Economic Impact of Caregiving

40M 37 BILLION HOURS

$470B

470 BILLION

AARP SERVICES INC.
Although most care is provided by family members now, our country is rapidly facing a care gap: the availability of family caregivers is declining and unlikely to keep pace with future demand. By 2050, the “caregiver support ratio” will be less than 3 to 1.
The Caregiver

60% of all adult caregivers are female.

Of all adult caregivers are female.

TIME SPENT caregiving per week
24.4 HOURS

51% experience high levels of stress

28% feel financial burdens

65% live more than 20 minutes away

AVERAGE AGE 49.2

feel they had no choice in taking on caregiving responsibility.

HALF
The Care Recipient

65%

Of all adult care recipients are female.

AVERAGE AGE

69.4

50-74
39%

75+
47%

18-49
14%

Caregivers say their loved ones suffer from Alzheimer’s

- Old age: 14%
- Alzheimer’s: 8%
- Surgery/Wounds: 8%
- Mobility: 7%
- Cancer: 7%
- Heart disease: 5%
- Mental/Emotional illness: 5%
- Back Problems: 4%
- Arthritis: 4%
- Stroke: 4%
- Diabetes: 4%
- Lung disease: 3%
- Feeble/Falling: 3%
- Broken bones: 3%

Old Age, Alzheimer’s & Surgery rank as top three reasons for care.
The market opportunity will nearly double and out-of-pocket pay will continue to be the primary mode of purchase.

Caregiving market opportunity from products and services expected to reach $77 billion in 2021, up from $42 billion in 2016.

Out-of-pocket pay will continue to be predominant mode of consumer purchase of caregiving services relative to reimbursement or forms of compensated care.
For caregivers and their loved ones alike, safety equals falls and the benefit is peace-of-mind. All other concerns—fraud, elder-abuse, home security, etc.—are a secondary priority.

Current solutions focus on detection rather than prevention, and signal that the worst has just happened rather than helping.

Any wearable safety solution needs to break the stereotype that this is a device for “feeble old people.” Design for dignity!

Care recipients are well aware of their need to prevent fall because they equate falling with loss of independence.

Care recipients aspire to an empowerment approach rather than monitoring; preventative over crisis management.

Caregivers want an unobtrusive way to stay informed about their loved one’s health and home activity.
Falls - by the Numbers

Falls Reported in 65+

2014: 29M
2030: 49M

$34B → $67B

Costs to the U.S. Health Care System

2013
2030

$30K
average cost of hospitalization for a fall injury

7M Falls resulted in injuries in 2014

2.8M Treated in emergency dept. annually

10-15% Reduction in life expectancy from falls involving a hip fracture

1 in 4 older adults falls each year, but less than 50% tell their doctor

While caregiver interest in alerting technologies is high, only 9.7% of caregivers are already using these tools.

high cost | tech complexity | lack of time | perceived use