# Reinventing senior living in China:

Insights for international practice

MS JANICE CHIA, FOUNDER AND MANAGING DIRECTOR, AGEING ASIA, SINGAPORE





"Ageing requires a mindset shift, enablement is the new black in the business of ageing. The traditional notions of filial piety to "look after and do things for seniors" is changing in Asia. The new philosophy of filial piety is about enabling older people to age as independently as possible, supporting them with the right products and services for ageing-in-place and creating opportunities to age with purpose."



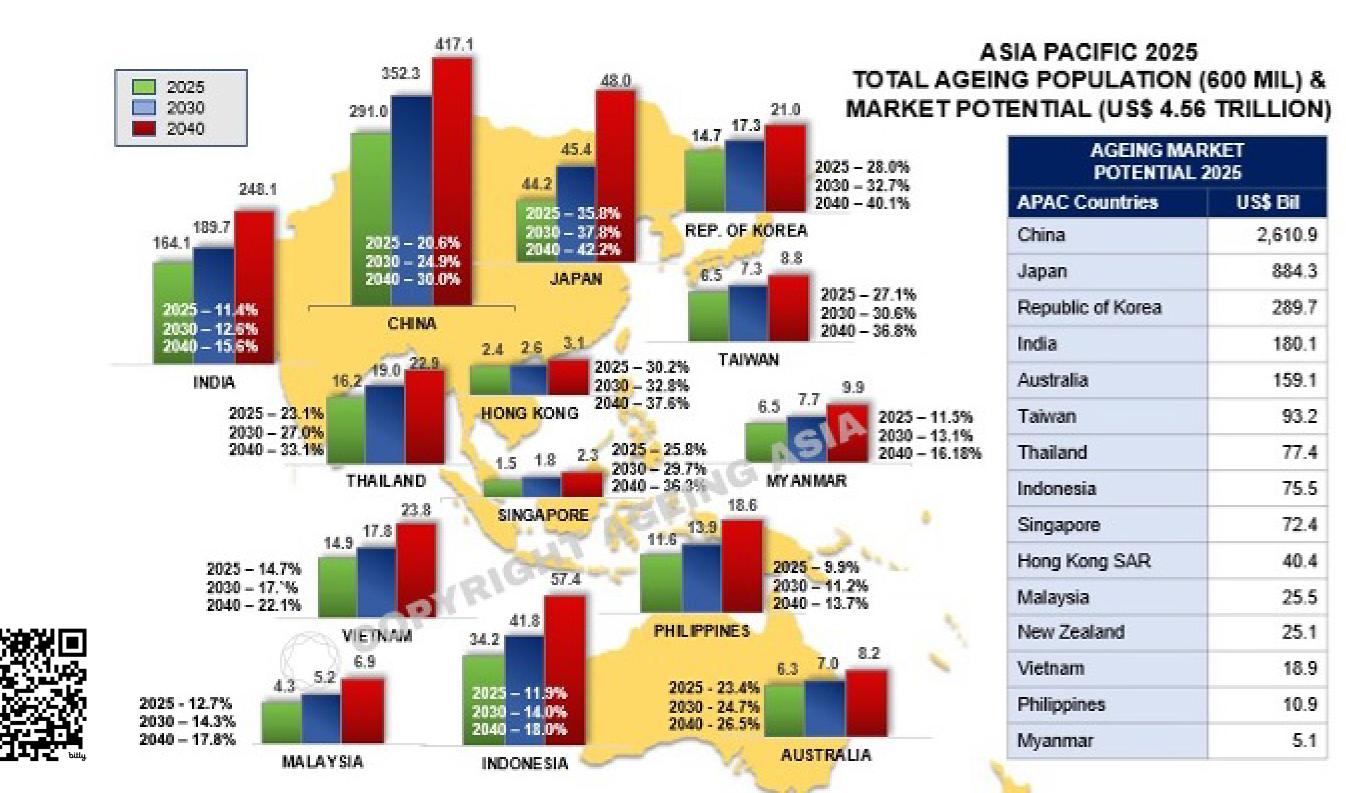






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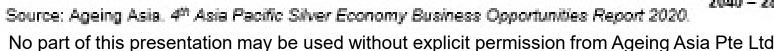
#### Ageing is a US\$4.56 Trillion Market Opportunity by 2025



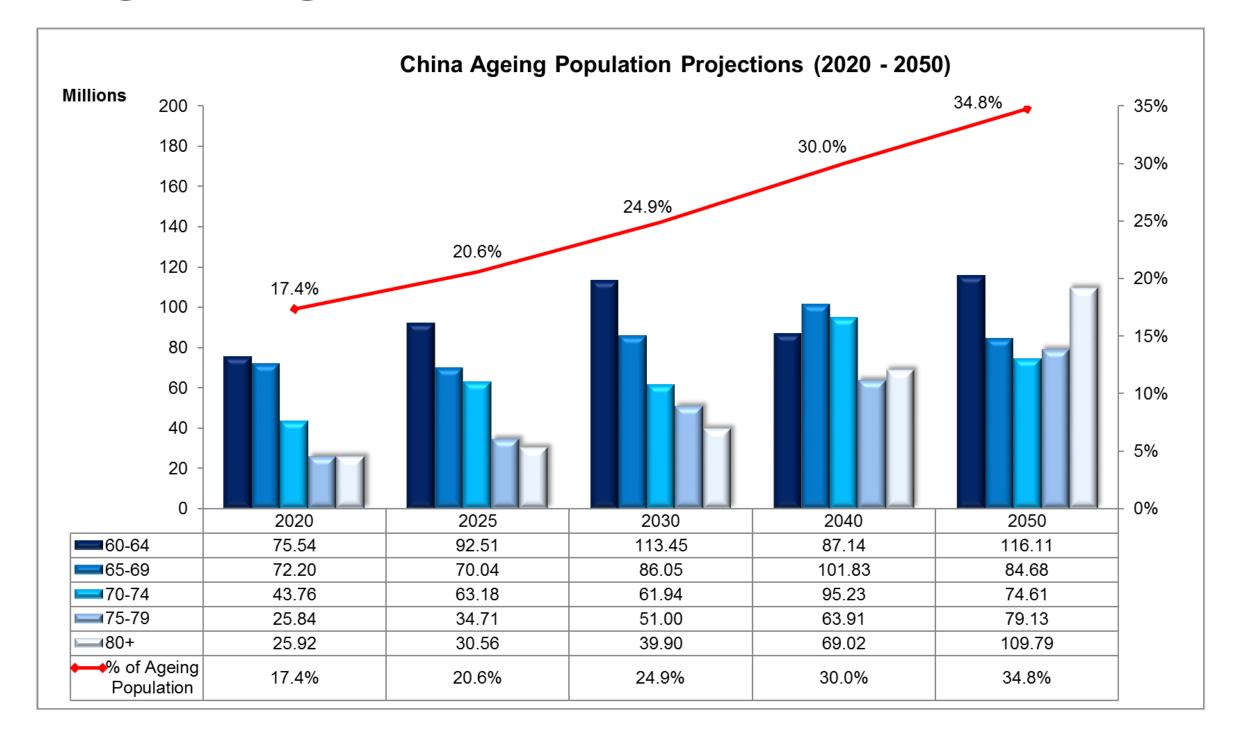














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### Challenges in China's Ageing Care Sector Insufficient Coverage & Affordability

China's pension system relies heavily on the 1st pillar (public pension). The 3rd pillar (private/insurance) accounts for only 1.1%, compared with 16.8% in Japan.

- Severe Shortage of Supply
- Care beds: China has only 23 beds per 1,000 seniors, far behind Germany (54) and Japan (70).
- Caregivers: Only 18 caregivers per 1,000 seniors, compared with 41 in the US and 70 in Japan.
- Healthcare gaps: Uneven distribution of hospital and nursing resources, especially between urban and rural areas.





The "971 model" for ageing in China is the national framework for eldercare service provision, reflecting how older persons are supported across different settings.

- 90% of older persons are expected to age at home, supported by family and community-based services.
- 7% will access community-based care services such as day-care centres, meal services, rehabilitation, and home help to support independent living.
- 1% will live in institutional care facilities such as nursing homes, rehabilitation hospitals, or long-term care institutions.





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### Implications for Global Eldercare Leaders

Business opportunities lie in:

- Home health tech and telemedicine.
- Community eldercare services (rehab, dementia day-care, meals-on-wheels).
- Insurance-linked long-term care models.
- Workforce training in gerontology and caregiving

### First Impressions

### Macro Outlook: Why China Matters

- World's Largest Senior Population
- Super-Ageing Transition China will soon join Japan, Singapore, and South Korea as a super-aged country (20%+ of population aged 65+).

China's silver economy is one of the largest global consumer markets, with spending driven by health, lifestyle, and long-term care.







### First Impressions





#### **Growth Drivers 2025–2030**

#### **Urban Renewal & Real Estate Repurposing**

 China faces 20–35% vacancy rates in commercial properties; distressed assets create opportunities to convert into aged care

#### **Pension Finance Reform**

• Pension finance has become a national priority — with **REITs and special bonds** now funding elderly care projects

#### **Falling Interest Rates**

Cheaper financing (loan rates around 3.2% in 2025) will support expansion of care infrastructure.



### Leading Models of Care





#### **Example 1: State Own Platforms**

Positioning: Middle-class and above families, "Urban · One-Stop · Healthcare"

#### Three product lines:

- Suburban CCRC (wellness, cultural tourism, resort)
- Urban CCRC with independent living, assisted living, and skilled nursing
- Urban assisted living & memory care

#### **Example 2: Insurance Driven Platforms**

Synergy between insurance & care: Insurance premiums fund senior living investments, creating stable long-term capital

#### **Integrated Ecosystem:**

Insurance + Telemedicine: 24/7 family doctor and wellness management.

Insurance + Home Health: Concierge service covering 10 scenarios (rehab, nursing, housing, hospice, etc.).

Insurance + High-End CCRC: Lifelong private butler, 7 domains of wellness, smart IoT-enabled communities

### Integrated Care Eco -System

Ageing Asia

Not just aged care, it integrates across the life cycle:

#### Young & Middle-aged (22–55 years):

• *Insurance* + *Telemedicine* → Dedicated family doctor, preventive health programs, wellness tracking.

#### **Pre-retirement & Active Elderly (55–65 years):**

- Insurance + Home Health → Concierge service covering 10 major scenarios (rehabilitation, nursing, home renovation, hospice, etc.).
- 24/7 telemedicine, emergency response, home modification for ageing-friendly living.

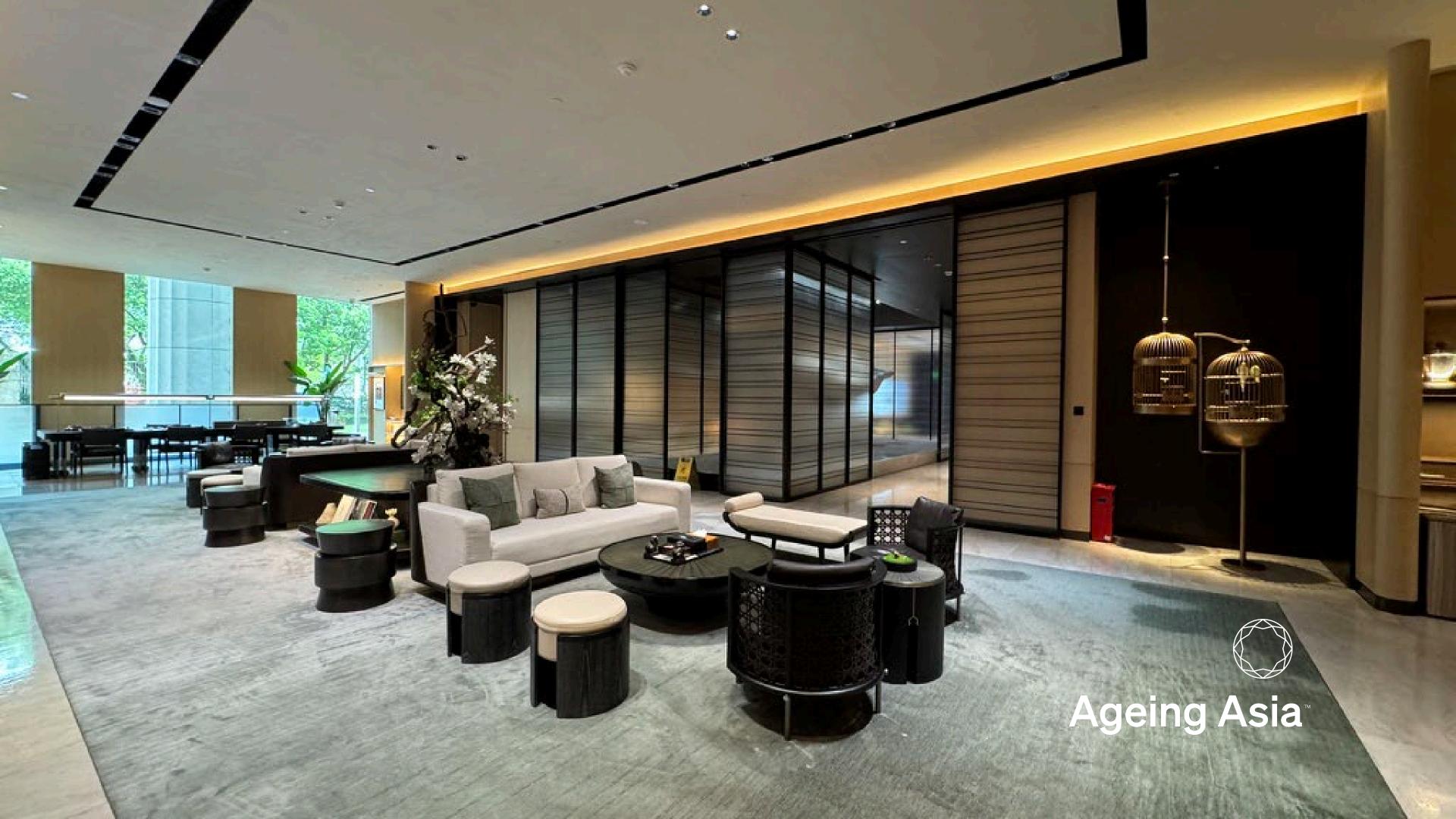
#### Older & Frailer Seniors (65+ years):

- *Insurance* + *High-end CCRC* → Full-service retirement communities in Tier 1 cities, offering:
- Lifelong private butler service.
- 7 domains of wellness
- Smart IoT-enabled safety, AI monitoring, intelligent renovation.



















### Ageing Asia Shanghai 2025











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David Coch

哈比森照护首席执行 **CEO** of Harbison Care

The Future antiques Integrated Dementia nd Global Case Study

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亚洲老龄化协会中国区专家论坛







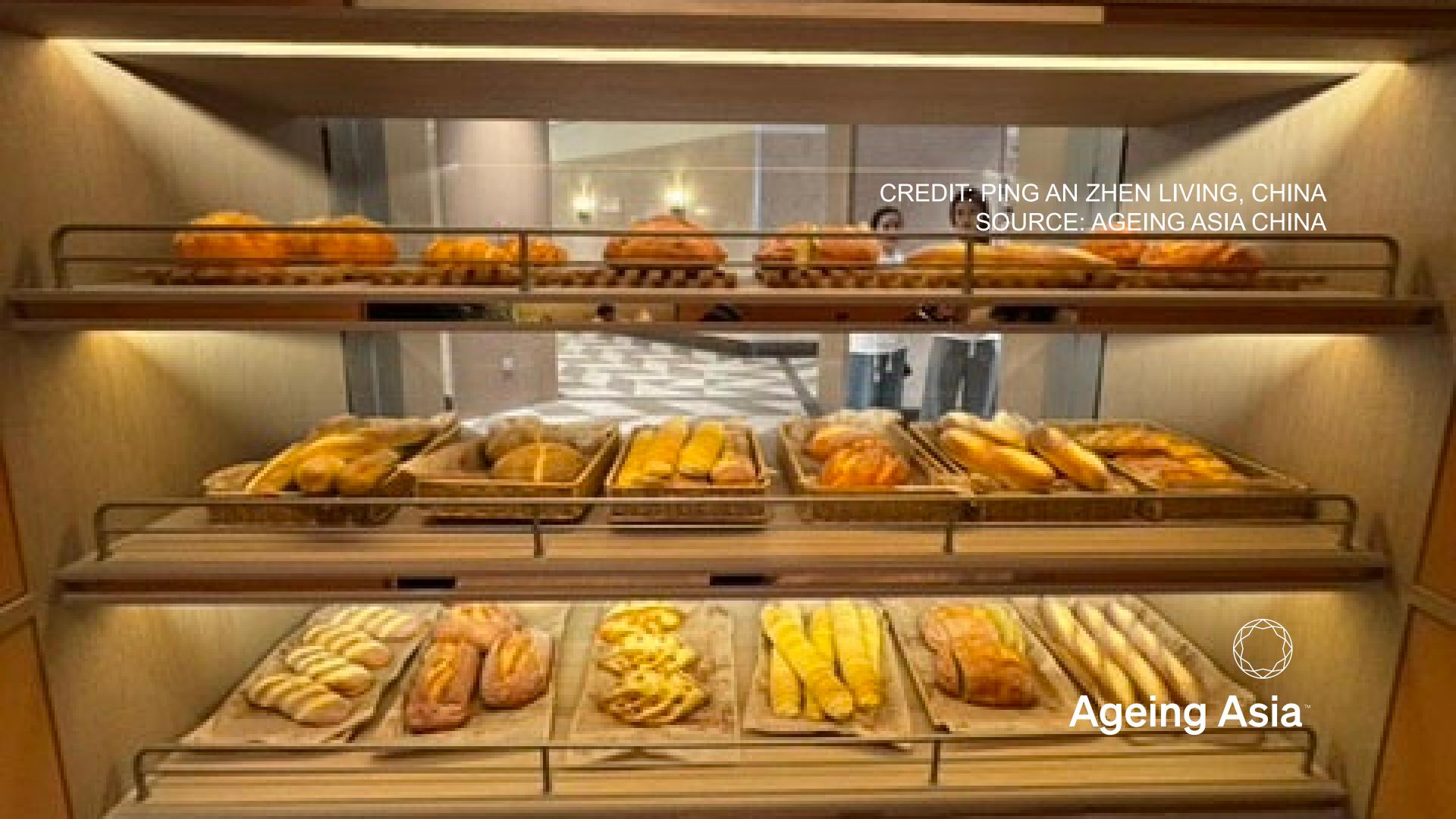


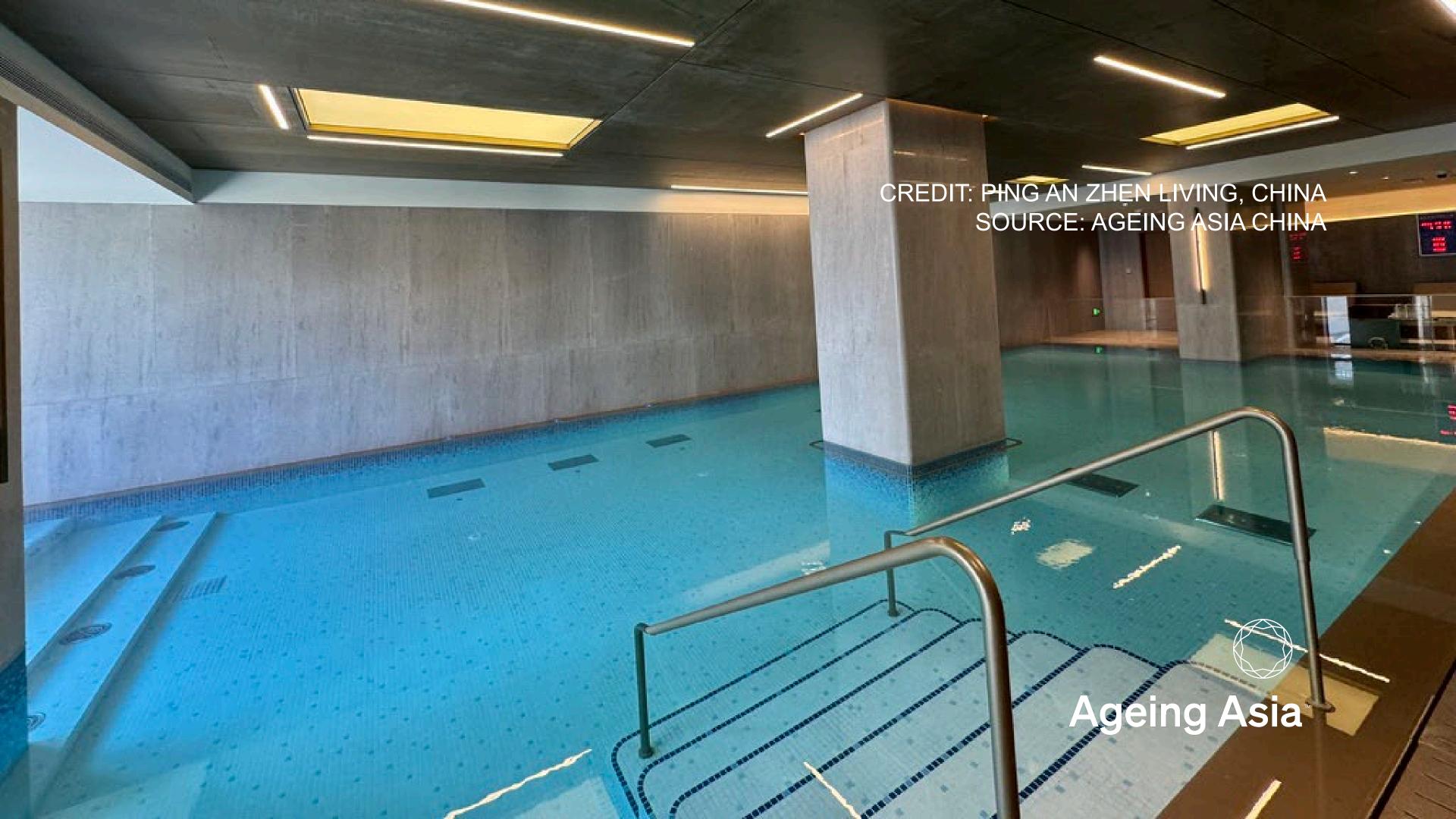








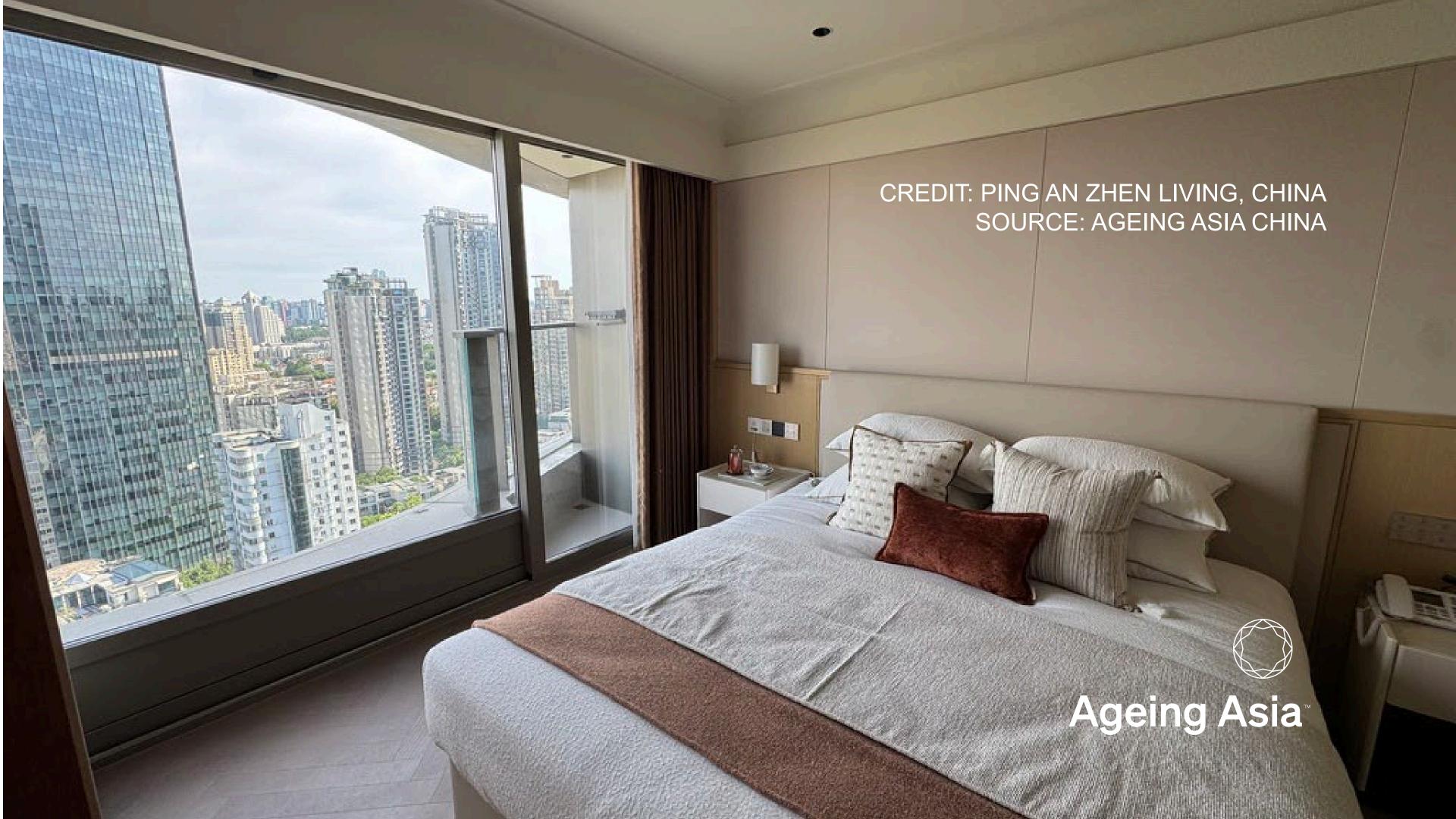














## Ageing Asia China Insights: Key Takeaway



How insurers can drive the ageing industry by linking financial products, health care, and lifestyle services. This is a unique "China model" that could influence ageing strategies worldwide.

**Financial + Service Synergy:** Insurance funds give capital depth and customer loyalty; senior living gives Ping An differentiation and new revenue.

**Closed Customer Loop:** Insurance buyers become senior living residents; residents rely on Ping An's health care, creating lifetime engagement.

**Scalable:** Model works in Tier 1 cities with luxury CCRCs, and in Tier 2/3 cities through landlord-operator partnerships.

Ageing Asia 2026 WORLDAGEINGFESTIVAL



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