

# Capitalizing on Demographic Shifts: Business Opportunities in an Aging Society

 **Mitsubishi Research Institute**

**Global Strategy Division**

Mitsuhiro Ito

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# Introduction



## Mitsuhiro Ito

Senior Consultant, Asia Business Group, Global Business Division, Mitsubishi Research Institute, Inc.

Mobile: +81-(0)70-1544-1065

Email: mitsuhiro\_ito@mri.co.jp

[Projects related to healthcare]

- Research project on health issues in Vietnam and Indonesia for the Asia Health Initiative (Cabinet Secretariat, 2024)
- Policy recommendations and workshops on aging policies in Vietnam (2022)
- Consulting projects for private caregiving companies entering Vietnam (Private companies, 2022, 2024)
- Consulting project for Vietnamese government officials visiting Japan (International Organization, 2022)
- Consulting project for Japanese companies expanding into ASEAN in healthcare and DX (Private companies, 2022)

# Introduction of MRI

## Three Pillars

1970 as a commemorative project for the 100th anniversary of Mitsubishi's founding. With **think tank, consulting and IT solution functions**, it was listed on the Tokyo Stock Exchange in 2009.

## 100th Anniversary Project

### Think tank function

Research, analysis and forecasting, and system design

### Consulting Function

Business strategy and IT utilization strategy planning

### IT solution capabilities

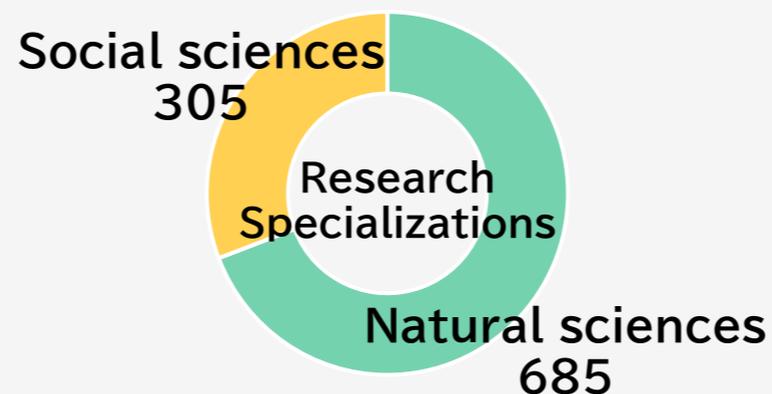
System development, operation and outsourcing

## 1000 experts

The greatest asset is the abundant human resources with a **wide range of expertise** with natural sciences : 70% and social sciences : 30 %.

Most of the researchers have master degrees or phd.

Total **1,000** professionals

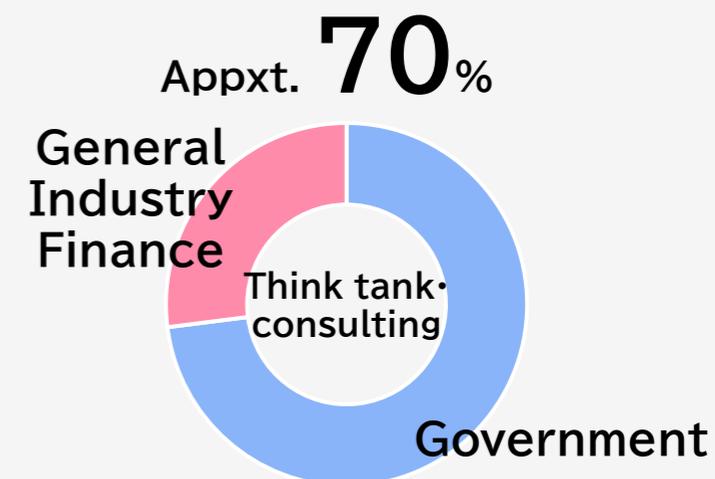


3 (As of September 30, 2023)

## Policy recommendations

In think tank consulting, **70% are government-affiliated**.

MRI has the **No. 1 market share in the Japanese government research and consulting market** and continuously supporting public sectors. Many policy proposals are made to solve social issues and create the future together.



(As of September 30, 2023)

# MRI's aging-related activities in Asia

## 1 Co-organized aging seminar with health ministries in ASEAN

- Co-organized a joint aging seminar with health ministries in ASEAN and UNFPA.
- MRI presented and introduced the Japanese version of the Integrated Community-based Elderly Care System.



## 2 Signed a Memorandum of Cooperation with the UNFPA Office in Vietnam.

- This Memorandum of Cooperation focuses on population issues such as aging and youth healthcare, and strengthen cooperation.



## 3 Promoting for private and public partnerships

- The Cabinet Secretariat commissioned MRI to conduct a research project under the “Asia Health and Wellbeing Initiative“, with intent of leveraging Japan’s experience and solutions.



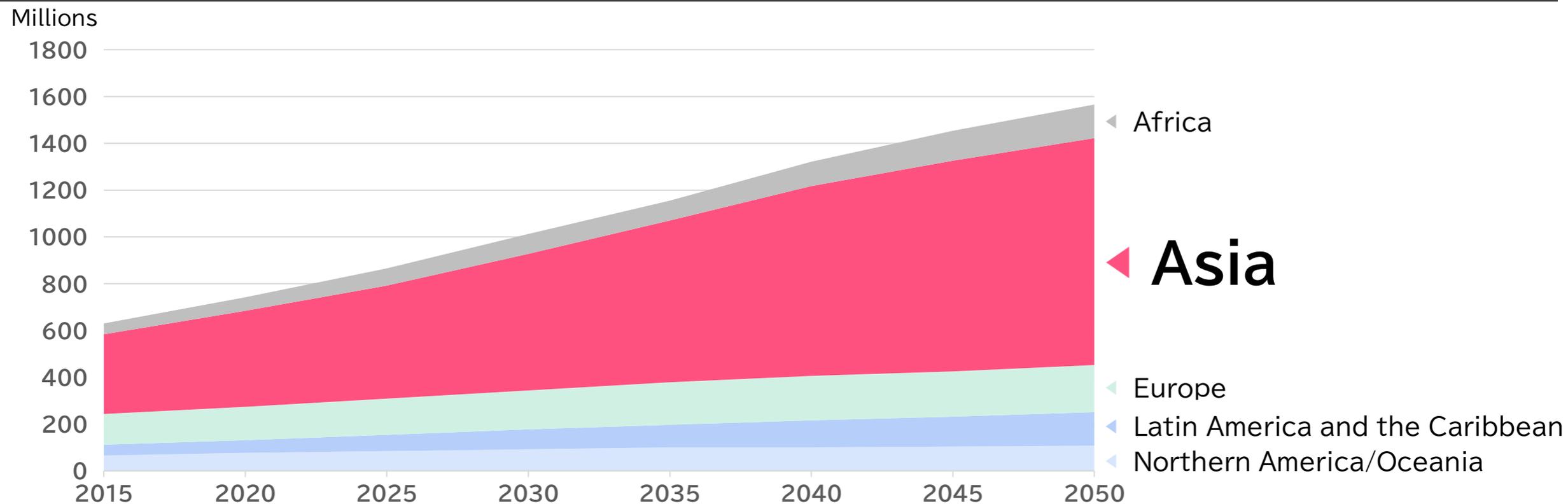
# Aging Situation and Related Policies in Japan

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# Asia is aging rapidly

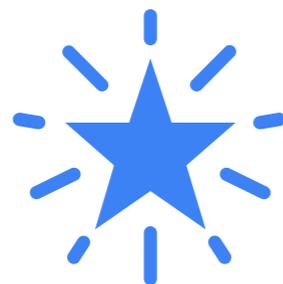
- Asia is the region with the largest and fastest-growing elderly population in the world.

Population Aged 65 and over by region



Source) Prepared by MRI based on U.S. Census Bureau, "An Aging World", <https://www.census.gov/content/dam/Census/library/publications/2016/demo/p95-16-1.pdf>, (viewed 25 Sep. 2024)

# Japan's experience with aging



## Success

Public financial preparation to support elderly care.

Building Nursing Home Facilities

Develop Nursing care business



## Challenge

Fiscal Burden of Social Welfare

Shortage of Elderly Care Workers

Weakened Sense of Community

# Current Policy Agenda of Japan

- Promote community-based integrated care system



## (ref.) Blue Zones

- Five regions in the world known for longevity. Okinawa is one of the five Blue Zones.



### Examples of factors of longevity

Be positive and find your 'ikigai', sense of purpose

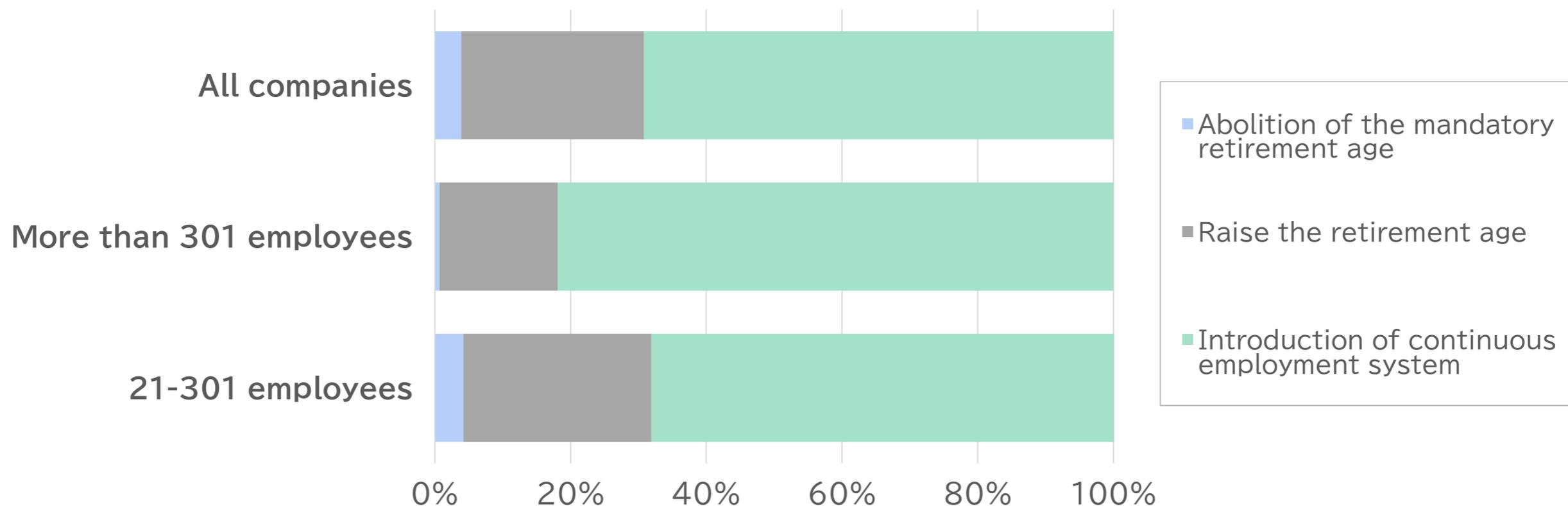
Join a 'moai/moyai(模合)', social group

Stress less and rethink your relationship with time

# (ref.) Employment of the Elderly

- Employment opportunities are ensured by law.

Breakdown of employment security measures



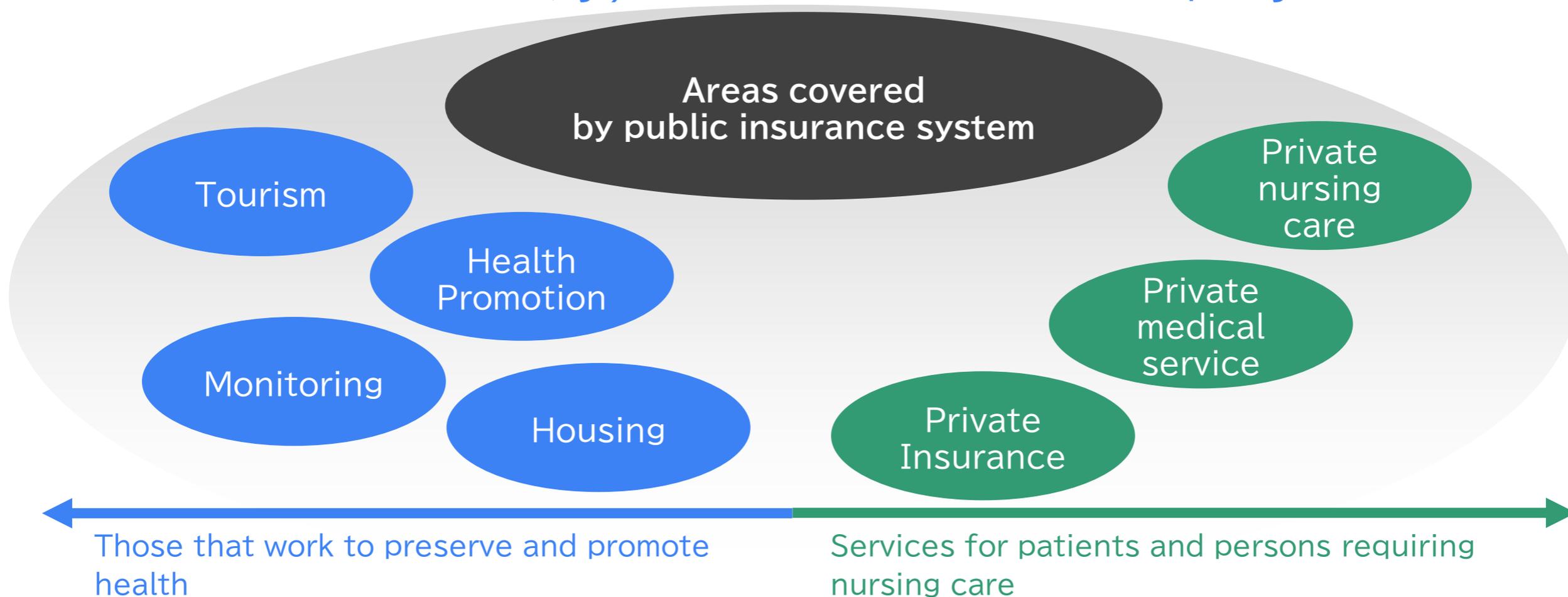
Source)MHLW, "Report on the Employment Status of the Elderly", <https://www.mhlw.go.jp/content/11703000/001191169.pdf>, (viewed 25 Sep. 2024)

# Case Study of Japanese Companies' Aging Solutions

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# Overview of Healthcare market in Japan

- Growth rate: 3%/y, will reach 231 bill\$ by 2025.



Source) Prepared by MRI based on METI, "3rd New Business Creation WG", [https://www.meti.go.jp/shingikai/mono\\_info\\_service/kenko\\_iryu/shin\\_jigyo/pdf/003\\_02.00.pdf](https://www.meti.go.jp/shingikai/mono_info_service/kenko_iryu/shin_jigyo/pdf/003_02.00.pdf), (viewed 25 Sep. 2024)

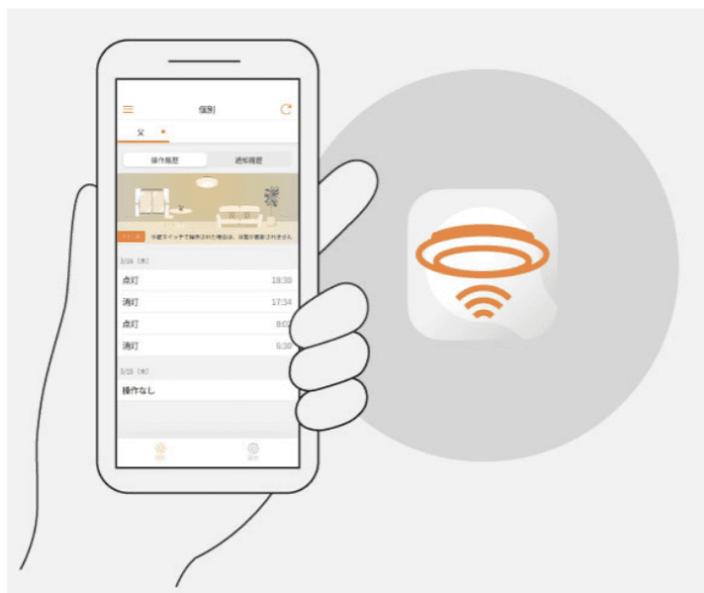


## Case Study of Japanese Companies' Aging Solutions

# Living with ease

- Reduce stress on daily lives of the elderly

### Panasonic: Akari de Mimanori



- Stress-free, casual monitoring of lighting fixture usage via app

### Toyota: C+walkS



- Enables comfortable movement in daily life at about the same speed as walking with obstacle detection function.

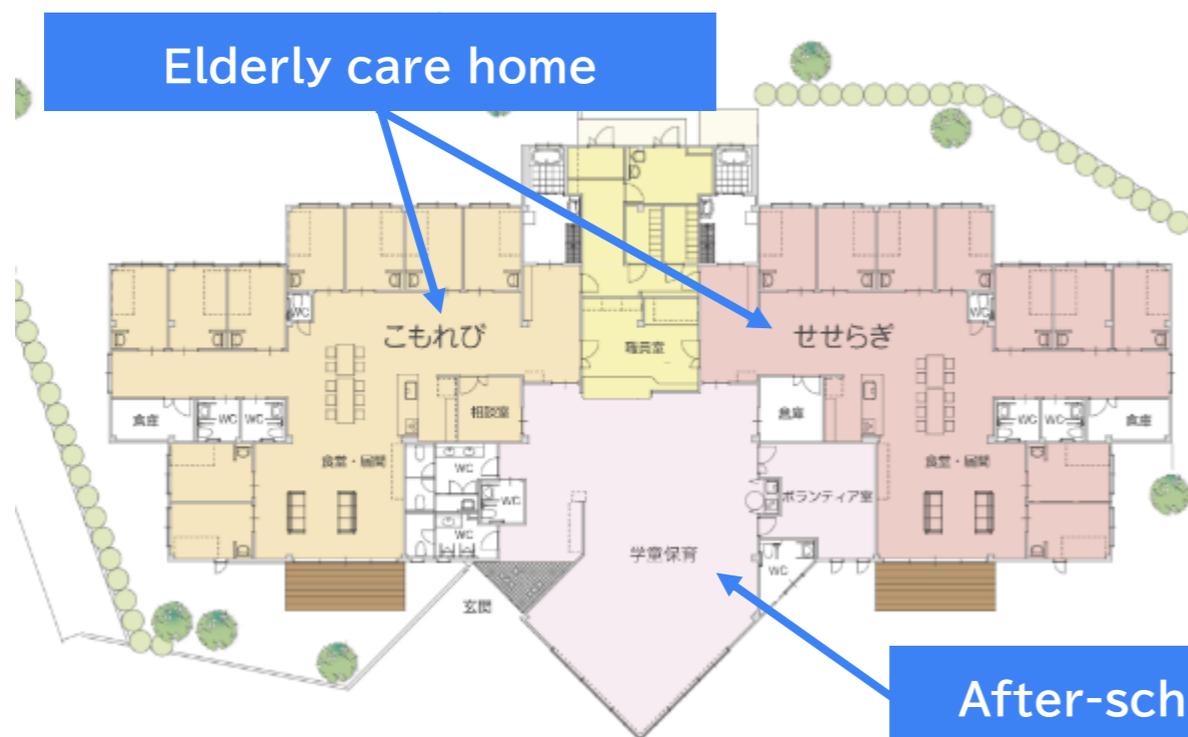
Source) Panasonic, "Akari de Mimanori", <https://ec-plus.panasonic.jp/store/page/product/light/mimamori/>, (viewed 25 Sep. 2024),  
 Toyota, "C+walkS", <https://toyota.jp/cwalks/>, (viewed 25 Sep. 2024),

## Case Study of Japanese Companies' Aging Solutions

# Living with community

- Design facilities to blend into the community

### Yamaman:Yukari Yutopia



- Create Synergies by building a facility for the elderly and school children together

# Challenges and Opportunities in Thailand

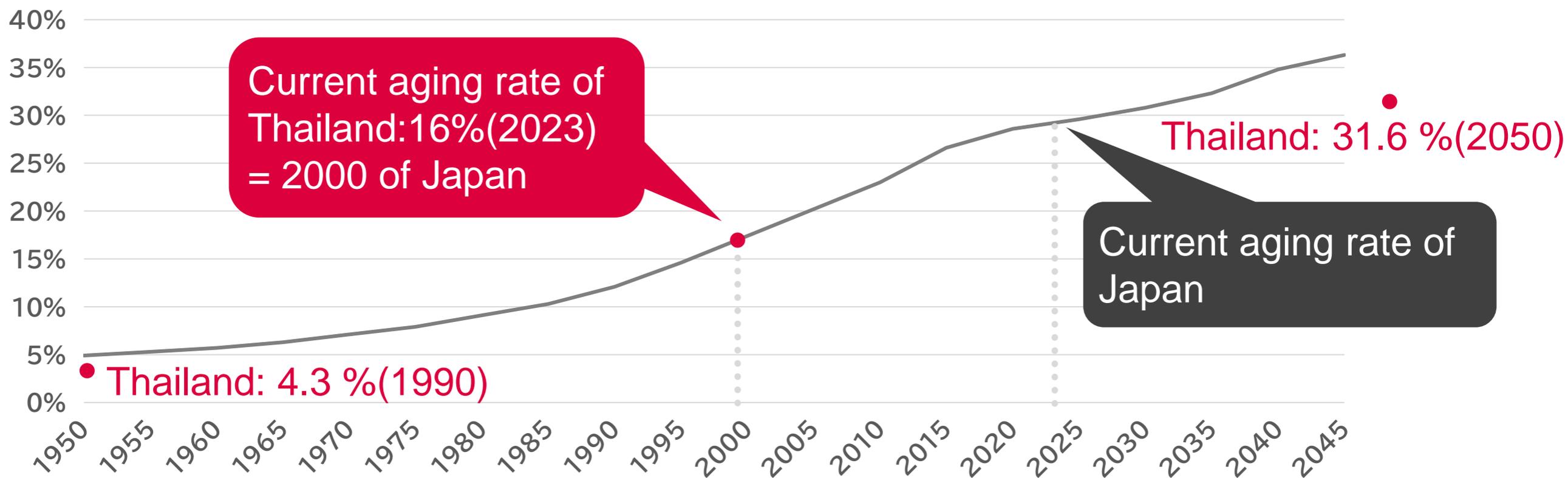
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Challenges and Opportunities in Thailand

# Aging in Thailand

- 16% of Thailand's population is elderly.

Japan's aging rate ( proportion of the population aged 65 and over)

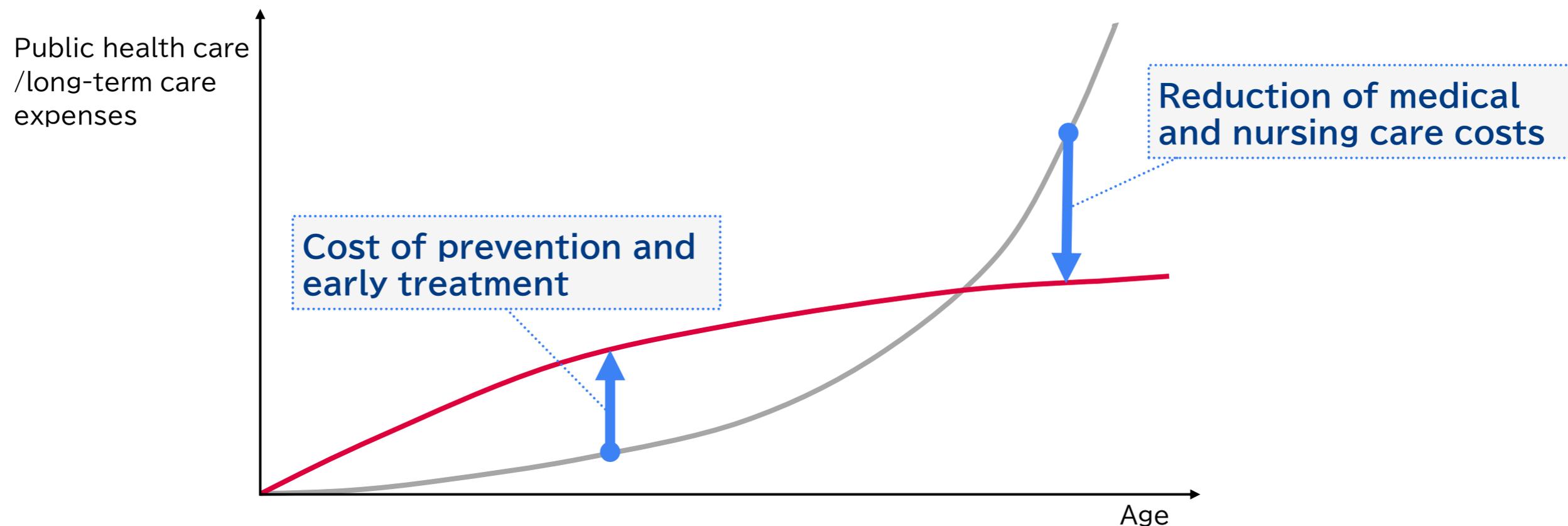


Source) Prepared by MRI based on World Bank, "Data Bank", <https://databank.worldbank.org/source/population-estimates-and-projections>, (viewed 25 Sep. 2024),

Challenges and Opportunities in Thailand

# Health promotion

- Health promotion is the key to reduce future fiscal burden.

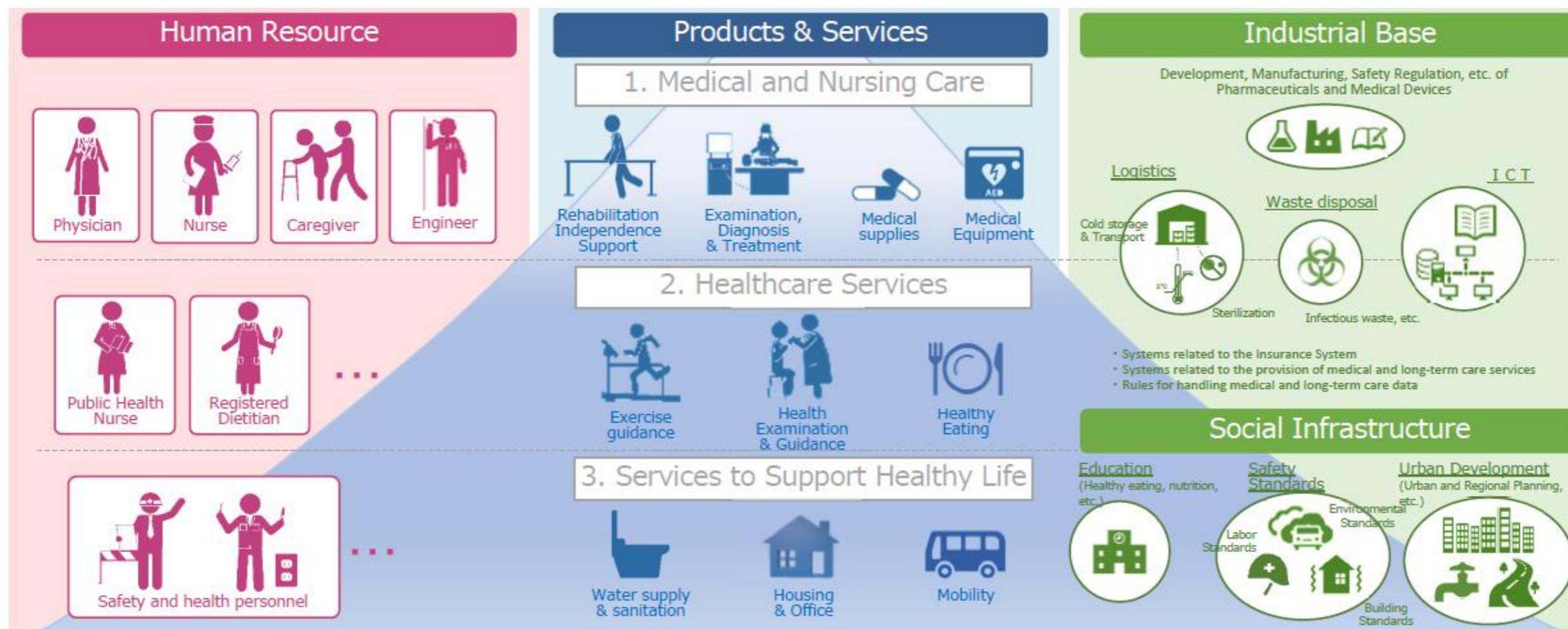


Source) Prepared by MRI based on METI, "Healthcare Policy", [https://www.meti.go.jp/policy/mono\\_info\\_service/healthcare/01metihealthcarepolicy.pdf](https://www.meti.go.jp/policy/mono_info_service/healthcare/01metihealthcarepolicy.pdf), (viewed 25 Sep. 2024)

## Challenges and Opportunities in Thailand

# (ref.) Asia Health and Wellbeing initiative

※Japanese Government’s Efforts to Expand Health Care Services in Asia in a “Fuji-Style” Wider Area



Source) Prime Minister of Japan and his Cabinet, “Headquarters for Healthcare Policy”, <https://www.kantei.go.jp/jp/singi/kenkouiryuu/en/torikumi/index.html>, (viewed 25 Sep. 2024)

Challenges and Opportunities in Thailand

# Towards Well-being Nation Thailand

- Holistic approach to the aging society

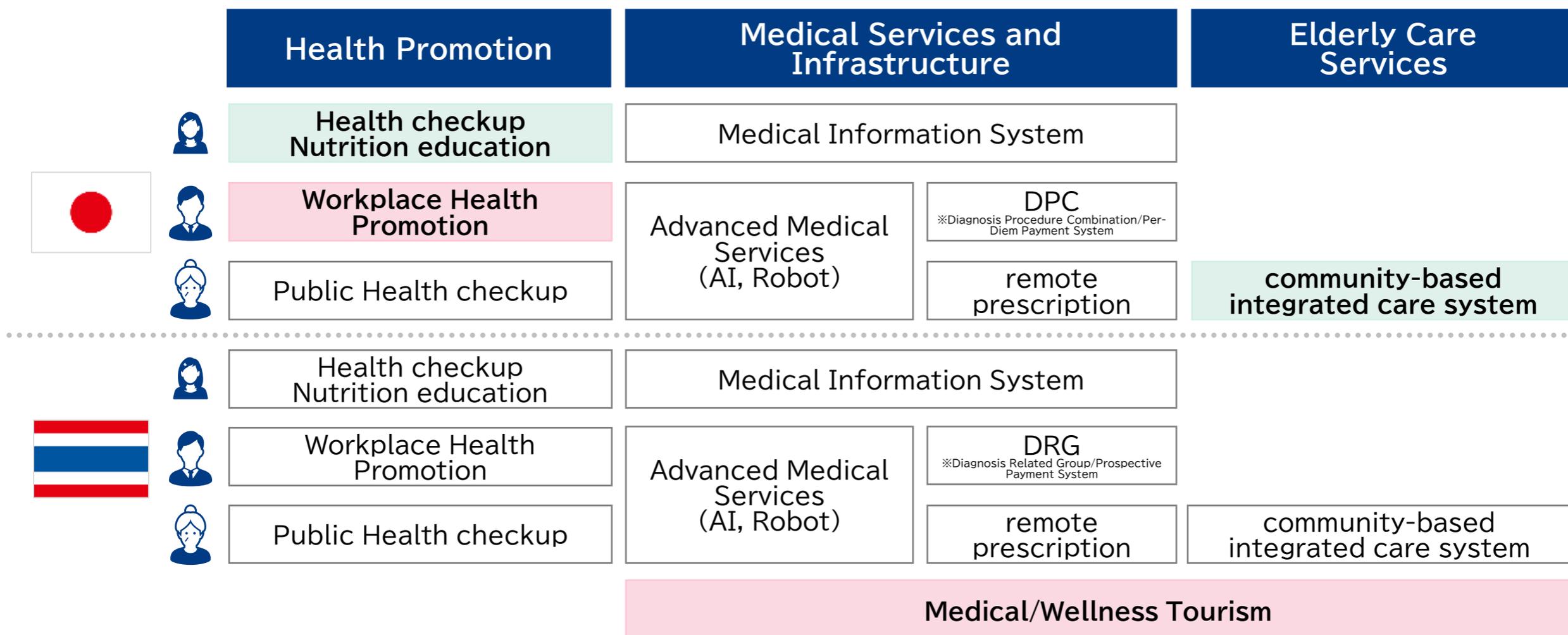
Segment	Children 	Workers 	Elderly 	General 
Issues	Obesity and malnutrition	lifestyle-related diseases	NCDs/ QOL	Healthcare disparities
Mesures	Health education, nutrition	Health prevention, promotion	Extending healthy lifespan	Fair and equitable medical services
Expected effects	Healthy population growth	Productivity improvement	Reduce fiscal burden	Achieve UHC

**Lead Thailand as a well-being nation, strengthen Economic Competitiveness**

## Challenges and Opportunities in Thailand

# Ideas of Thailand-Japan Collaboration

### ● Complement each country's strengths



## Conclusion

**Aging is an inevitable challenge in Asia, but it can also be an opportunity for new business.**

Aging is a tough challenge for every nation, especially in Asia.

However, there are huge opportunities in the senior and healthy-lifestyle markets.

Thailand and Japan can collaborate to seize these opportunities by sharing knowledge and working together in business.

*Envisioning the future, leading change*

 **Mitsubishi Research Institute**