

## Case study

# Demographics: an ageing population

### Seniors, a growing target group

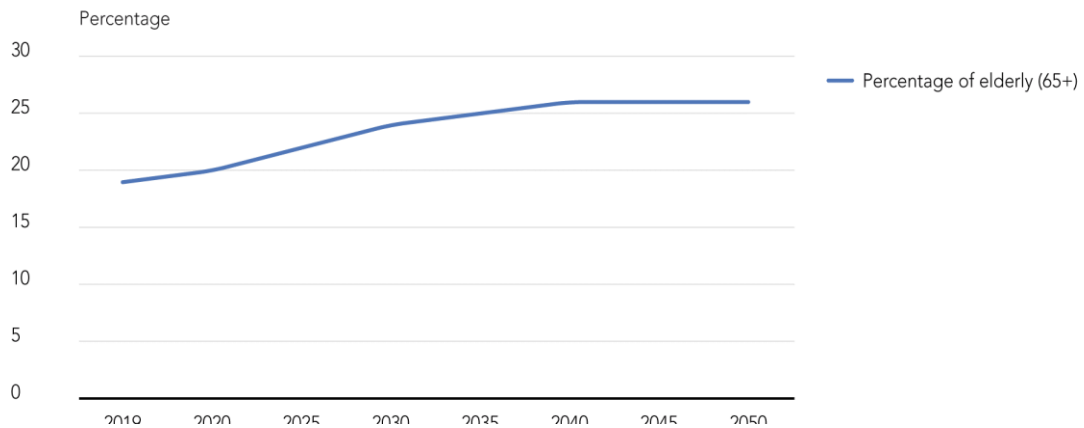
The number of seniors (65+) in the Netherlands is expected to increase from 3.3m in 2019 to 4.8m in 2040 (PBL, 2016). In 2040, more than a quarter of the population will be over the age of 65 (Statistics Netherlands, 2018).

The highest relative amount of elderly can be found in the peripheral areas, but the absolute growth will mainly take place in the major cities. The number of seniors in Amsterdam, for example, is expected to increase by nearly 100,000 up to 2040.

### Tenant preferences

Seniors prefer to live independently for as long as possible. However, the adjustments to dwellings that are required to continue living independently are expensive. Therefore, renting can be an attractive alternative.

### Elderly as percentage of the population forecast



Source: ABF Research (2019)

### Absolute growth number of elderly (2018-2040)

Growth number of elderly x 1,000

