
Attitudes of Pre-Retirement People Towards Silver Economy Products: Case Study of Poland

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Abstract:

The aim of this presentation is to demonstrate the level of awareness of silver economy products among pre-retirement age individuals in Poland. Pre-retirement age is defined as the last 10 years before reaching retirement age. The analysis indicates a modest use of such products and a low level of knowledge about available products. Despite the significant development potential for silver economy products and a high level of understanding of the needs of older customers among entrepreneurs (FGI), the low level of interest in such products is linked to a generally low interest in thinking about one's own future and, above all, a low level of anticipation of future health and functional problems. At this stage of life, silver economy products are associated with meeting the needs of the parent generation.

Keywords:

Attitudes, silver economy products, consumption, ageing, Poland.