Assistive Technologies for Older Adults
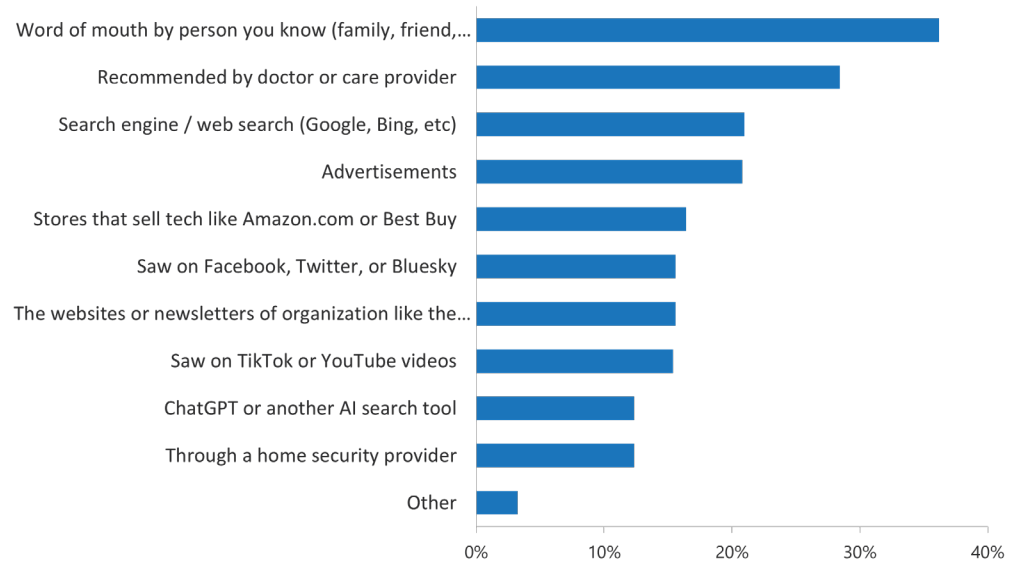
2025

SYNOPSIS

The share of the US population aged 65+ is expected to reach 21% by the year 2030. At the same time, the medical and senior care industries are going through a staffing crisis – there are not enough professionals to care for the senior population, and family members are challenged to fill the gap. This research examines the market for independent living solutions for seniors, understanding the demand dynamics, preferences, and challenges faced by two key demographics – family caregivers and seniors.

It examines seniors' demand for independence and willingness to engage with independent living solutions, family caregivers' awareness of and level of interest in independent living solutions, preferred information sources and market channels, and demand for tested solutions – including smart home devices and systems, medical alerts and fall detection, mobility aids, home modifications, and community-based services. It identifies barriers to adoption and ways to mitigate these barriers.

Number of Slides: 62

AUTHORS

Initial Discovery Sources for Assistive Technologies

Word of mouth by person you know (family, friend,…
Recommended by doctor or care provider
Search engine / web search (Google, Bing, etc)
Advertisements
Stores that sell tech like Amazon.com or Best Buy
Saw on Facebook, Twitter, or Bluesky
The websites or newsletters of organization like the…
Saw on TikTok or YouTube videos
ChatGPT or another AI search tool
Through a home security provider
Other

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Key questions addressed:

1. What are the primary factors driving the demand for independent living solutions among seniors and family caregivers?
2. How aware are family caregivers of the available independent living solutions, and what is their level of interest in these solutions?
3. What are the preferred information sources and market channels for both seniors and family caregivers when it comes to independent living solutions?
4. How do seniors and family caregivers perceive tested independent living solutions?
5. What are the top barriers to adoption of independent living solutions? Do new innovations overcome key adoption barriers?

"With less access to care, older adults and their families will increasingly rely on telehealth and assistive technologies as alternatives to more traditional care solutions – including care facilities. Technology providers must be prepared with a variety of cost-effective solutions."
 —Kristen Hanich, Research Director, Parks Associates

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