expenses” is 1.42 times of total households’ average due to increase in elderly giving goods and money to child and grandchild generations. Such expenditure seems to positively have an affect on spending of other generations, not only for elderly itself . While Japan is the fastest aging country among major countries, we expect elderly generation will become more active as both working force and consumer, and will be much healthier and active going forward.

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