# Insights Report The Canadian 50+ Tech Market: Trends and Opportunities | July 2025



### **About AgeTech Insights Reports**



A market intelligence series sharing insights from Canadians 50+



Designed to help entrepreneurs, investors, innovators, ecosystem leaders, and policymakers



Supports the development of technologies, services, and business models that meet the real needs of older persons and caregivers



Grounded in lived experience



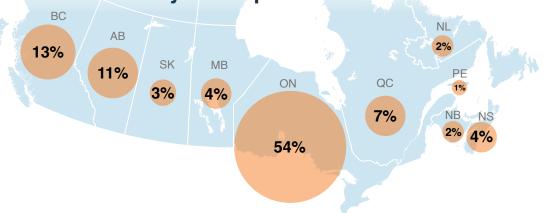
### **Survey Respondents**

**1,947**Canadians 50+





## **CABHI Surveyed Respondents Across Canada**



# **Technology Use + Engagement Trends**



believe that technology has made life easier for them



All respondents use either a smartphone, computer, or tablet

# Visiting websites and surfing the internet (e.g., online shopping, social media, accessing the news) Socializing Banking 194%

0

20

40

60

Respondents

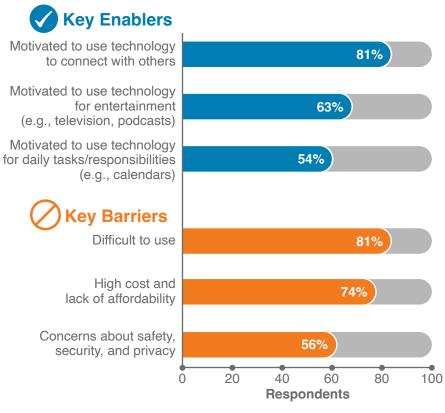
80

100

#### **Enablers + Barriers to Technology Use**

The greatest interests in new technologies are technology that support:

Healthy aging
Independence
Dementia risk reduction



**42%** 

stated they would use technology more if they knew how

**B** 3

39%

made no tech purchases in the past year

# **Key Takeaways + Future Opportunities**

- + Use co-design approaches for accessible, age-friendly, intuitive designs
- + Establish trust and offer clear communication about safety, security, and privacy
- + Offer built-in guidance, ongoing tutorials, and digital literacy support
- + Prioritize designing tools compatible with existing devices and operating systems that don't require new tech purchases
- + Consider offline capabilities for Canadians without consistent high-speed internet access
- + Focus on solutions that enable social connection, independence, and healthy aging
- + Design technology that's culturally sensitive and accessible to all, regardless of location, income, or background

entertainment and a way to keep in touch with people. I use [it] to read or listen to books. To keep track of sleep, appointments, times for medication. And a way to contact someone if I fall.

Technology has a positive effect on the quality of my life. I expect to be able to stay in my home longer with the assistance of technology.



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