Insights Report

Designing Inclusive Innovation for the 50+ Market

September 2025

CENTRE FOR AGING + BRAIN HEALTH INNOVATION
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AgeTech Insights

International Federation on Ageing

Table of Contents

About AgeTech Insights

AgeTech Insights is a market intelligence series 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, it provides actionable data to support customer discovery, company formation, government decision making, and smarter investment decisions, helping stakeholders design scalable technologies, services, and business models that meet the needs of older persons and caregivers.

AgeTech Insights is generously supported by the Centre for Aging + Brain Health Innovation (CABHI). Thank you to CABHI team members, Shusmita Rashid, James Mayer, Rhea Singer, Dr. Rosanne Aleong, Adi Rittenberg, and IFA team members, Sonia Hsiung and Katria Bouzanis, for contributing to the content of the report. Thank you to our partners, CABHI's Leap platform, Cogniciti, the IFA, and Cint Exchange Research, for supporting survey recruitment efforts.

About this Insight Report:

This report is a collaborative effort between CABHI and the International Federation on Ageing (IFA). The IFA is a global non-governmental organization whose mission is to drive the agenda of the world's ageing populations, improve healthy ageing and shape age-related policy. With CABHI's expertise in end-user engagement and market research, CABHI generates insights on emerging trends and needs that partners such as the IFA can draw on to inform and support their work. The AgeTech Insights Reports provide a foundation for shaping strategic priorities, enabling evidence-informed decision making, and advancing innovations that reflect lived experience.

Who is the target audience for this report?

This report is designed for policymakers, entrepreneurs, investors, non-governmental organizations, government bodies, and innovators 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 needs of those who will benefit from them. To learn more about Leap, visit: www.cabhi.com/leap.

Contact us:

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

Forward from CABHI and IFA

CABHI's AgeTech Insights initiative offers market intelligence into the growing demands of the national and international aging population, encouraging co-design approaches that connect innovators with older persons.

The collaboration between the CABHI and the IFA is an exciting one. With our shared goal of improving quality of life for older persons combined with our unique positions as thought leaders in healthcare innovation and national and global policy, we aim to promote inclusive, impactful, and scalable technologies, services, programs and policies. CABHI is happy to support the IFA to better understand the AgeTech market in Canada with the publication of this report.

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)

Technology holds immense promise for enabling independence, connection, and dignity as we age. Yet too often, older people are excluded from its design and implementation. IFA believes that innovation must be grounded in equity, shaped by the lived experiences and voices of older persons, and driven by the realities of demographic change.

This report is an important step towards this—by understanding how technology can better enable the participation of older persons and support healthy ageing. The collaboration behind this work reflects IFA and CABHI's shared vision and commitment to ensuring that no one is left behind in the digital age. The IFA is grateful to all who are contributing to this effort. Together, we are shaping a future where technology serves as an active agent in improving lives for everyone, at every age.

— **Katrina Bouzanis,** Director, Policy and Advocacy International Federation on Ageing (IFA) and **Sonia Hsiung,** Chief Strategy Officer, International Federation on Ageing (IFA)

Current State

8/10 Canadians 65+ use the internet daily *(StatCan, 2022)*.

As global populations age, communities around the world are experiencing rapid demographic shifts, with increasing numbers of older persons living longer (WHO, 2025). At the same time, innovation and digitalization are transforming nearly every aspect of daily life for all age groups (The World Bank, 2024). These global and national trends intersect in ways that highlight both opportunities and challenges. It is critical for older persons, both globally and in Canada, to be included in the digital future to sustain both social and economic participation, support independence, and reduce pressures on health and social care systems. Technology offers promising solutions to promote healthy ageing across the life span by enabling function into later life and embedding supports within the environments where people live, learn, connect, and work.

Across Canada, Nationwide research and polling data demonstrate that older Canadians are increasingly integrating digital technologies into various aspects of their daily life, to enable social connection and access information and services, entertainment, learning, and health management:

- **8/10** Canadians 65 + use the internet daily (StatCan, 2022).
- Canadians 65+ showed the largest increase, since 2020, in technology use among all age groups, with Canadians 75+ showing the greatest increase (StatCan, 2022).
- Canadians 65+ are actively using tools such as email **(75%)**, video calling **(38%)**, social media **(44%)**, instant messaging **(51%)**, online banking **(58%)**, online government services **(55%)**, and streaming platforms **(45%)** (StatCan, 2022).
- Out of a study of Canadians 60+, **1/3** of respondents use a health-related app while **74%** are interested in using technology to improve their health (Sproul et al., 2023).

Recent research also underscores the critical role of technology in supporting independence, reducing isolation, and enhancing access to timely information and services for Canadians 50+ (Sproul et. al, 2024, Wach, et al., 2025). While interest in technology and rates of adoption are high, barriers for Canadians 50+ still exist, such as rivacy concerns, cost, preferences for in-person interactions and gaps in age-friendly technology design (Office of the Privacy Commissioner of Canada, 2025, Sproul et. al, 2024, The Centre for Aging + Brain Health Innovation, 2025). Additionally, the growth in generative artificial intelligence (AI) has augmented the threat of scams targeting older persons by increasing fraudulent content and making it more convincing (e.g., grandparent scams), thus highlighting an ever-increasing need to strengthen digital literacy and security standards (Williams, 2024).

Despite high adoption rates, Canadians 50+ remain underrepresented in technology design (Head, 2025). Canadians 50+ represent a large and growing market segment for technology use, yet they are often excluded from product development due to stereotypes and misconceptions about their interest, ability, or willingness to use technology. Participatory approaches to technology design are essential to ensure digital tools are age-friendly, accessible, and relevant to lived experience (Head, 2025). While older persons express strong interest in providing feedback, testing products, and joining design workshops, opportunities remain limited and methods for meaningful engagement require refinement (Backåberg, et. al., 2023). Government programs, such as *Canada's Aging in Place: Technology and Innovation*, have funded additional programs for co-design in AgeTech, but funding remains limited (National Research Council, 2024). Additionally, frameworks such as the World Health Organization's framework for meaningful engagement are valuable tools to provide evidence-based guidance on operationalizing meaningful engagement of persons with lived experience (WHO, 2023). However, in order to be effective tools like this need promotion, support, and further funding. CABHI addresses the gap in co-design through its Leap platform, which connects innovators to older persons and their caregivers, providing innovators the opportunity to engage end-users for validating, refining and improving their solution's uptake and market fit. Sustained investment in co-design initiatives, policies, and frameworks is critical to leverage user insights, improve usability and trust, and ensure the voices of Canadians 50+, and older persons globally, shape the technologies that are intended to improve their daily lives.

Within this current state, CABHI and the IFA have sought to gain a deeper understanding of how Canadians 50+ are accessing and experiencing technology across various facets of daily living, as well as their participation and meaningful engagement in the design and marketing of technology.

Executive Summary

Canada's aging population represents one of the fastest-growing and most investable sectors globally. Canadians aged 50+ are increasingly integrating digital technologies into their daily lives for health management, finances, social connection, access to services, and entertainment. This report provides actionable market intelligence to help innovators, investors, ecosystem leaders, and policymakers design and fund solutions that align with the lived experiences and priorities of older persons and caregivers.

11% of respondents believer older persons are sufficiently consulted in design, while 51% are interested in participating in the design and testing of technology.

Findings At a Glance:

- **High Adoption Across Domains:** Canadians 50+ report strong and regular use of technology, with particularly high adoption for accessing information and services **(85%)** and financial management **(75%)**. Engagement is strong for social connection **(76%)** and entertainment and learning **(77%)**. Technology for health management remains lowest at **40%** regular use; however, **72%** of respondents are aware of these technologies, highlighting an opportunity for innovators to co-design solutions that address specific barriers to adopting health technology.

- **Existing Barriers:** Barriers vary depending on technology use. Cost is a greater barrier in health **(31%)** and entertainment and learning **(32%)** technologies than in financial tools, where **75%** of respondents say cost is not an issue. Privacy and security concerns are widespread, reported by about half of respondents for health, finance, entertainment, and information and service related technologies. Trust levels differ by domain, financial tools are generally trusted **(57%)**, while trust is lower for health technologies **(37%)**. Usability concerns are more common in health management tools (only **41%** find them easy to navigate) compared to finance **(63%)** or entertainment **(70%)**. These barriers point to opportunities for co-design with older persons to simplify interfaces, build trust, and align pricing models with user needs.

- **Benefits:** Canadians 50+ value the convenience, independence, time savings, and social connectivity that technology offers. Technologies that support hybrid models, combining digital with in-person services, are especially important for healthcare and social connection. Involving Canadians 50+ in the design of technology, especially hybrid solutions, can ensure technologies are developed in ways that reflect user preferences and address real-world barriers.

- **Design Gaps:** Fewer than **1 in 3** respondents feel technology is designed with them in mind, and only **11%** believe older persons are sufficiently consulted in design. Lack of inclusion in technology design is itself a barrier to adoption and trust, underscoring the need for structured, ongoing co-design approaches that give older Canadians agency in shaping technologies.

- **Strong Interest in Co-Design:** More than half **(51%)** of survey respondents are interested in participating in testing and design. This demonstrates a significant opportunity for innovators to address barriers (e.g., usability, trust, accessibility) by directly engaging end-users in product development, validation, and refinement.

- **Differences by Geography:** Adoption varies across provinces and territories. For example, regular use of healthcare technology is lower in regions such as the Yukon **(8%)** and Newfoundland and Labrador **(18%)**, compared to higher uptake in larger provinces like Ontario and British Columbia. Respondents in Prince Edward Island report the strongest interest **(71%)** in using technology more for social connection. Regional differences highlight the importance of place-based co-design approaches that adapt co-design frameworks to local contexts and barriers.

- **Differences by Age:** Technology adoption is generally consistent across most age groups; however, older respondents **(90+)** show the strongest preference for in-person healthcare **(66%)**. Interestingly, this group also reports high recognition of the convenience of digital access for information and services. Engaging end-users of all ages in technology design will encourage adaptive design and the development of technologies that are user-friendly for a wider range of users.

> **As a retired computer technician, I am familiar with technology, and not afraid of it. But as a senior, I do not find it intuitive or simple to use. The high costs are also discouraging. In person visits are better because you are there, can think of last-minute questions, and see gestures and body language.**

- **Differences by Age:** Technology adoption is generally consistent across most age groups; however, older respondents **(90+)** show the strongest preference for in-person healthcare **(66%)**. Interestingly, this group also reports high recognition of the convenience of digital access for information and services. Engaging end-users of all ages in technology design will encourage adaptive design and the development of technologies that are user-friendly for a wider range of users.

- **Opportunities for Innovation:** Innovators can expand market potential by embedding co-design into product development. By engaging Canadians 50+ directly in the design and testing of technology, innovations are more likely to overcome barriers of usability, trust, and affordability, while aligning with real-world preferences. This approach not only improves uptake and sustained use but also strengthens market fit, positioning innovations to capture a growing consumer base.

- **Opportunities for Policy Change:** Policymakers can expand digital literacy programs, enforce inclusive design and data protection standards, strengthen national scam prevention systems, and fund and promote co-design initiatives that connect innovators with older Canadians.

Looking ahead, the future of AgeTech in Canada requires embedding Canadians 50+ as partners in design, funding and promoting co-design initiatives and establishing consistent standards for accessibility, security, and fraud protection. Organizations such as CABHI and IFA play critical roles by bridging the gaps between innovation and policy, empowering co-design, and advancing inclusive technology ecosystems in Canada and around the globe. The 50+ market is growing, technologically inclined and positioned for greater adoption if emerging solutions address usability, affordability, digital literacy, and trust. For innovators, entrepreneurs, investors, and policymakers, this represents both a social imperative and a market opportunity to shape technologies that improve health, independence, and quality of life for older Canadians.

Key Findings

Introduction

What did we do?

CABHI and IFA surveyed **1,489** Canadians aged 50+. The primary goal of the survey was to understand the experiences of Canadians 50+ in using technology across various aspects of their daily lives. The survey delved into technology access and use cases and aimed to understand the participation and meaningful engagement of older persons in the design and marketing of technology. The survey questions covered technology use in areas such as:

- managing health and finances;
- staying socially connected;
- accessing information and services; and
- participating in entertainment and continued learning activities.

The survey asked a range of demographic questions to better understand who was reached and how their perspectives vary. These insights are important for understanding the experiences of a diverse group of Canadians 50+ and developing tailored strategies to support them.

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, IFA 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.

Who did we survey?

Alberta **12%**

British Columbia **15%**

Manitoba **5%**

New Brunswick **2%**

Newfoundland and Labrador **1%**

Nova Scotia **3%**

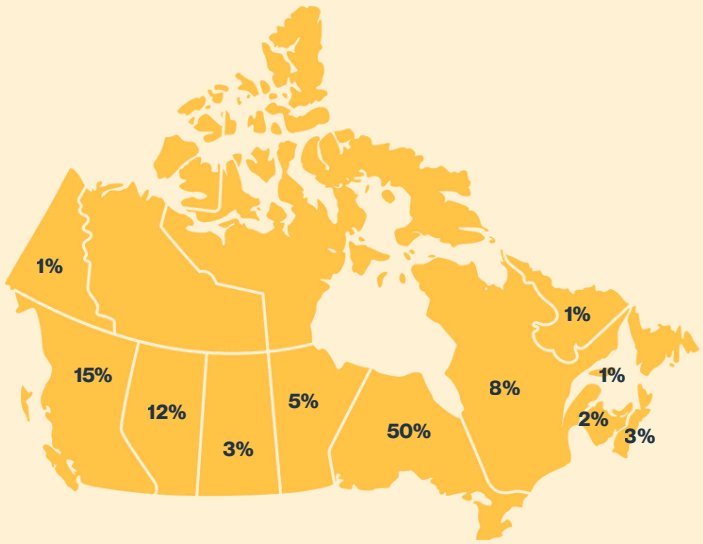
Ontario **50%**

Prince Edward Island **1%**

Quebec **8%**

Saskatchewan **3%**

Yukon **1%**



- Respondents represent 10 Canadian provinces and one territory
- Respondents range in age from 50 to 90+, with majority of respondents between 60-79 years old
- **69%** of respondents identified as female
- The urban population made up a large portion of our respondents **(52%)**, while **29%** of respondents live in a suburban environment and **17%** live in a rural environment
- **90%** of respondents' primary language is English
- Majority of respondents **(58%)** reported not having any health conditions that affect their ability to manage daily tasks; however, **10%** of respondents reported having limited mobility, and **11%** of respondents reported having a chronic health condition
- Majority of respondents **(47%)** reported a total household income of $45,000 to $120,000
- Most respondents reported completing post-secondary education **(58%**; **29%** of respondents completed a college diploma and **29%** of respondents completed a university bachelor's degree), while **23%** reported completing high school

Using Technology to Manage Health

Survey respondents were asked about their experiences with technology used to monitor, maintain, or improve their physical and mental well-being. These technology products include wearable devices (e.g., smartwatches, fitness trackers, glucose monitors), health applications (e.g., medication reminders, mental health support tools, diet tracking, exercise planning), and telehealth platforms that support video consultations or messaging with healthcare providers. While awareness of these tools is high and many express interest in using them more, frequent use is notably lower. Respondents identify benefits such as greater control over their health, staying informed, saving travel time, and easier access to healthcare professionals. However, barriers remain in areas such as functionality, ease of use, and trust, with privacy, security, cost, and a preference for in-person care as major factors for consideration.

> **"I appreciate Telehealth, email/phone or zoom like platforms to access health professionals if it is difficult to go in person. I also use e-charts to access health records which is very useful. I have not used other health tech devices but am open to using them if they are secure and reliable.**

Learnings:

- **72%** of respondents are aware of technologies to manage their health.
- **51%** of respondents are interested in using technology more, **44%** of respondents feel confident using it, and **40%** of respondents like using it for health management.
- Regular use is lower, with **40%** of respondents using technology regularly to manage their health. While this statistic remains consistent across ages surveyed, respondents 90 years and older reported no regular use of technology to manage their health.
- **41%** of respondents find health management technologies easy to set up, navigate, and access, but only **25%** of respondents say they include all desired functionalities.
- Perceived benefits include having more control over health **(41%)**, staying informed **(59%)**, saving time travelling to appointments **(48%)**, and maintaining contact with healthcare professionals more easily **(46%)**.
- Barriers include cost (**31%** agree applications and services are too expensive), preference for in-person care **(62%)**, privacy or security concerns **(50%)**, and trust in using health technology **(37%)**.
- Respondents age 90+ have the strongest preference for in-person care at **66%**.
- Across provinces and territories, adoption of healthcare technology is lower in some regions particularly, the Yukon and Newfoundland and Labrador, with only 8% of respondents from the Yukon and **18%** of respondents from Newfoundland and Labrador regularly using healthcare technology.
- Respondents with neurological conditions (e.g., stroke, Parkinson's, multiple sclerosis) had the highest number of respondents **(61%)** who feel that technology gives them more control over their health.

Using Technology to Manage Finances

The survey explored how Canadians 50+ use technology to monitor, plan, and improve their financial well-being, including tools such as budgeting applications, online banking platforms, and online systems for filing taxes or managing pensions. Findings indicate strong adoption and positive attitudes, with most respondents using these technologies regularly, liking the experience, and recognizing benefits such as saving time, staying informed, and feeling more in control of their finances. Many find these tools functional, easy to use, and confidence-building, and most do not require help to use them. Cost is not seen as a major barrier, though privacy and security remain concerns for half of respondents. While digital tools are widely embraced, a notable portion of respondents still prefer to manage finances through in-person, phone, or mail interactions.

> **I use older methods such as landline telephone banking and visiting banking machines and bank tellers for security. I keep one credit card with lower limit only for online purchases and have already been hacked twice using it. My main credit card never sees use online.**

Learnings:

- **75%** of respondents regularly use technology to manage their finances. Adoption rates are consistent from respondents across Canadian provinces and territories.
- **70%** of respondents like using it, and **83%** are aware of the technologies available.
- **45%** of respondents are interested in using technology for financial management.
- Participants perceived benefits include staying informed on their finances **(77%)**, saving time compared to visiting a bank or office **(82%)**, and having a sense of control over finances **(65%)**.
- From a user perspective, **63%** of respondents find the technology easy to set up, navigate, and access, **57%** feel confident using it, and **65%** believe it includes all desired functionalities.
- While family, friends, and carers encourage usage, **82%** of respondents do not require assistance to use these technologies. Interestingly, among all of the ages of survey respondents, respondents 90 + were the only age group that had no percentage of respondents getting assistance with financial technology.
- Cost is not a concern, with **75%** of respondents disagreeing with it being a barrier.
- Despite high usage, **36%** of respondents still prefer to manage finances in person, over the phone, or by mail.
- Trust is moderate, with **57%** of respondents trusting technology for financial management, yet **50%** have privacy or security concerns.

Using Technology for Social Connection

Survey respondents shared their experiences of using technology to stay socially connected, highlighting how Canadians 50+ maintain relationships, communicate, and participate in community life through tools such as video calling, messaging applications, social media, and online community spaces. Findings reveal strong adoption and positive perceptions, with most respondents using these tools regularly and valuing their ability to keep in touch with family and friends. Many report that technology for social connection offers the features they need and is easy to use; they even feel confident using it when issues arise. Cost is not a significant barrier for most, yet a sizeable proportion still prefer in-person or telephone connections.

> **I like that I can stay in touch with my friends and relatives who don't live in the same city/country as me.**

Learnings:

- **76%** of respondents regularly use technology to stay socially connected, with **70%** reporting that they like using it for this purpose and **46%** expressing interest in using technology more to stay socially connected. These trends are consistent among respondents across Canada; however, respondents from Prince Edward Island show the greatest interest **(71%)** in using technology more to stay socially connected.
- **83%** of respondents believe technology helps them stay in touch with family and friends.
- **78%** of respondents believe technology for social connection includes all desired functionalities; **67%** find it easy to set up, navigate, and access; and **59%** feel confident using it when unexpected issues occur.
- Cost is not a major barrier, with only **21%** of respondents concerned that it is too high.
- While **54%** of respondents find technology more convenient than in-person activities, **53%** still prefer in-person or telephone interactions.
- Respondents from the Yukon (**100%**) were the only group across Canada that do not require assistance from others to use technology for social connection.

Using Technology to Access Information and Services

The survey examined how Canadians 50+ use technology to access information and services, and explored how individuals use technology to stay informed, find answers, and interact with public, social, or commercial services. This included tools such as search engines, news platforms, websites or apps (e.g., platforms to apply for benefits, book medical and/or personal appointments, order/reserve transportation), government or community portals (e.g., online systems for accessing identification services, housing support, or local programmes), and commercial service platforms (e.g., applications or websites for online shopping or meal delivery). Responses revealed a strong acceptance of these technologies, with most respondents finding them easy to use, functional, and timesaving. Many view them as a way to maintain independence and convenience. However, the findings also reveal persistent preferences for in-person or phone-based interactions, notable privacy concerns, and a smaller proportion of users who still find the tools difficult or are unsure how to use them.

> **Dislike having to register on-line to complete a simple function - such as buy tickets for a concert. Then I have to give personal info not necessary for purchasing the ticket and have to remember the password and identifier for the next concert I want to attend.**

Learnings:

- **77%** of respondents regularly use technology for entertainment and learning, with **76%** enjoying it for these purposes and **59%** wanting to use technology more for entertainment and learning.
- **70%** of respondents find these technologies easy to set up, navigate, and access, **85%** believe they include all desired functionalities, and **64%** feel confident in using them.
- Perceived benefits include keeping the mind active **(80%)**, relaxing or passing the time **(79%)**, learning new skills or topics **(79%)**, and accessing entertainment and learning opportunities not available in person **(77%)**.
- Barriers include difficulty or frustration using the technology **(39%)**, high subscription costs **(32%)**, preference for other media such as books or in-person classes **(46%)**, and privacy or security concerns **(49%)**.

From Users to Co-Creators: The Role of Canadians 50+ in Technology Design

This survey explored how Canadians 50+ perceive their influence over technology, including design, marketing, personalization, and data usage. Findings reveal generally positive views on user agency and satisfaction with available technology, alongside clear areas where respondents feel their needs are not fully considered. Most participants feel they have a say in what technology they use and when they choose to use it, and many recognize its role in supporting independence and empowerment. Interest in personalized experiences is evident, though perceptions of how well technology is designed for Canadians 50+ and how much input they have in design decisions are mixed. Respondents also expressed a willingness to participate in testing or provide feedback, highlighting opportunities for greater engagement between users and innovators.

Learnings:

- **80%** of respondents feel they have a say in what technology they use and when they choose to use it,
- **65%** believe there is a good range of technology choices for their needs, and **68%** agree that technology helps them maintain independence and feel empowered.
- Opinions on personalization are mixed, with **44%** of respondents indicating that they can tailor technology to their specific needs and preferences and **32%** of respondents expressing a desire for technology to save their data and learn their habits for tailored services, while **34%** do not.
- Similarly, beliefs about technology marketing are mixed, with **30%** of respondents agreeing that technology products are marketed to them and **27%** disagreeing with this statement.
- Technology that meets the unique needs of Canadians 50+ is limited; only **29%** of respondents feel technology is designed with them in mind, and only **32%** believe designers understand the needs and realities of Canadians 50+.
- Despite the need for age-friendly technology, co-design opportunities remain low, with only **11%** of respondents believing that Canadians 50+ are sufficiently consulted in technology design; **28%** have provided feedback on design or function, and **40%** have been formally invited to share their opinions.
- Over half **(51%)** expressed interest in participating in the development or testing of new technologies.

Actionable Recommendations + Discussion

Actionable Recommendations

For Innovators, Entrepreneurs, and Ecosystem Leaders

- **Co-design:** Increase opportunities for co-design and user feedback by engaging Canadians 50+ directly in the design, testing, and development of technologies.
- **Usability and Accessibility:** Continue improving ease of use with age-friendly design, plain language, accessibility features, and user tutorials designed specifically for Canadians 50+. Utilize co-design to strengthen usability, accessibility and adoption.
- **Adaptive Design:** Consider the unique needs of a diverse aging population. For example, prioritize hybrid and simplified models for Canadians 80+, who show stronger preferences for in-person care and services, while reinforcing convenience and independence benefits for younger cohorts (ages 50–70).
- **Interoperability and Integration:** Design technologies that connect seamlessly with existing systems. Ensure tools can integrate with other platforms (e.g., electronic health records, banking portals, community service apps) to reduce fragmentation and improve user experience.
- **Privacy:** Make privacy and data protection features transparent and easy to manage for all types of technology, highlight compliance with privacy regulations, and give users clear control over data storage and sharing.
- **Cost:** Create flexible pricing models to address the large number of Canadians 50+ who find technology costs too high, particularly in the areas of healthcare technology and technology used for entertainment and learning.
- **Hybrid Models:** Offer hybrid models where digital tools supplement, not replace, in-person visits.
- **Scam Prevention:** Provide scam education to users, simplify reporting channels for suspicious activity, offer immediate guidance for unusual activity to address concerns regarding scam prevention and prevent online harassment.
- **Fraud Protection:** Embed real-time fraud detection, provide visible prevention measures, and proactive communication about security to reinforce trust.
- **Regional Variability:** Tailor outreach, training, and service delivery to reflect differences in adoption and access to technology across provinces and territories, especially in regions with lower technology uptake.
- **Personalization:** Design platforms with personalization features that help users save time, access relevant services quickly, and maintain independence.
- **Perceived Benefits:** Promote the benefits of certain technologies (e.g., technology for entertainment and learning can support cognitive engagement, relaxation, and skill-building, and health-related technology can support improved health management, independence, and access to services) to drive adoption and sustained use.

For Policymakers

- **Digital Literacy:** Promote digital literacy by supporting community-based programs that build skills and confidence, especially for groups less familiar with technology.
- **Data Protection:** Develop national and/or provincial frameworks to ensure data protection and standardize security measures and protocols.
- **Access to Healthcare Technology:** Fund essential healthcare technology tools for vulnerable populations and those who may benefit from this technology (e.g., individuals with chronic health conditions), as the cost of health technology remains a barrier for many.
- **Design Standards:** Support the development, promotion, and implementation of standards or guidelines to encourage accessibility and age-inclusive technology design, ensuring the needs of Canadians 50+ are considered throughout the development process.
- **System Interconnections:** Promote interoperability standards across platforms. Invest in infrastructure and regulatory frameworks that encourage innovators to build solutions that work together, making technology more cohesive, secure, and user-friendly.
- **System Efficiency:** Encourage and adopt technologies within health and information and service systems that improve efficiency, coordination, and service delivery. Ensure these solutions are paired with adequate user supports (e.g., training, help desks, hybrid access options) so that both service providers and older Canadians can benefit.
- **Scam Prevention:** Support national scam reporting systems that share alerts in real-time and develop public awareness campaigns highlighting trustworthy platforms, scam prevention tips, and safe online engagement practices.
- **Digital Exclusion:** Monitor and address digital exclusion, with digital literacy building and age-friendly/accessible infrastructure, to ensure Canadians 50+ are not isolated from essential public, social, and/or commercial services that are only available online.
- **Financial Barriers:** Support initiatives to reduce financial barriers, such as subsidized access and/or partnerships with public and community services (e.g., libraries, community centres).
- **Co-Design Funding:** Fund initiatives that support co-design programs and user testing for Canadians 50+, building engagement and improving usability.
- **Co-Design Capacity Building:** Promote initiatives, like CABHI's Leap platform, that bridge the gap between innovators and Canadians 50+ to support capacity building for participation in design and innovation.
- **Evaluation:** Encourage research and policy initiatives that evaluate how technology impacts independence, promotes empowerment, and incorporates co-design approaches.

Discussion

The global aging population, along with increased digitalization of daily life, is reshaping societies. Rapid growth in the AgeTech market represents an opportunity for innovators, entrepreneurs, system leaders, and policymakers to improve the integration of digital technologies into the lives of older persons in Canada and around the world. While past research has shown high adoption rates that are steadily increasing, the findings from this report reveal gaps and opportunities in the AgeTech sector: health technology use is lower than other domains despite strong awareness; cost and trust barriers are apparent but differ significantly across domains; and adoption and access patterns vary by age and geography, with Canadians 90+ and those in smaller provinces and territories showing unique needs. Importantly, more than half of respondents express a willingness to participate in co-design and test new technologies, while only a small number have been presented with this opportunity; this signals an untapped opportunity to align innovation with lived experience. These barriers and gaps underscore the risk of leaving behind a growing demographic at a time when technology can play a pivotal role in improving quality of life for the aging population in Canada and worldwide.

Mobilizing Next Steps

Mobilizing our recommended actions requires coordinated efforts across innovators, entrepreneurs, ecosystem leaders, investors, and policymakers. For innovators and industry leaders, key points of focus are embedding usability, accessibility, safety features, and personalization for older persons in technology design. Co-design approaches, though currently underutilized, represent an important opportunity to ensure technologies are not only functional but also resonate with the growing market opportunity of older persons in Canada and around the world. For policymakers, investment in digital literacy programs, inclusive design standards, scam prevention infrastructure, public awareness campaigns, privacy standards, and subsidized access have the potential to reduce barriers to equitable technology use. To inform the future of AgeTech, new data that captures depth of engagement, user experience, and measurable impacts on quality of life is still needed. Longitudinal studies examining how technology use evolves over time can provide critical insights for adaptive design. Additionally, evaluation of co-design methodologies will also be essential to refine practices and ensure inclusivity across diverse populations of older persons.

While this report focuses on Canada, global inclusivity in AgeTech requires considering the distinct access, language, and cultural needs of aging populations in middle- and low-income countries (Rizig, 2025). Globally, the IFA has demonstrated the importance of cross-sector collaboration, working in areas such as vision, hearing, brain health, immunization, and age-friendly environments to ensure the delivery of person-centred services and to improve policy and practice supporting healthy aging. To ensure greater access to technology it is important for the AgeTech market to meet the same standards: utilizing co-design with older persons and their care partners, improving usability for older persons, and deploying technology to widen access, rather than replace care and services.

Ultimately, innovators, ecosystem leaders, investors, and policymakers need to act together to align innovation with the values of trust, independence, and empowerment, which have all been identified as priorities by Canadians 50+.

The Future State

Looking ahead, it is imperative for older persons to be partners in technology design for the future state of AgeTech in Canada and globally. Organizations like CABHI and the IFA are important enablers of this future, especially with our collaborative efforts. CABHI, as a thought leader and solution accelerator for innovation in the aging and brain health sector, brings together researchers, innovators, and older Canadians across priority areas to strengthen innovation and ensure it is informed by the intended users. IFA operates globally to build policy that supports applied technologies for older persons and advocates internationally for age-friendly design, age-friendly environments, and integrated policy frameworks that support healthy ageing and dignity and participation into later life. Together, CABHI and IFA are bridging design innovation and policy advocacy, amplifying co-design practice, and advancing an inclusive AgeTech sector both within Canada and around the world.

Contact us

Are you interested in conducting your own market research? Contact the AgeTech Insights team at agetechinsights@cabhi.com to discuss how you can work with our team to build comprehensive market research surveys and reports. To learn more about CABHI's Leap platform, visit: www.cabhi.com/leap.

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