



Key Takeaways for Innovators

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



Unlocking Dementia Prevention

The Role of Technology in Supporting Brain Health

Dementia prevention has emerged as one of the most important and promising opportunities in healthy aging and public health initiatives. Informed by an international survey of more than 2,000 adults in Canada and the United Kingdom, alongside market intelligence and the latest scientific evidence, *Unlocking Dementia Prevention: The Role of Technology in Supporting Brain Health* explores how people perceive dementia prevention, the barriers they face to making lifestyle changes that support brain health, and the role technology can play in supporting lasting behaviour change.

The key findings are summarized below; the full report delves deeper into market context and survey data, while unpacking themes and trends.



See the full report

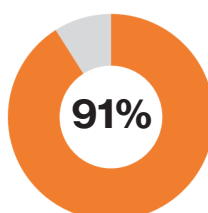
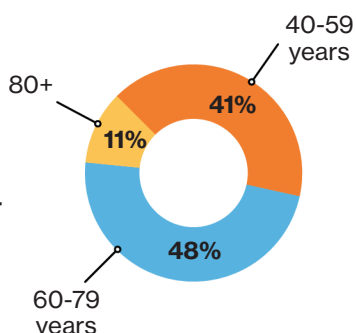


See the full infographic

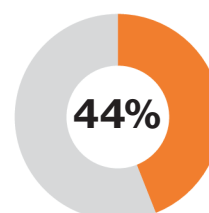
We surveyed **2,090** respondents aged 40+ across Canada and the United Kingdom to understand how much people know about the lifestyle choices that lower dementia risk, the barriers associated with them, and how technology can support brain health in their day-to-day lives.



Respondents ranged in age from 40 to 96+



Have a close personal connection to dementia



Say they are unsure if they'll develop dementia in their lifetime

Key Takeaways for Innovators



1 Close the “knowledge-to-action” gap

Awareness of dementia prevention is steadily increasing, but confidence and follow-through remain low. Most people believe that dementia risk can be reduced, but don’t feel capable of doing so on their own.

Innovation opportunities:

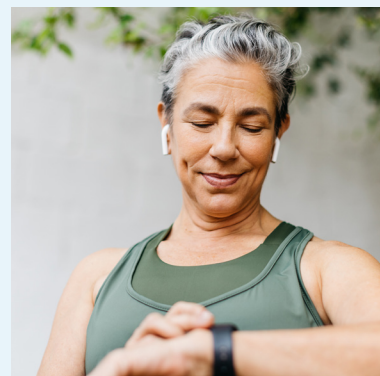
- + Create solutions that improve brain health by encouraging action rather than offering education alone.
- + Tap into existing motivations to help users form health habits through personalized coaching, reminders, accountability, and supportive feedback.

2 Build on technologies and habits that people already own and use

Survey respondents expressed the strongest support for technologies they already use daily: smartphones, wearable devices, and other tools that monitor activity, manage chronic disease, and encourage social engagement.

Innovation opportunities:

- + Accelerate adoption by embedding dementia prevention and brain health support into existing consumer products, instead of requiring users to adopt new technologies.
- + Connect with existing fitness, nutrition, sleep, hearing, vision, and cardiovascular tools that support cognitive health, and build dementia-prevention features into smartphones, tablets, and smartwatches rather than standalone products, lowering the barrier to adoption.



3 Add brain health motivation to existing products for added value

Many respondents already exercise, maintain a healthy diet, manage blood pressure, and prioritize sleep, but they generally do so for overall health goals rather than dementia prevention.

Innovation opportunities:

- + Highlight the benefits of existing products for brain health.
- + Connect the existing value of tools and services that support fitness, nutrition, sleep, hearing, vision, and cardiovascular health to cognitive health and dementia prevention.

4 Build trust to unlock AI-enabled health tools

26% of survey respondents are already using AI systems in their daily lives, but trust is a major barrier to AI uptake in health and medicine.

Innovation opportunities:

- + Demonstrate transparency, privacy, clinical validation, and human oversight to overcome the trust barrier.
- + Establish credibility with end users to build a competitive advantage as AI adoption grows.

