

CHINA CROSSROADS

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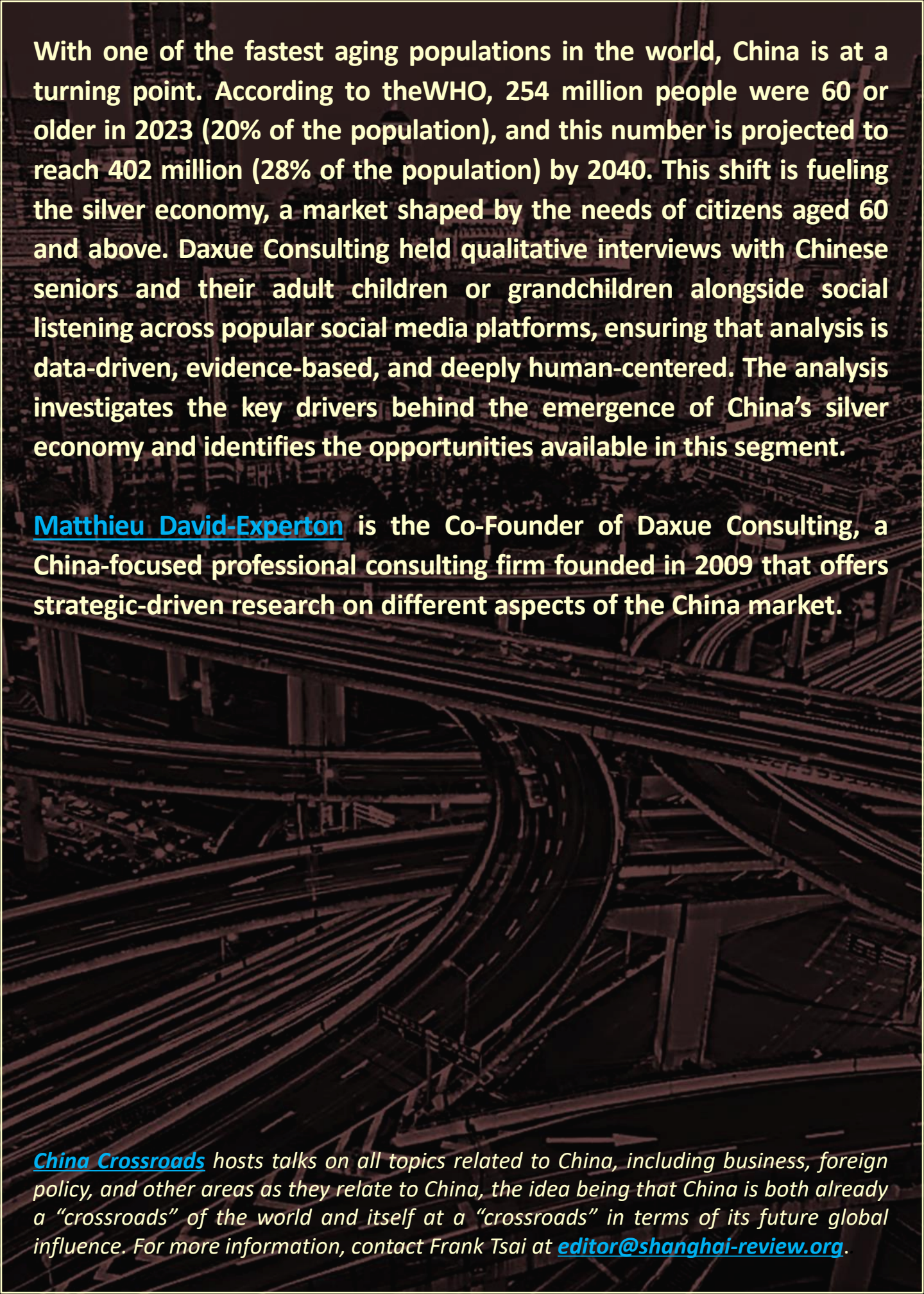
China's Silver Economy in 2026: Elderly Consumption and Lifestyles

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With one of the fastest aging populations in the world, China is at a turning point. According to the WHO, 254 million people were 60 or older in 2023 (20% of the population), and this number is projected to reach 402 million (28% of the population) by 2040. This shift is fueling the silver economy, a market shaped by the needs of citizens aged 60 and above. Daxue Consulting held qualitative interviews with Chinese seniors and their adult children or grandchildren alongside social listening across popular social media platforms, ensuring that analysis is data-driven, evidence-based, and deeply human-centered. The analysis investigates the key drivers behind the emergence of China's silver economy and identifies the opportunities available in this segment.

[Matthieu David-Experton](#) is the Co-Founder of Daxue Consulting, a China-focused professional consulting firm founded in 2009 that offers strategic-driven research on different aspects of the China market.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a “crossroads” of the world and itself at a “crossroads” in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.