

# Insights Report

## The Canadian 50+ Tech Market: Trends and Opportunities



CENTRE FOR AGING  
+ BRAIN HEALTH  
INNOVATION  
Powered by Baycrest

**AgeTech Insights**

**July 2025**

# About Insights Reports

**Insights Reports offer market intelligence designed to help entrepreneurs, investors, innovators, ecosystem leaders, and policymakers navigate one of the world's fastest-growing and most investable sectors: AgeTech, aging, and brain health. Grounded in lived experience from the Centre for Aging + Brain Health Innovation's (CABHI) Leap platform, user insights, and demographic trends, reports provide actionable data to support customer discovery, company formation, government decision making, and smarter investment decisions, helping stakeholders design scalable technologies, care models, services, policies and business models that meet the real needs of older persons and caregivers.**

## **Who is the target audience for this report?**

This report is designed for entrepreneurs, investors, innovation leaders, and policymakers seeking to better understand the aging and brain health market in Canada.

## **How to cite this report:**

The Centre for Aging + Brain Health Innovation. (2025). Insights Reports | The Canadian 50+ Tech Market: 2025 Innovation Trends and Opportunities. [Web application]. cabhi.com

## **What is CABHI's Leap platform?**

CABHI's Leap platform connects innovators with a diverse community of older persons and caregivers who share their lived experience to inform and refine aging and brain health innovations that are practical, accessible, and meet the actual needs of those who will benefit from them. To learn more about Leap, visit: [cabhi.com/leap](https://cabhi.com/leap).

## **Contact us**

Are you interested in conducting your own market research? Contact the AgeTech Insights team at [agetechinsights@cabhi.com](mailto:agetechinsights@cabhi.com) to discuss how you can work with our team to build comprehensive market research surveys and reports.



# Acknowledgements



At CABHI, powered by Baycrest, we drive the development and adoption of transformative aging and brain health innovations to achieve our vision of a world where every older person lives with purpose, fulfilment, and dignity. Accelerating innovations for better brain health and quality of life is at the core of what we do. It's in our name. It's in our mission. It's what drives us.

We have spent years cultivating a vast Community of Innovation where we help older persons, scientists, researchers, innovators, entrepreneurs, and healthcare organizations connect and thrive in this complex ecosystem.

Canada's rapidly aging population presents a major opportunity for innovators and policymakers to meet the growing demand for technologies, care practices, and care models that support and redefine healthy aging, independence, and brain health.

With rising tech engagement among older persons, the AgeTech market is poised for significant growth. CABHI's Insights Reports offer intelligence into the growing market demands of Canada's aging population, encouraging co-design approaches that connect innovators with older persons to create inclusive, impactful, and scalable solutions that align with real-world needs.



**Natalie Leventhal**  
Principal Investigator for the Insights Reports and Knowledge Broker, Centre for Aging + Brain Health Innovation (CABHI)



**Dr. Allison Sekuler**  
Co-Principal Investigator for the Insights Report and President and Chief Scientist, Centre for Aging + Brain Health Innovation (CABHI)

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# Executive Summary

## Market Opportunity in Aging and Brain Health: A Report for Innovators, Investors, and Policymakers

As of 2023, nearly 1 in 5 Canadians—approximately 7.6 million people—were 65 years or older. By 2030, that number will climb to between 21% and 23% of the total population, and the 85+ demographic is projected to nearly triple to 2.5 million by 2050 (Statistics Canada, 2022/2024). These seismic demographic shifts are reshaping Canada's economy, health systems, and innovation landscape, creating one of the most urgent and investable frontiers in health and longevity.

This report is a practical and strategic resource for entrepreneurs, early-stage companies, investors, ecosystem leaders, and policymakers looking to build, support, and fund technology, care models, policies, and programs that meet the evolving needs of older persons and caregivers. Through lived experience insights, user discovery data, and market signals, Insights Reports offer actionable intelligence to support:

- Customer discovery and market validation for emerging solutions
- Company formation and positioning in the aging and brain health space
- Investment decision-making insight, grounded in real-world demand and user priorities
- Program, product, and service development that aligns with demographic needs and system gaps
- Evidence-based government planning and policy design, supporting better public investment, procurement, and aging-related system reform

**60% of Canadians 50+ believe that technology has made life easier for them.**

This report captures the lived experience of 1,947 Canadians aged 50+ across 10 provinces.

## Findings: At a Glance

- Canadians 50+ demonstrate extremely high adoption (**100%**) and daily use (**99%**) of core technologies like smartphones, computers, and tablets. There is also significant daily engagement with wearable devices (e.g., Fitbit, smart watches) (**41%** of respondents, with **84%** using these devices daily) and home assistants and smart home technology (e.g., Amazon Alexa, Google Home, smart thermostat) (**39%** of respondents, with **64%** using these devices daily). Widespread use of these technologies provides a strong foundation for future technology integration.
- Key barriers to greater technology adoption and engagement among Canadians 50+ are ease of use, cost, safety, and digital literacy. Importantly, **42%** of respondents stated they would use technology more if they knew how, highlighting a need for better support, intuitive age-friendly design, and ongoing education.
- Canadians 50+ are primarily motivated to use technology for social connection (**88%**) and show strong interest in new technologies that support healthy aging, independence, and dementia risk reduction.
- Tech spending among Canadians 50+ remains conservative, with many prioritizing affordability, highlighting the importance of developing cost-effective solutions that leverage existing devices and offer clear, tangible benefits to encourage adoption.
- There is a clear opportunity for innovators to develop culturally relevant, affordable, age-friendly, and integrated technologies, care models, programs and policies that leverage the use of existing devices to meet the identified needs and interests of Canadians 50+.

Looking ahead, the 50+ market in Canada represents an increasingly tech-engaged demographic with a strong interest in solutions that support social connection, independence, and healthy aging. Innovators have a clear opportunity to lead in this space by addressing key barriers, such as usability, affordability, and digital literacy, while designing inclusive, scalable technologies that build on devices Canadians 50+ already use and trust. With the right approach, the AgeTech market in Canada is poised for meaningful impact and expansion.

## What did we do?

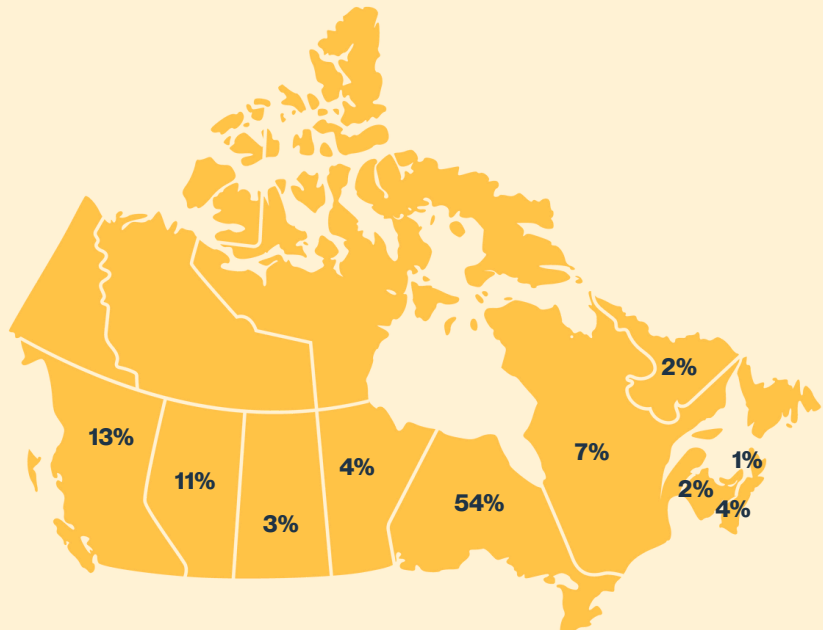
The Centre for Aging + Brain Health Innovation (CABHI) surveyed 1,947 Canadians aged 50+ to gain valuable insights into their technology habits, trends, and preferences. We assessed barriers and enablers to technology use in the Canadian 50+ market and explored trends related to the future of technology for this growing demographic.

## How did we do it?

Our survey was available online to all Canadians 50+. The survey was open for two weeks and disseminated through CABHI and partner channels to reach a wide representation of Canadians 50+. Respondents were surveyed at one point in time and were asked to complete a 10–15-minute survey. We will use the findings from this survey as baseline data for future surveys as we continue to collect longitudinal data on tech trends among Canadians 50+.

## Who did we survey?

Alberta **11%**  
British Columbia **13%**  
Manitoba **4%**  
New Brunswick **2%**  
Newfoundland and Labrador **2%**  
Nova Scotia **4%**  
Ontario **54%**  
Prince Edward Island **1%**  
Quebec **7%**  
Saskatchewan **3%**



- + Respondents represent 10 Canadian provinces
- + Respondents range in age from 50 to 89 years
- + Over half of respondents fall within the 60 to 69-year-old age group
- + **52%** of respondents identify as women
- + **22%** of respondents identify as a current caregiver



# Key Findings



# Technology Use + Engagement

While many Canadians aged 50+ use multiple technological devices, survey results indicated smartphones, computers (laptop or desktop), and tablets are the most widely used; **100%** of respondents use a smartphone, computer, or tablet, and **99%** of individuals use them daily. Home assistants and smart home technology (**41%** of respondents), and wearable devices (e.g., Fitbit and smart watches) (**39%**) are growing in popularity among the surveyed demographic. Of the respondents using a home assistant, **65%** use it daily, and of those who use a wearable device, **84%** report using it daily.

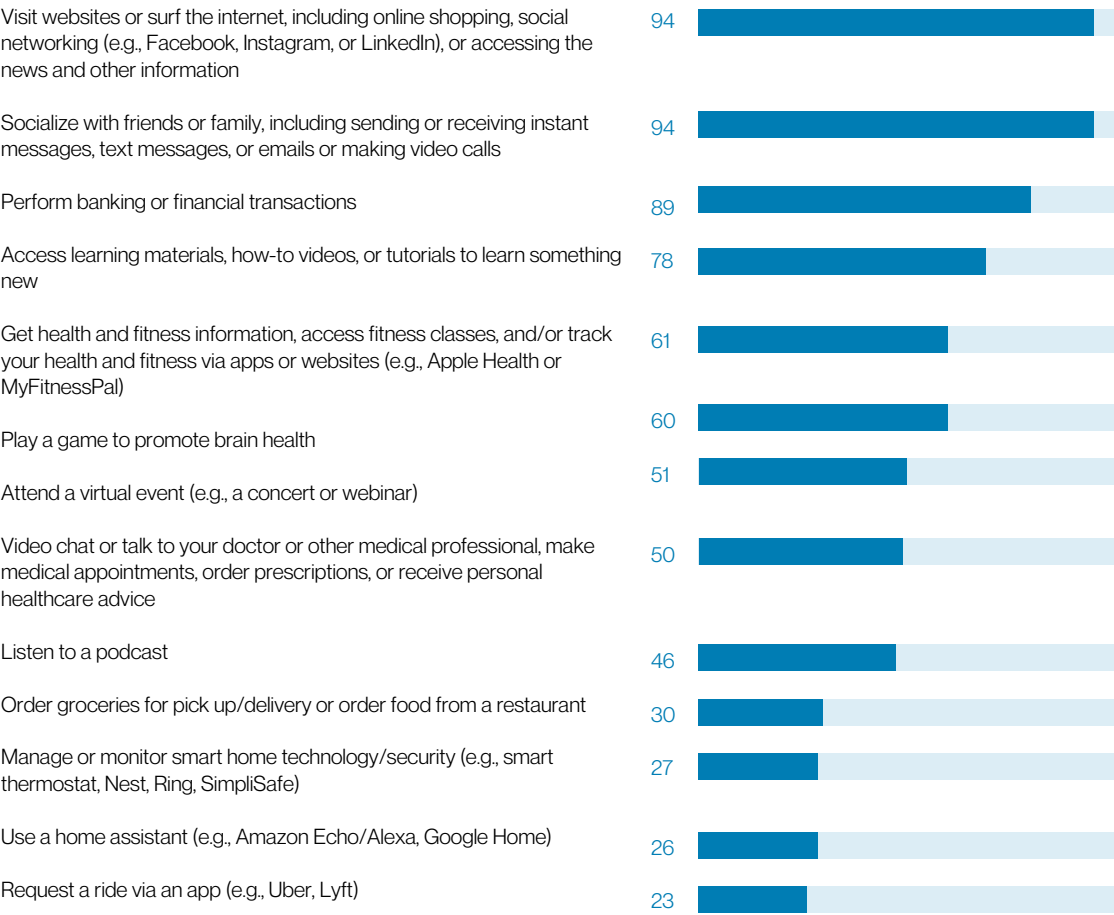
The various use cases for each technological device surveyed are presented below, providing valuable insight into how Canadians 50+ use these devices in their daily lives.



## Smartphone, computer (laptop, desktop), tablet + 100% of respondents use these devices, with 99% using them daily

### How are Canadians 50+ Using These Devices?

### Number of Respondents (%)





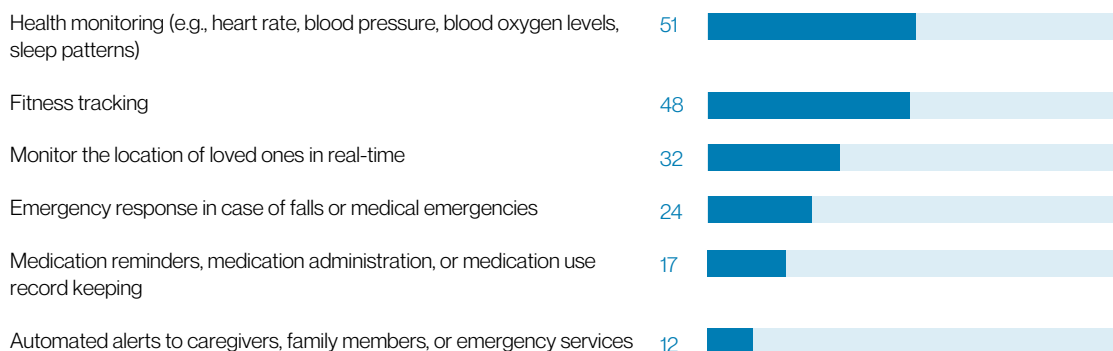


### Home health and safety device or GPS tracker specifically designed to monitor and share your location (e.g., emergency alert systems, digital medication manager)

+ **21%** of respondents are using these devices, with **53%** using these devices daily

#### How are Canadians 50+ Using These Devices?

#### Number of Respondents (%)

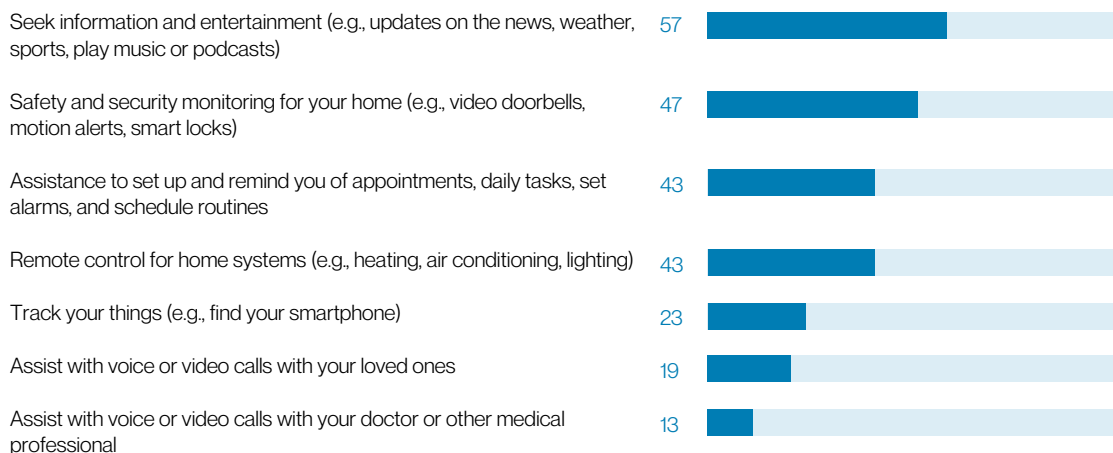


### Home assistant or smart home technology (e.g., Alexa, Google Home)

+ **41%** of respondents are using these devices, with **65%** using them daily

#### How are Canadians 50+ Using These Devices?

#### Number of Respondents (%)



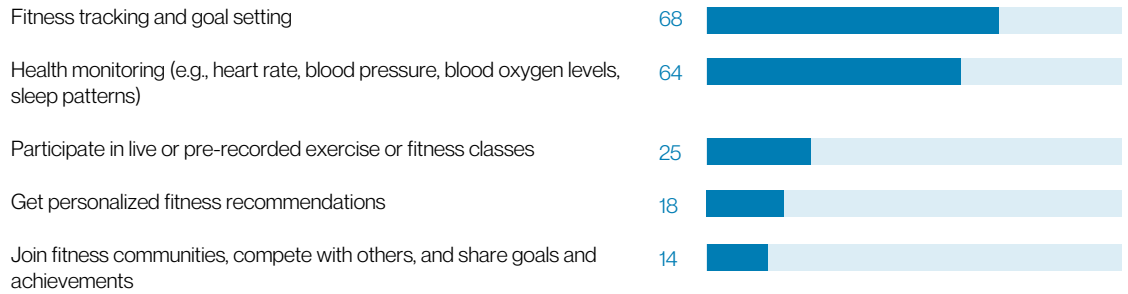


### Digitally connected fitness equipment (e.g., Peleton)

+ **12%** of respondents are using these devices, with **55%** using them daily

#### How are Canadians 50+ Using These Devices?

#### Number of Respondents (%)

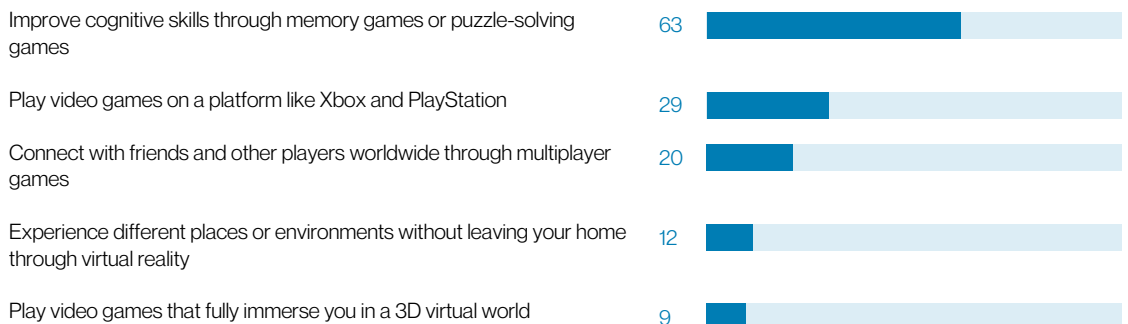


### Gaming system or virtual reality (VR) device (e.g., memory games, Xbox)

+ **20%** of respondents are using these devices, with **29%** using them daily

#### How are Canadians 50+ Using These Devices?

#### Number of Respondents (%)



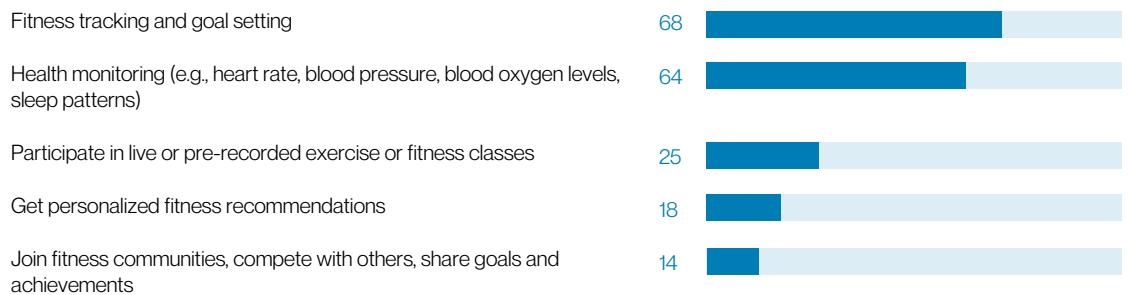


### Wearable device (e.g., Fitbit, smart watch)

+ **39%** of respondents are using these devices, with **84%** using them daily

#### How are Canadians 50+ Using These Devices?

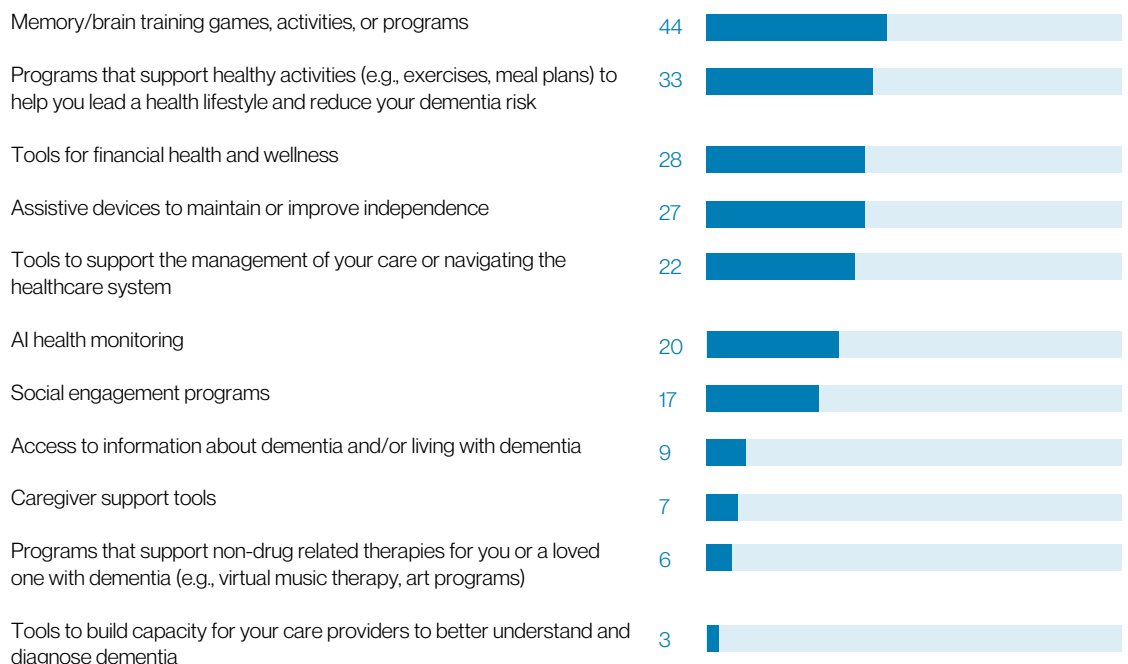
#### Number of Respondents (%)



**Where are Canadians 50+ looking to next?** We asked older **Canadians 50+** to consider which new technologies they are interested in using now or when they become available. Memory/brain training games, activities, and programs are of most interest to our respondents. This data highlights a growing interest in technologies that support cognitive and brain health.

#### Future Focused: Tech Priorities for Canadians 50+

#### Number of Respondents (%)





# Market Barriers + Enablers





# Market Barriers

## Usability, Affordability, and Trust

When considering a new technology, product, or service, **Canadians 50+** prioritize the following:

- + Ease of use **(81%)**
- + Cost and affordability **(74%)**
- + Safety, security, and privacy **(56%)**
- + Age-friendly design is equally important across all genders (men, women, and those who identify as 'other').
- + **42%** agreed they would integrate technology more in daily life if they knew how to use it.



**Technology has been a great tool during my life, however, as [I] age, the use becomes more difficult as the arthritis increases. Vision is decreasing, and the expectation is that everything we use has to be online.**

### Considerations for Innovators:

- + Prioritize ease of use, affordability, and trust.
- + Utilize co-design to create accessible, age-friendly user experiences with intuitive designs.
- + Consider engaging with communities of end-users such as CABHI's Leap platform for end-user engagement.
- + Offer cost-effective solutions with long-term value.
- + Establish trust and offer clear communication around safety, security, and privacy.
- + Create embedded guidance and offer tutorials/ongoing digital literacy support.



## Affordability and Access Across Canada

Respondents from certain provinces in Canada showed lower rates of tech purchases, despite high device ownership:

- + Respondents from Eastern provinces (Newfoundland, New Brunswick, Nova Scotia, and Prince Edward Island) and Manitoba made the fewest tech purchases in the past year.
- + This trend accounts for the smaller population size of these regions.
- + Despite lower purchase activity, **98–100%** of respondents in these provinces own a cellphone, computer, or tablet.



**Some technology, such as Alexa, is helpful for reminders. Apple Watch will call for assistance, and computers and iPhones keep you in touch with the world. However, in my part of Nova Scotia, internet quality is poor, which greatly impedes the benefits.**

### Considerations for Innovators:

- + Prioritize designing technology compatible with existing devices and operating systems instead of requiring individuals to make new purchases.
- + Offer offline capabilities for Canadians without access to services such as consistent high-speed internet.
- + Consider low-cost and high-impact solutions that leverage existing technology use.

## Designing for Low-Investment Markets

When asked about recent technology purchases, **Canadians 50+** reported the following:

- + **39%** did not buy any products in the past year.
- + Among those who did make purchases, **36%** bought smartphones and **24%** bought computers.
- + **40%** reported spending \$0 per month on technological products, devices, services, or subscriptions.
- + **19%** reported spending between \$1–\$200 monthly.

These findings reflect a trend of cautious or minimal technological investment among Canadians 50+, underscoring the importance of affordability and the value of product offerings.



**[Technology] used to be a huge part of my life, but it's too expensive to buy, other things take priority.**

### Considerations for Innovators:

- + Prioritize affordability.
- + Create devices that are relevant to daily life and designed to work on, or with, devices already in use.
- + Ensure solutions are low-cost, easy to adopt, and meet the interests of Canadians 50+ (support health, cognitive function, or financial well-being) to gain traction in a market with low recent purchase activity and conservative spending habits.

## Bridging the Digital Literacy Gap

Based on our findings, **Canadians 50+** demonstrate high daily use of technology, while some barriers still persist:

- + **99%** of respondents use their smartphone, tablet, or computer every day.
- + **84%** of respondents who own a wearable device use it daily.
- + **42%** of respondents agreed that they would use technology more frequently if they knew how; only **28%** of respondents disagreed with this statement.
- + **14%** of respondents find adapting to technology frustrating or difficult.



**Even though I don't understand a lot of it, I find it useful to keep in touch with friends, do research, play games to exercise my brain. I would like to learn more, especially about AI.**

### Considerations for Innovators:

- + Consider developing built-in support, intuitive design, and ongoing education.
- + Prioritize user-friendly interfaces, offer step-by-step guidance, and integrate accessible learning tools such as tutorials, tips, or voice assistance.
- + Empower Canadians 50+ with the knowledge to use technology more confidently, unlocking greater adoption and impact.



# Market Enablers

## Increasing Interest in Preventative and Supportive Solutions

**Canadians 50+** are showing a clear and growing interest in technology that supports aging well and living independently:

- + **44%** are interested in memory and brain training programs.
- + **33%** are drawn to tools that promote a healthy lifestyle and reduce dementia risk (e.g., exercise or meal-planning programs).
- + **28%** are interested in financial wellness tools.
- + **27%** want assistive technologies to help maintain or improve independence.

Overall, these responses reflect a strong preference for technology that is not only practical but also preventative.



**I am retired. I participate from home in many online webinars, a regular discussion group with nine women [...], online exercise programs, and more. Technology helps me keep current on world affairs from several news sources, watch nature shows and more. I also use apps to talk to my children and grandchildren who do not live in Ontario.**



**Memory and  
brain training  
programs**

**44%**



**Tools that promote a  
healthy lifestyle and  
reduce dementia risk**

**33%**



**Financial  
wellness tools**

**28%**



**Assistive technologies  
to help maintain or  
improve independence**

**27%**



### Considerations for Innovators:

- + Build upon the devices Canadians 50+ already use to meet their desires for new technology.
- + Consider developing innovations that can be used on smartphones, tablets, and computers, such as brain training games, health and wellness programs, and financial literacy tools.
- + Nearly **60%** of respondents already use these devices to access brain games or health information, while **89%** use them for banking, and **78%** for learning new skills.
- + Expand upon the functionality of wearable devices and digitally connected fitness equipment to include features like memory training, nutrition guidance, or cognitive health scoring, connecting physical and cognitive health.
- + Explore avenues to make virtual reality more accessible, affordable, and age-specific, as it holds potential for cognitive skill-building activities.
- + Study the reasons behind low adoption rates for home health and safety devices, as they have huge potential to support independence.

“

**Even though I don't understand a lot of [technology], I find it useful to keep in touch with friends, do research, play games to exercise my brain. I would like to learn more, especially about AI.**

### Tech Solutions to Support Dementia Risk Reduction

While many **Canadians 50+** are aware of dementia, their depth of understanding varies:

- + **61%** report being aware of dementia.
- + **28%** describe their awareness as only slight.
- + **12%** feel extremely aware of dementia.
- + **65%** are actively engaging in daily habits to reduce their dementia risk.





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

**The most common strategies to reduce dementia risk include:**



**Exercise**  
**79%**



**Cognitive engagement through learning or mentally stimulating activities**  
**79%**



**Testing their eyesight and wearing glasses if needed**  
**67%**



**Healthy Eating**  
**77%**



**Sleep**  
**68%**



**Participating in social activities**  
**63%**

#### **Considerations for Innovators:**

- + Explore opportunities to promote dementia awareness solutions through smartphones, tablets, or computers as **78%** of respondents use these devices for learning.
- + Consider creating solutions that meet Canadians 50+ top areas of interest:
  - memory and brain training games, activities, or programs **(44%)**.
  - programs that support healthy activities to help lead a healthy life and reduce dementia risk **(33%)**.
- + Design age-friendly technology that integrates physical, cognitive, and social health to meet Canadians 50+ where they are and build upon their current habits to reduce dementia risk.
- + Focus on enhancing the functionality of commonly used devices to support long-term healthy aging and dementia risk reduction.

## Developing Technology for Social Connection

**Canadians 50+** rely heavily on technology to stay socially connected and manage daily life, and for entertainment.

- + **88%** rely on technology to stay connected with friends and family.
- + **81%** report that social connection is their greatest motivator for using technology.
- + Smartphones, computers, and tablets are the top devices used for social connection.
- + Respondents aged 60 - 64 years and 70 - 74 had the strongest motivation for using technology for social connection (**both at 87%**).
- + Other top motivators for using technology are entertainment (**63%**) and managing responsibilities (**53%**) (e.g., using a digital calendar).



**[Technology] gives me the chance to keep up to date with friends and family thus my quality of life has been maintained to my standards.**

### Considerations for Innovators:

- + Optimize the use of smartphones, computers, and tablets.
- + Continue enhancing communication tools and user experiences on platforms that enable socialization with a focus on accessibility, simplicity, and age-friendly design.
- + Build technology features around top motivators: social connection (**81%**), entertainment (**63%**), and managing responsibilities (**53%**).
- + Explore emerging opportunities to use gaming systems and VR for connection as **20%** of respondents who use these technologies do so to engage with friends or other players through multiplayer games. These devices can also support other key motivators for technology use among Canadians 50+, such as entertainment (**63%**) and cognitive engagement (**40%**).
- + Investigate and address barriers to gaming systems and VR, such as complexity and cost, and consider integrating popular features into familiar devices.



## Understanding Tech Trends Across Cultures

Our survey considered demographic trends amongst diverse communities across the country. To better understand the needs of these communities, our survey respondents were asked to identify the cultural community within which they best identified. Our data revealed that of the survey respondents who identified as South Asian—for example, Indian, Pakistani, or Sri Lankan—technology use and adoption tend to be higher than in other populations surveyed.

While smartphone, computer, and tablet use remain consistent across demographics, notable trends emerged among specific groups:

- + **53%** of South Asian respondents use a wearable device.
- + **51%** of South Asian respondents use a home assistant.
- + **30%** of South Asian respondents use a home health and safety device.
- + **46%** of Indigenous respondents (First Nations, Metis, or Inuk/Inuit) use a wearable device, making them the second highest adopters of this technology.



**I find technology very helpful at home. I can plan my medication times. I can book appointments and schedule them in my calendar by speaking to my telephone set an alarm on the lights. I am not afraid of technology.**

### Considerations for Innovators:

- + Consider cultural relevance, inclusivity, and accessibility when designing technology for Canadians 50+.
- + Design new technology with cultural sensitivity to address geographical, economic, and social barriers to adoption.
- + Account for varying access to technology (e.g., offline compatibility for rural areas) across Canada to ensure equitable access.



# Key Takeaways + Future Opportunities



- Prioritize ease of use, affordability, and trust, and integrate digital literacy support into all technology designed for Canadians 50+.
- Ensure intuitive, age-friendly user experiences and transparent communication about data safety and security.
- Design solutions that are compatible with older operating systems and existing devices for the widest demographic reach among Canadians 50+.
- Consider integrating beneficial features of less widely used technology into existing devices to meet the needs of Canadians 50+.
- Combat conservative tech spending habits by developing tools that integrate with devices Canadians 50+ already own and widely use (e.g., smartphones, computers, or tablets), rather than requiring new purchases.
- Focus on solutions that enable social connection, independence, and healthy aging to align with the strongest motivators for using technology.
- Design technology that merges physical, cognitive, and social well-being to promote dementia risk reduction.
- Co-design new technology with end users to ensure solutions meet the diverse needs of Canadians 50+; consider leveraging CABHI's Leap platform, which provides innovators the opportunity to engage directly with end-users to validate, refine, and improve their solution's uptake and market fit.

Looking ahead, the 50+ technology market in Canada presents a growing opportunity for innovators. Canadians 50+ use core technologies (smartphones, computers, and tablets) daily, and are increasingly interested in tools that support social connection, independence, healthy aging, and dementia risk reduction. Meaningful adoption of new technology hinges on overcoming barriers such as affordability, ease of use, and digital literacy. Innovators who design inclusive, culturally relevant, and age-friendly solutions, while aligning with Canadians' 50+ strongest motivators—social connection and wellness—will be best positioned to lead in this expanding market.

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