Silver economy: A selected issues from European perspective

An ageing society is inseparable element of the health economy. In 2018, nearly one fifth (19.7%) of the EU population and 9.0% of world population was aged 65 and more. As a result, the proportion of people of working age in the EU-28 is shrinking while the relative number of those retired is expanding. The share of the population aged 65 years and over is increasing in every EU Member State. According to the United Nations by 2050, one in four persons living in Europe and Northern America could be aged 65 or over. Having in mind the rapidly aging population, it is imperative to provide adequate house and care for the senior population. The aim of the presentation will be the analysis of the selected senior market problems from the European perspective. The author will answer the following research question is the Polish senior market losing the competition with the other European countries and if so, what is the reason for the growing gap in meeting the needs of older people. The following hypothesis will be verified in the presentation: the lack of affordable housing for seniors affects the failure of the state to meet their needs. The development of this presentation will incorporate the use of the observational method, European case studies, theoretical synthesis, literature analysis and statistical data analysis.