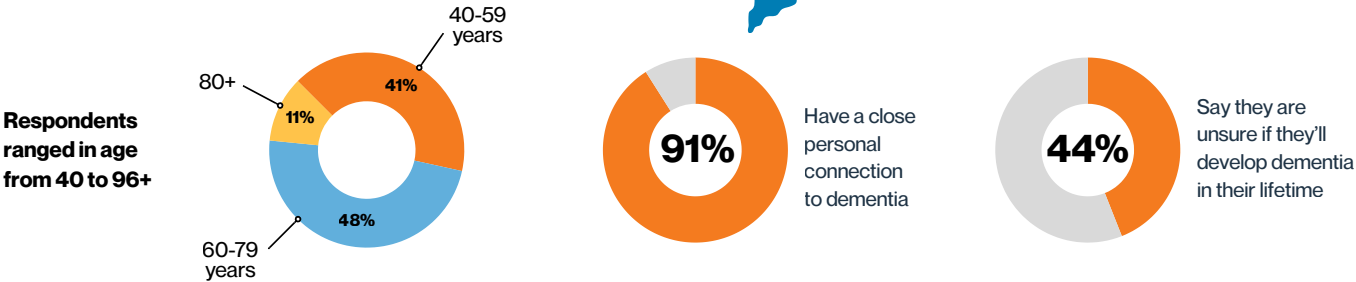


About AgeTech Insights

-  A market intelligence series grounded in lived experience
-  Equips end users, entrepreneurs, investors, ecosystem leaders, and policymakers to make evidence-informed decisions
-  Generates actionable insights that shape innovation design, adoption, investment, and policy
-  Ensures end users remain central to how agetech priorities are identified, developed, and advanced

We surveyed 2,090 respondents aged 40+ across Canada and the United Kingdom

to understand how much people know about the lifestyle choices that lower dementia risk, the barriers associated with them, and how technology can support brain health in their day-to-day lives.



A New Age of Dementia Prevention



The number of people living with dementia is expected to double by 2050, with **20,000 new diagnoses per month** in Canada through the 2040s.



Increasing scientific evidence indicates that up to **45% of dementia cases might be prevented or delayed** through behavioural changes made earlier in life.

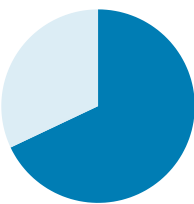


Growing recognition that dementia can be prevented or delayed is creating **significant market opportunities** and demonstrating **the economic value of prevention**, with a one-year delay in Alzheimer's disease onset projected to reduce formal care costs by approximately US\$70 billion in 2030.

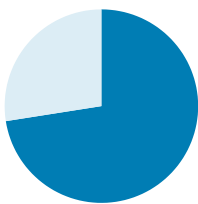
Key Findings

The Knowledge-to-Action Gap

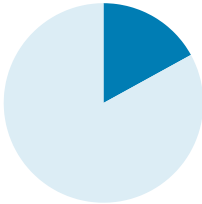
Respondents 40+ are aware that dementia risk can be lowered, but lack the knowledge of **how** to do so.



68% agree that dementia risk can be reduced



72% believe that actions during midlife or earlier have the greatest impact

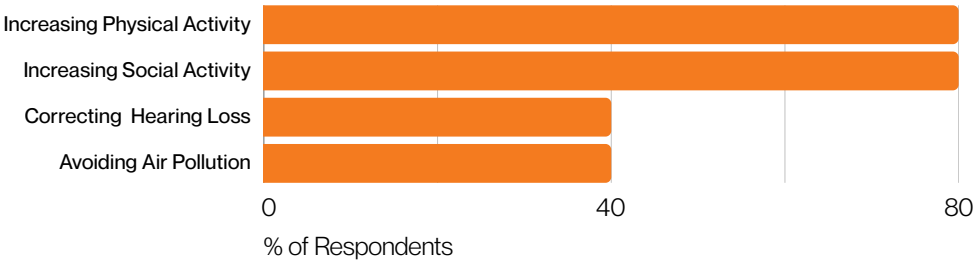


But just 17% are more than moderately confident in their ability to do so

Awareness of Dementia Risk Factors is Uneven

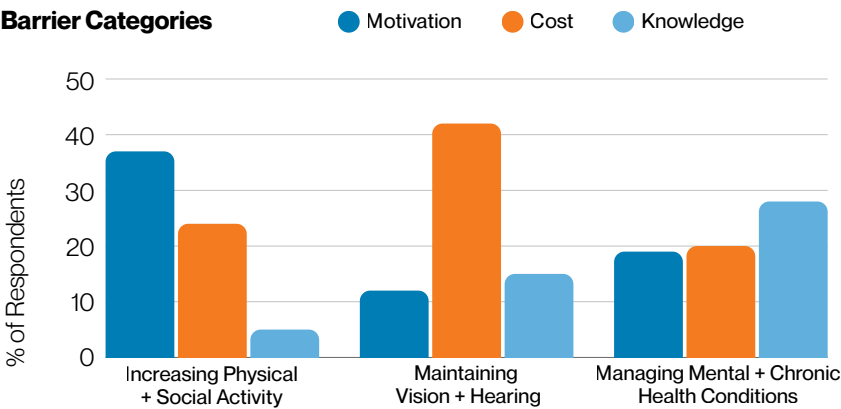
Exercise and social engagement are well recognized, but awareness is lower for hearing loss and air pollution.

Can this behaviour reduce dementia risk?



There is No One-Size-Fits-All Solution

Each brain healthy behaviour is associated with different sets of perceived barriers.



Health and Fitness Tracking are Perceived as the Strongest Use Cases to Support Brain Health

Where can technology support your brain health?

