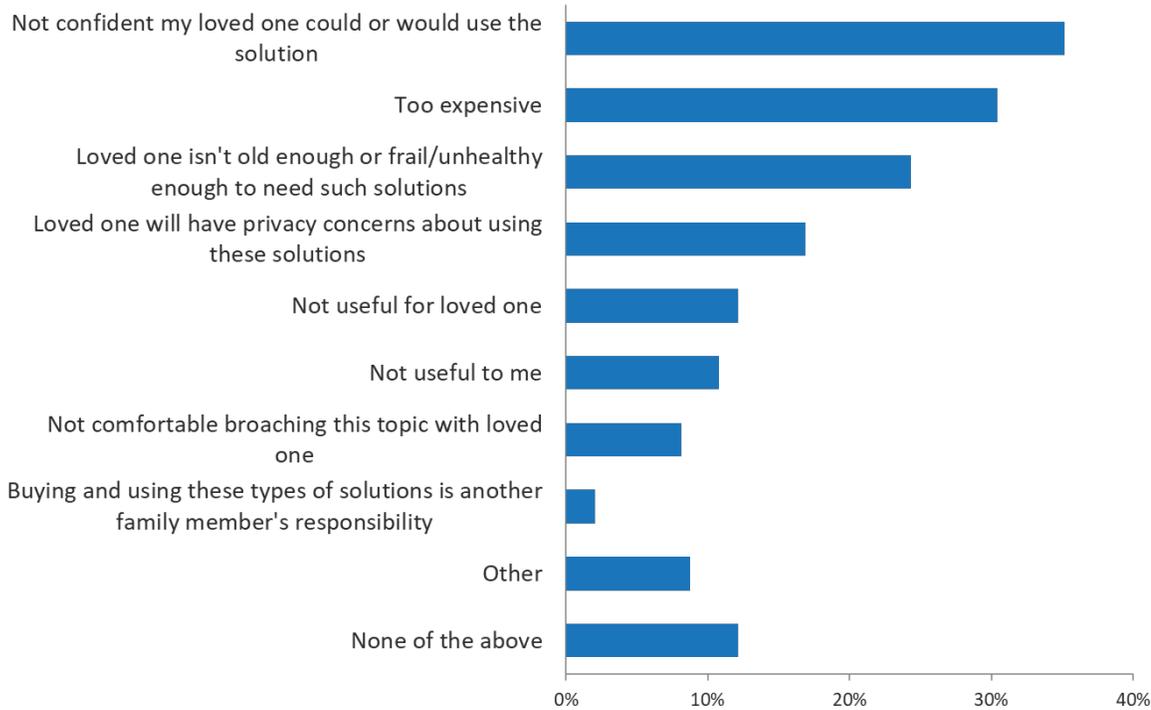


Caregiver Reasons for Not Purchasing an Independent Living Solution



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Consumer Analytics Team



Yilan Jiang, Director



Xiaofan Tan, Consumer Insights Analyst II



Sharon Jiang, Consumer Insights Analyst I

Industry Analyst



Kristen Hanich, Senior Analyst

SYNOPSIS

The COVID-19 pandemic has exposed the vulnerability of our senior population. An increasing number of seniors are seeking solutions that keep them both safe and connected within their homes, including video conferencing tools, grocery delivery and ecommerce, and telemedicine. At the same time, retailers, service providers, and device manufacturers are expanding the market of technology solutions that support independent and safe living for seniors. This research quantifies the impact of the COVID-19 crisis on seniors and family caregivers, assessing concerns, pain points, and demand for technology products and services.

ANALYST INSIGHT

“Seniors have accelerated their adoption of health technology and technology overall, which represents a major opportunity for established players in the senior care space.”

— Kristen Hanich, *Senior Analyst*, Parks Associates



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Parks Associates 2021 Respondent April Quotas

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Healthy and Well at Home: Senior Assistive Technology

SERVICE:
WELLNESS AND
INDEPENDENT
LIVING

4Q 2021

ATTRIBUTES

Parks Associates

5080 Spectrum Drive
Suite 1000W
Addison TX 75001

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Published by Parks Associates

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