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The business of population ageing

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Abstract

The social and economic implications of population ageing are slowly being identified and acknowledged. However, there remains as yet only minimal engagement with the phenomenon's diverse business implications—a situation argued to reflect at least in part a lack of relevant age and sex specific 'consumer usage' data. This paper considers just three—highly disparate—business implications: peak hour transport systems; demand for air conditioning; and the goods and services of undertakers. It will be argued that businesses and organisations of all types should urgently turn their attention to the related arguments, and begin collecting and projecting relevant data.

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