

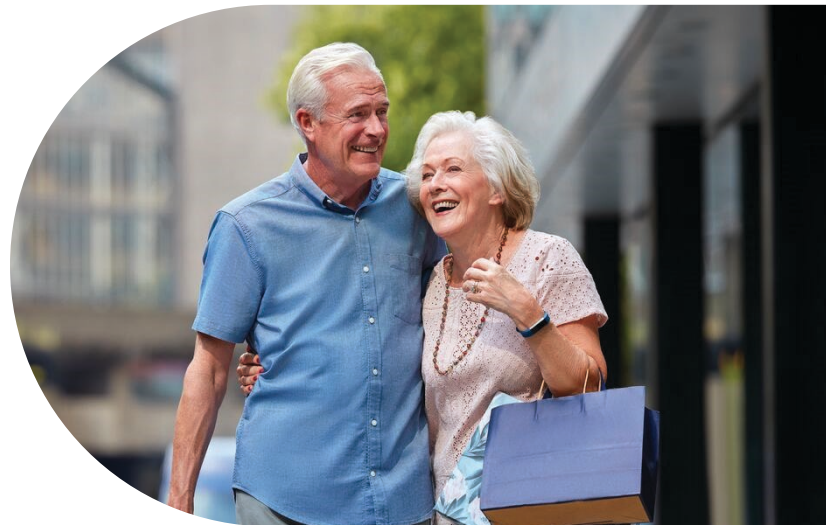
IQVIA GoldenTrack

Identifying evidence-based, wellness-centric needs of senior consumers

Keeping pace with evolving demographic profiles

We are living in an ageing world, an irreversible demographic transition that results from falling fertility rates, smaller families, and longer lives. The geography of the world's oldest regions is shifting from the West to Asia Pacific, with 1 in 4 people reaching 60 years of age by mid-century. The elderly – growing faster than any other age group – is set to be the most important consumer growth segment in the foreseeable future.

IQVIA GoldenTrack, a syndicated market research study, helps organizations stay relevant by identifying evidence-based, wellness-centric needs of senior consumers, using an online survey methodology.



Establishing a comprehensive understanding on senior population

A holistic understanding of the ageing demographic requires investigation of key dimensions of daily living, healthcare needs, and challenges associated with ageing.

Demographics and personal attributes

Education attainment, employment status, financial circumstances, intergenerational co-residence, health benefits (insurance, access to healthcare)

Healthcare attitudes and behaviors

Day-to-day activities, diet and lifestyle habits, sleep, category purchase channels and behaviors, healthcare behaviors

Mental and social well-being

Individual's perception of cognitive and emotional state of being, as well as their ability to build meaningful relationships

Health/disease profiling

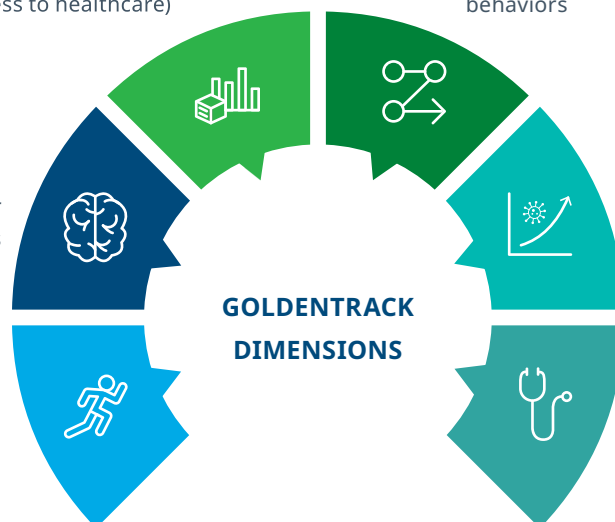
Existing chronic conditions, recent common ailments, treatment strategy and barriers

Physical and functional well-being

Individual's ability in performing various aspects of daily activities

Interventions and support

Assessment tools, clinical interventions, resources for health management



Capture insights of the ageing demographics from multiple perspectives

GoldenTrack is designed as an online self-completion survey. IQVIA partners with top online panel providers for clean and verified data.

Sample size: 8800 consumers

Active ageing



60 years old and above

Uncover unique behaviours, nuances and motivators across different stages of ageing for better segmentation and targeting

Pre-ageing



45 - 59 years old

Explore demographic group transitioning into their senior years to reveal upcoming trends and changing needs of the future senior population

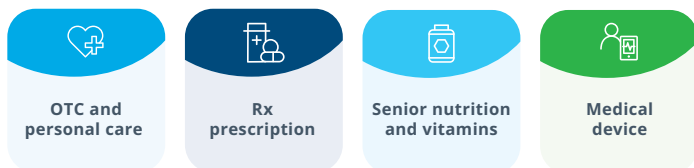
Caregivers



Care for senior family members

Identify caregiver's consumption habits, behaviours and drivers in choosing healthcare products and services for elderly in care

...Across different categories



Timeline

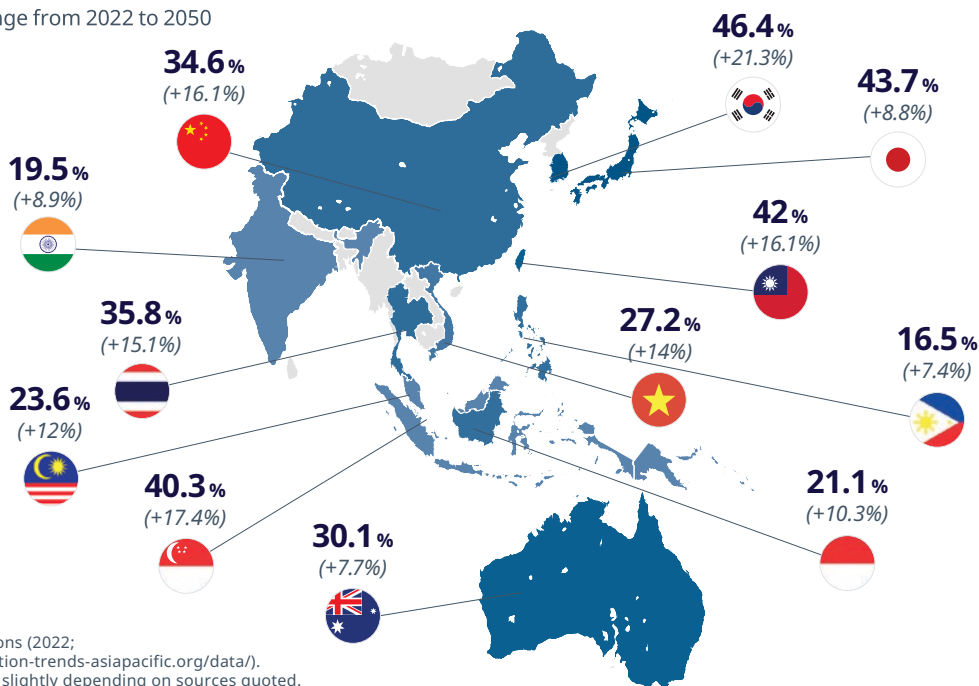


Deliver latest findings across Asia Pacific

Consumer module for Southeast Asia to be rolled out in Phase I with results ready from Oct 2023.

2050 Projection of Aged 60+ (% of total population) 10 50

Absolute % change from 2022 to 2050



Source: United Nations (2022; <https://www.population-trends-asiapacific.org/data/>). Projection may vary slightly depending on sources quoted.

Drive consumer-centric care in an evolving world. Contact your IQVIA representative today to learn more about **IQVIA GoldenTrack**.



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